

# Growing a Strong Economy

THE U.S. SALON INDUSTRY IS **VIBRANT AND GROWING.**

WITH THE RIGHT LICENSING MODEL IN PLACE, THE BEAUTY SALON INDUSTRY WILL CONTINUE TO **CREATE JOBS.**



\$50.5B

generated in annual sales.



1.2M

salon industry establishments.  
A majority of beauty and cosmetology salons are considered local small businesses.



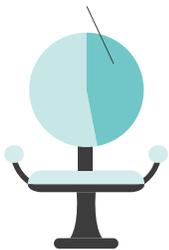
101M

employment opportunities for women and minority entrepreneurs.

FOR AN INDUSTRY THAT IS ALREADY LEADING THE U.S. IN JOB GROWTH, THE BUREAU OF LABOR STATISTICS PROJECTS A **10% JUMP** IN CAREER OPPORTUNITIES FOR **BARBERS, HAIR STYLISTS, AND COSMETOLOGISTS** OVER THE NEXT 10 YEARS – WELL ABOVE THE NATIONAL AVERAGE.

## DIVERSITY IN THE **SALON INDUSTRY**

47%



of the salon industry workforce are minorities.

34%



of the overall U.S. workforce are minorities.

60%



of salon businesses are owned by women.

20%



of all private sector businesses are owned by women.

## COSMETOLOGY LICENSING **MATTERS TO PUBLIC SAFETY**



82%

of Americans say they support the licensing of beauty professionals.



88%

of Americans say that requiring a license protects the public either "a lot" or "some."



54%

believe that state licensing helps "protect the public a lot."

# COMMON SENSE REFORM

COMMON SENSE LICENSING STANDARDS ARE CRUCIAL TO GROWING OPPORTUNITIES IN THE INDUSTRY AND **PROTECTING PUBLIC SAFETY.**

The **Future of the Beauty Industry Coalition** is proactively advocating for reforms and standards that **protect the consumer** and **maintain the accountability** of the licensed beauty professional. The first step is to **strengthen and streamline** the entry process for a progressive career in the professional beauty industry.



## LONGER CURRICULUM HOURS IMPACT STUDENT PERFORMANCE, FINANCIAL STABILITY, AND THE INDUSTRY'S TALENT PIPELINE.

Extensive industry research shows longer programs pose a **greater risk for students by increasing student loan debt**. An analysis of national data has found that **graduation rates are not improved or affected by more curriculum hours**.

Industry research shows greater **licensing hour requirements do not lead to increased exam passing rates**. Data reveals that more **curriculum hours do not lead to higher wages**.

While there is an **alarming rate of school closings**, school systems that operate in **multiple states confirm that the most rapid expansion occurs in low-hour states**.

Cosmetology graduates and beauty professionals overwhelmingly **desire license mobility**.

**For more information read the full report at [futurebeautyindustrycoalition.com](http://futurebeautyindustrycoalition.com)**