Race-based hair bias and discrimination remains a systemic problem in the workplace, disproportionately impacting Black women. Legislation like the CROWN Act provides legal protection against discrimination based on hair texture and protective styles such as braids, locs, twists, and knots. While legal protection exists in some states, there is still work to be done.

Black women’s hair is 2.5x more likely to be perceived as unprofessional

Bias against natural hair and protective styles can impact how Black women navigate the hiring process...

2/3 of Black women change their hair for a job interview. Among them, 41% changed their hair from curly to straight.

Black women are 54% more likely to feel like they have to wear their hair straight to a job interview to be successful.

And has led Black women to have a negative experience or outcomes within the workplace...

Black women with coily/textured hair are 2x as likely to experience microaggressions in the workplace... than Black women with straighter hair.

Over 20% of Black women 25–34 have been sent home from work because of their hair.

With young Black professionals feeling the pressure from hair discrimination the most.

Nearly half (44%) of Black women under age 34 feel pressured to have a headshot with straight hair.

25% of Black women believe they have been denied a job interview because of their hair. Even higher (1/3) for Black women aged 25–34.

No one should feel they must change their hair to access employment opportunities or professional advancement.

Dove is a proud co-founder of the CROWN Coalition to advance hair discrimination legislation called the CROWN Act.

Visit Dove.com/Linkedin to sign the CROWN Act petition and access free learning courses that support a more equitable work environment. #BlackHairsProfessional

The 2023 CROWN Research Study surveyed 2,990 female identifying respondents in the US ages 25–64 (1,039 Black, 1,028 Hispanic, 1,064 White) between December 2022 and January 2023. All respondents were employed part or full time at the time of the study. The research was conducted on behalf of Dove by JOY Collective and Modulize, both specializing in marketing, data and analytics for multicultural communities.