#### TASK FORCE ON ADVANCING BLACK WOMEN



Equity, Inclusion, and Advancement of Black Women in Beauty- Research Results

## CEW Wanted to Look INSIDE the Beauty Industry

The Task Force wanted to quantify the challenges Black women are facing in the beauty industry workplace



## We Followed a Robust Process to Get Here Today

In May 2021, a 20 minute online survey with 977 women in the

Beauty industry of all races / ethnicities helped uncover key

insights to build:





## **Research Design for Qualitative Understanding**

After analyzing the survey, we conducted qualitative focus groups with Black Women to understand their direct experiences.

To round out our learnings, we interviewed a core set of Black executive women to understand their journey to inform the success model.







#### The Story of Black Women in the Beauty Industry ...



# What We Learned



There Is Great Pride in Being a Black Woman in Beauty





Black Women See Themselves Integral to the Advancement of Beauty Industry Representation and Inclusion



They Have Committed Their Careers to Driving Equity And Representation for All Consumers



## However, Some Barriers Exist





Overall Organizational Representations Is Still Low and Comes With a Sense of Loneliness



There Is Not a Clear Industry Wide Commitment to Reaching the Black Consumer





The Career **Journey Hasn't** Always Been Linear and Is Characterized as **Exhausting** and Requiring Resilience



## There Does Not Seem To Be a Common Experience of Mentorship and Sponsorship



### Much of the Personal Career Success Has Been Tied To Driving Diversity in Product and Marketing Innovation



## Success Has Been Found in Staying True to the Game



## The Contributions of Black Women in Beauty Have Helped Transform the Industry





# Here Are Some Examples













#### Shea Moisture 1 SOCIAL JUSTICE COALITION

Creating change and actionable solutions.



COVERGIRL NATURAL HUE COMPACT FOUNDATION

HOME · BEAUTY Alexia P. Hammonds Is The First Black Woman To Have A Hair **Fragrance Manufactured In Grasse, France** 

GRASSE IS THE PERFUME CAPITAL OF THE WORLD.









THE TUNE SQUAD







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# **Top AH Has** from the research



## The Commitment to the Black Consumer





Though the majority of all respondents are focused on the Total Market, **Black Women (49%) are** significantly more likely to be focused on Black consumers.

Only 29% of White women are focused on the Black consumer.





## **Movement** Across the Industry





Black Women are more likely to have worked at multiple beauty companies (35% of Black Women say they have worked at one company vs. half of Non-Black Women).



60% of Black Women have had to change companies to get a promotion/to the next level in their career (vs. 48% of Non-Black Women).





33% of Black Women have changed roles or got a promotion in the past year (vs. 23% of Non-Black Women).



# Being Valued and Seen





### Only 12% of Black women completely agree that they have a voice in the industry.





**Black Women** are more likely than Non-Black women to have sought professional development outside of work and to have paid for it themselves (versus being paid for by their company).





#### Half of the Black Women

report having experienced open racial discrimination in the workplace.





Seven in ten Black Women have experienced microaggressions based on race in and out of the workplace.



## The Industry's Commitment to HER





Where is she is receiving mentoring and sponsorship in the organization, Black Women are are mentoring on average more mentees than non-Black Women.

Black Women over 35 are mentoring **twice as many mentees** as White Women over 35



While the distributions of the Black Women and Non-Black Women are similar in terms of education and current title, Black Women are less likely than Non-Black Women to feel their current salary is competitive in comparison to their peers.





Non-Black Women rate their company's commitment to closing pay gaps for Black Women and promoting and advancing Black women as Excellent or Very good, while Black Women rate their companies as Fair or Poor.



## Now Let's Hear Her Experience in Her Own Words



So, You Can Now See How This Is Leading to Tensions in the Industry





# Learning From Black Senior Leaders in Beauty



Performance

Build a proven track record of technical effectiveness



Community of Support

Develop a trusted network of Black women with similar career experiences and leveling



Mentorship and Sponsorship

Grow a professional network that will help you build and grow your career



Show Up Authentically

Do the work toward building the confidence and boldness to show up in your own uniqueness



Expand Influence

Find ways to elevate the impact that your career growth can have on your community





## A Call to Action

The Industry must become committed to creating environments that are inclusive and welcoming, as well as offer opportunities for full visibility, promotion, and advancement for Black women.







# **Top Action Ideas – Inside the Company**

Reward and value in culture work at the same level as Total Market work

Ensure high potential Black women are considered for critical roles inside the company

Evaluate salary planning and perform a formal salary review for Black women

Action your exit interview insights from Black women

Develop and roll out a success model in your work teams and ERG's

Create systems for community building among Black women

Give CEW Task Force a platform in the industry

Encourage women to speak up when facing microagressions and discrimination in a healthy and productive way







# Black Women Are Pouring Into the Industry





They have also dedicated a significant portion of their professional development time to mentoring and coaching other Black women.





However, they don't feel the industry reciprocates their commitment or does enough for them individually to reach true equity.





This leads to a state of Black women feeling isolated and disconnected.

To them feeling both alone and in the center of the cultural spotlight.

Black women are giving the proverbial 150% - carrying the cultural mandate of inclusion the industry is mandating while watching many share passive interest.



### They have found success

in building community that builds them up.



What Can We All Do to Drive **Action Towards** Advancing **Black Women** in **Beauty?** 



Let's spend the rest of the day listening with deep empathy and challenging our bias to truly hear and understand what we can do to drive action towards advancing our industry.





Over the next few hours in the program, we will share some very specific steps that you can take to **see Black women more fully.** 



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