

A glance into the  
research supporting the  
CROWN Act in New  
Mexico.



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# ABOUT THE CROWN ACT

The CROWN Act was created in 2019 by Dove and the CROWN Coalition to ensure protection against discrimination based on race-based hairstyles by extending statutory protection to hair texture and protective styles such as braids, locs, twists, and knots in the workplace and public schools.

## 1.5X

Black women are 1.5 times more likely to be sent home from the workplace because of their hair.

## 3.4X

Black women's hair is 3.4 times more likely to be perceived as unprofessional.

## 30%

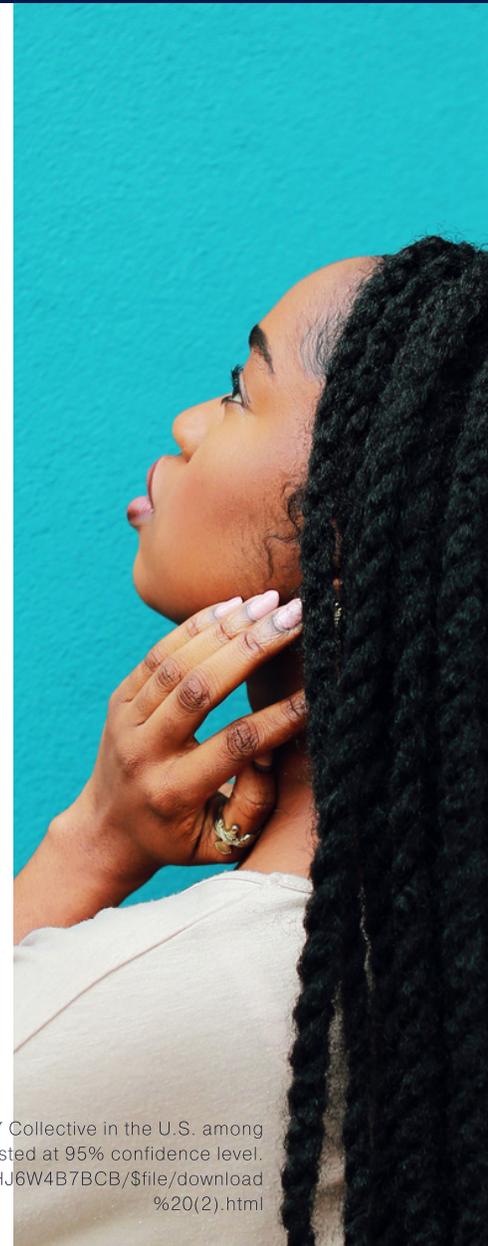
Black women are 30% more likely to be made aware of a formal workplace appearance policy compared to their non-Black counterparts.

## THE FACTS ABOUT HAIR DISCRIMINATION

## HAIR & YOUTH

"It goes beyond hair when across the country, school policies use the same language and reasoning to ban Black hairstyles...are grounds for discipline or removal from school entirely...[and] requires you to have 'good' straight hair that comes at the cost of your health."

Hair Politics: How Discrimination Against Black Hair in Schools Impacts Black Lives



Source: Dove CROWN Research Study (2019) conducted by JOY Collective in the U.S. among 2000 (1000 Black and 1000 White) Women, Age 25 – 64. All data tested at 95% confidence level. Source: [https://go.boarddocs.com/fl/palmbeach/Board.nsf/files/BLHJ6W4B7BCB/\\$file/download%20\(2\).html](https://go.boarddocs.com/fl/palmbeach/Board.nsf/files/BLHJ6W4B7BCB/$file/download%20(2).html)

# NATURAL HAIR DEFINED

Natural hair is hair that has not been chemically altered to change its kinky, curly, or coily state. This includes traditional Black hairstyles such as locs, braided extensions, twists, and fades.



# PROTECTIVE STYLES DEFINED

A protective hairstyle is a style that tucks the ends of the hair away from being exposed to damaging agents such as sun, heat, and constant manipulation.



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