



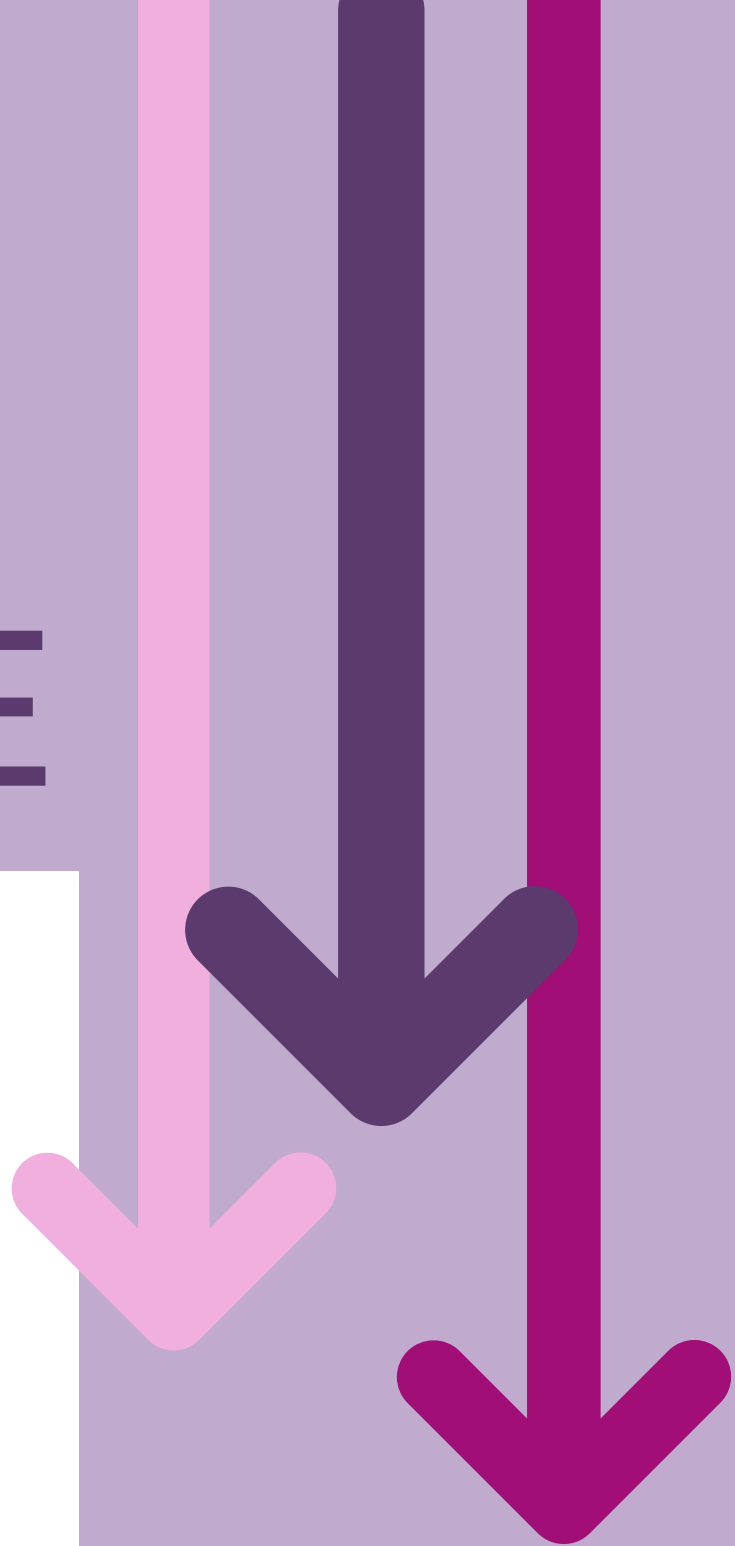
2024

COMMUNITY

REPORT

WHAT'S INSIDE

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ABOUT THE **PROFESSIONAL BEAUTY ASSOCIATION**



OUR VISION

When beauty thrives, we all do



WHAT WE DO

We keep professional beauty professional



HOW WE DO IT

We empower community, develop trusted resources,
and champion collective voices to protect, grow and
invest in our industry



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

**When beauty thrives, we all do.
That's not just a vision—it's what
drives everything we do at PBA.**

We keep professional beauty professional by advocating for this industry, creating opportunities, and ensuring beauty professionals have the resources they need to succeed. This past year, we've expanded our reach, strengthened our community, and amplified our voice—because when we stand together, we create real impact.

We empower, protect, and invest in this industry by giving beauty professionals a seat at the table, a network of support, and the tools to grow. From NAHA to Beacon to the Executive Summit, we've brought education, inspiration, and connection to thousands. Our advocacy efforts continue to protect our industry and push it forward.

