

PUBLIC OPINION STRONGLY SUPPORTS OCCUPATIONAL LICENSING FOR THE PROFESSIONAL BEAUTY INDUSTRY

LICENSING IS IMPORTANT TO CONSUMERS

A public opinion poll on the factors that influence consumer decisions when choosing a hair salon, nail salon, or barber shop found that:



77% Believe it is important to know beauty professionals are licensed



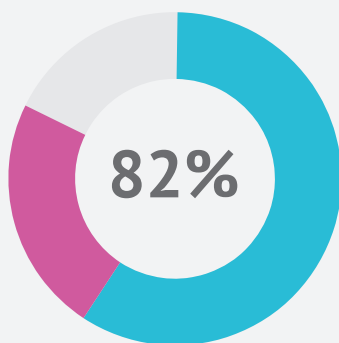
81% Believe licensing is necessary to protect consumers



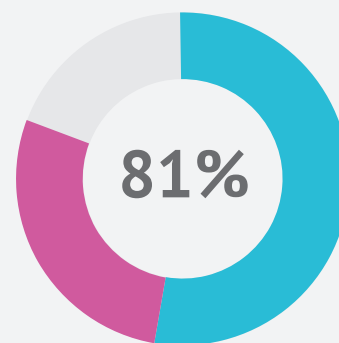
84% Believe states should continue licensing requirements

TOP FACTORS WHEN CHOOSING A SALON OR BARBER SHOP

Hygiene & Safety



Training & Experience



■ Extremely important
■ Very important

Beauty professionals acquire their skills to provide safe, high quality services through extensive training and licensing. These survey results, consistent across all demographics, show that consumers everywhere find it important that professional beauty businesses are licensed, safe, and clean.