

MEDIA ALERT
FOR IMMEDIATE RELEASE

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The Professional Beauty Association provides resources, advocacy, and tele-health for the salon industry during coronavirus outbreak

March 18, 2020 (Scottsdale, AZ) -- During this time of uncertainty and an ever-changing news cycle, we find ourselves wanting to take action to protect those we serve. Over the last 24 hours, the Professional Beauty Association (PBA), the largest and most inclusive membership association representing the professional beauty industry by connecting, educating, celebrating and fighting for the community it serves, has received many inquiries about its actions relating to the Covid-19 outbreak. As salons, barber shops, nail salons, and spas across the country have been affected by the physical, emotional, and economical ramifications of the coronavirus, below are recommended resources for the industry.

PBA's executive director, Steve Sleeper shares, "While we, as a close-knit community need to physically take a moment to separate, there is no doubt that we will come together stronger than ever." He continues, "PBA is THE professional beauty industry's association, and we are here to provide information, advocacy, and assistance, because we are all in this together."

Below are the actions as of March 17th, 2020 that the PBA is taking to support the professional beauty industry:

- PBA's Government Affairs team monitors any and all legislative activities diligently. If an opportunity surfaces during the coronavirus crisis to support the professional beauty community, PBA members who have activated their benefits under their membership will receive a call-to-action directly from the PBA via email.
- As the U.S. Senate currently works to develop an economic stimulus package, the PBA team is engaged and is asking Congress to include the 45B FICA tax tip credit as part of the package. PBA encourages the salon industry to help us take action to get this critical legislation passed as soon as possible. The Take Action link is <https://p2a.co/e5ekeL7>.

- PBA will continue to work diligently to be a reliable resource for the industry by collecting state and federal information and making it readily available in one, organized place. We will update content daily on our website at www.probeauty.org.
- The health and safety of our community is our foremost concern and the PBA believes access to a tele-health service, at minimum, should be available for everyone. To remove any financial barrier, the Professional Beauty Association is offering a one-year complimentary PBA Preferred Membership (a \$50 value) to all licensed professionals or salon/spa employees who do not currently hold an active membership. This Membership provides access to a tele-health subscription for \$10/month which will cover both physical and mental health needs for the family 24/7. This special program expires April 15, 2020 and can be accessed by texting BEAUTY to 88202 or directly at <https://probeauty.wufoo.com/forms/were-in-this-together/>.

PBA's goal is to bring our community together and provide resources, information and assurance to as many beauty professionals as possible. Please visit <https://www.probeauty.org/2020-coronavirus-faqs> for more information on current coronavirus faqs.

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About Professional Beauty Association

We're the Professional Beauty Association. We believe in redefining what it means to be a beauty professional in today's world by connecting, understanding, educating, celebrating, and fighting for the community that we -- collectively -- stand for and serve, whether you're working behind the chair or running a beauty brand. We aim to make your job easier through providing news, resources, blueprints, advocacy, recognition, and community, so you can focus on the things you love, like creating and growing your business. We're in the trenches *with* you, and out there advocating *for* you; because we are all in this beautiful industry together -- connected by beauty, united by passion. For more information on membership levels and dues please visit: www.probeauty.org/join.