But we're just getting started. The future of beauty is in our hands—yours, mine, ours. Let's keep building it together.

Leslie Perry

*Executive Director,
Professional Beauty Association*

MEMBERSHIP

At PBA, we keep professional beauty professional. Our members are the heart of this industry, and we're here to empower, protect, and invest in their success.

With Lisa Richman, Director of Membership, at the helm, PBA provides the **resources, connections, and advocacy** beauty professionals need to thrive. Through **education, community, and policy leadership**, we work to **strengthen careers, protect the industry, and drive meaningful change.**

As a nonprofit, your **membership fuels everything we do**—championing the voices, craft, and future of beauty professionals everywhere.

When beauty thrives, we all do.



New & Expanded Member Benefits in 2024

This year, we took member benefits to the next level—expanding resources, adding new perks, and making it easier than ever to access the support you need.



More preferred resource providers

Liability insurance, bookkeeping, and essential business tools, all vetted to support your success.



New health insurance options

Including virtual and mental health care options so you can prioritize your well-being.



Exclusive to Business of One members

FREE virtual urgent care and mental health resources, giving independent professionals the support they deserve.



Upgraded Member portal

Faster, smarter, and packed with more tools to help you navigate your benefits with ease.

THANK YOU TO OUR VISIONARY MEMBERS.



Led by **Jody Tyvela, Director of Development**, Visionary Members are the **driving force** behind PBA, making up our largest membership level and fueling the future of professional beauty.

In 2024, we welcomed **14 NEW VISIONARY MEMBERS**, strengthening an already powerful network of **industry leaders**. Their investment **champions advocacy**, **fuels education**, and **expands resources**, ensuring beauty professionals have the support they need to **thrive and succeed**.

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MY SALON
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To all of our Visionary Members—thank you for investing in the success of beauty professionals everywhere. Your commitment shapes the future of our industry.

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QOSMEDIX

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GOVERNMENT ADVOCACY

PBA's **Government Advocacy Program** is a powerful force for the **professional beauty industry**, ensuring that **legislative and regulatory issues** don't go unnoticed. With **Myra Reddy, Director of Government Affairs**, **leading the charge**, we **track, respond, and take action** on state and federal policies that impact beauty professionals and businesses—**advocating for your rights, your career, and the future of our industry.**



LEGISLATIVE TRACKING & ACTION



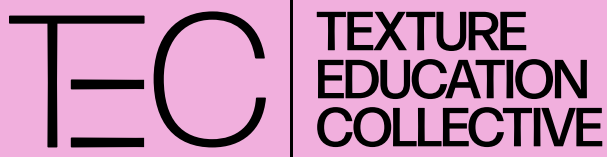
10,000+ NEW ADVOCATES

New advocates joining our movement are passionately helping us amplify the voice of the professional beauty industry and raise awareness about the critical needs and challenges it faces.



FICA UPDATE:

Continuing efforts to collaborate bipartisanly in the House and Senate, PBA is working to ensure the beauty industry's voice is heard in 2025 tax legislation and to extend the **45B FICA Tip Tax Credit**.



The Texture Education Collective™ (TEC) is driving change to create **more inclusive salon environments** by ensuring licensed beauty professionals are trained in textured hair. TEC advocates for states to **integrate textured hair education into cosmetology curriculums and state board exams**, equipping stylists with the skills and confidence to serve all clients while upholding the highest standards in styling, health, and safety.

FOUNDING MEMBERS:

AVEDA
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

DevaCurl®

**L'ORÉAL
USA**



PBA Professional
Beauty
Association

THE NEED FOR CHANGE



of stylists want more training in styling textured hair.



of high-fashion BIPOC models have experienced stylists untrained in their hair type.



of the world's population has textured hair, representing a billion-dollar market.

LEGISLATIVE PROGRESS

TEC has successfully led legislative efforts resulting in the passage of laws in Louisiana, New York, Connecticut, Minnesota, and California.

DEFINING INCLUSIVE TESTING

Cosmetology exams should include services for all hair types and textures, considering curl patterns, strand thickness, and hair volume.



TAKE ACTION

Sign the petition to include textured hair in cosmetology testing standards—visit the TEC page on PBA's website to add your voice.

PBA CHARITIES

At PBA, we believe in supporting and uplifting beauty professionals—especially in times of crisis.

Under the leadership of Rachel Molepske, Director of Leadership Operations and Charities, PBA Charities continues to drive initiatives that make a lasting impact on the industry.



CUT IT OUT® is a powerful initiative mobilizing licensed professionals, students, and industry leaders to take a stand **against domestic abuse** in communities across the U.S. Stylists, barbers, estheticians, and makeup artists are uniquely positioned to recognize signs of abuse—bruises, self-blame, sudden changes—and salons and spas often serve as **safe havens** where victims can seek help. **CUT IT OUT®** builds awareness by providing salons with educational materials and training, equipping beauty professionals to recognize warning signs and connect clients with lifesaving resources.

Strength In Beauty is a **CUT IT OUT®** grant designed to support **beauty professionals who are survivors of domestic abuse**, helping them regain financial stability and rebuild their careers.

In 2024, PBA awarded \$27,550 in **Strength in Beauty Grants** to 19 licensed professionals, providing critical assistance to guide them toward a fresh start. **To further expand awareness and education, PBA distributed nearly 5,000 complimentary CUT IT OUT® materials to salons, spas, schools, and barber shops**, ensuring more professionals are equipped to recognize the signs of abuse and provide support.



The **PBA Disaster Relief Fund** stands as a lifeline for salon professionals rebuilding after natural disasters. With nearly **\$3 million in donations**, we've helped **thousands** of beauty professionals reclaim their livelihoods in times of crisis. Every dollar donated—**100% of it**—goes directly to those in need, ensuring our industry remains strong, resilient, and supported when it matters most.

In 2024, the **PBA Disaster Relief Fund** awarded **\$430,000** to **over 880 beauty professionals**, providing critical support when they needed it most. Every dollar made a direct impact—helping salon professionals rebuild, recover, and continue doing what they love.

Education fuels success. Whether you're starting out or leveling up, **PBA scholarships** help beauty professionals invest in their craft, expand their skills, and build a stronger future.

PBA awards scholarships to both licensed professionals pursuing continuing education and students enrolled in programs leading to professional licensure.

In 2024, **\$140,000** was awarded to support **continued education**, empowering beauty professionals and students to advance their skills, grow their careers, and elevate the industry.



Launched in 2024, the **PBA Emergency Fund** is a new lifeline for **Licensed Professional Members** facing unexpected crises—**medical emergencies, loss of a loved one, house fires, and more**. As this initiative grows, so does our commitment to supporting beauty professionals when they need it most.

PBA SIGNATURE EVENTS & EDUCATION

In 2024, under the leadership of **Emily Hegdahl, Director of Programs and Events**, the Professional Beauty Association's signature events and educational initiatives continued to grow in impact—strengthening, inspiring, and connecting professionals across every stage of the beauty industry career journey.



For the first time in history, the **North American Hairstyling Awards (NAHA)** sold out, hosted in Orlando alongside **Premiere Orlando**, the nation's largest beauty trade show. The event brought together the industry's most creative visionaries to celebrate artistry, innovation, and excellence.

Also in Orlando, nearly **200 of the top beauty students from across the country** joined us for **BEACON**, PBA's signature student event. Over the course of three days, students engaged in high-impact business education, industry wide networking, and access to top industry leaders. In 2024, we proudly launched the **BEACON Mentorship Program**, extending our support beyond the event to offer ongoing guidance as students begin their professional careers.



PBA EXECUTIVE SUMMIT

We also celebrated the **10th anniversary** of our **Executive Summit**, hosted at the iconic Arizona Biltmore. The event drew our largest audience to date, bringing together top industry executives for powerful discussions on the Power of Beauty and the Human Connection. The summit expanded its footprint with two pre-event networking experiences: the Executive Golf Scramble and the Cocktails & Conversation Luncheon.

Our **Future Leaders** program experienced meaningful growth in 2024 of over 350 community members, with Mentorship Circles, virtual Community Check-ins, and live networking events, creating essential peer-to-peer support for emerging professionals across the country.

PBA FUTURE LEADERS

PBA WEBINAR SERIES

Through our **webinar education platform**, we provided live business education webinars, free and accessible to our entire PBA membership. These online experiences supported salon/spa owners, independent professionals, and future leaders with relevant, actionable content for business growth and success.

Our events and education programs reached thousands of beauty professionals, continuing our commitment to **elevate, unite, and empower** the industry.

We are deeply grateful to the **Joseph L. Weir Trust** for their generous support, which enables us to provide free, high-quality education to licensed professionals across the beauty industry. Their commitment to advancing professional development helps **empower individuals, elevate standards, and foster continued growth within our community**.

PBA FINANCIAL OUTLOOK

In 2024, the Professional Beauty Association and PBA Charities collectively generated \$5,880,628 in total revenue. This combined figure reflects the continued trust and support of our members, sponsors, and partners, as well as our ongoing commitment to advancing the beauty industry through education, advocacy, and community programs.

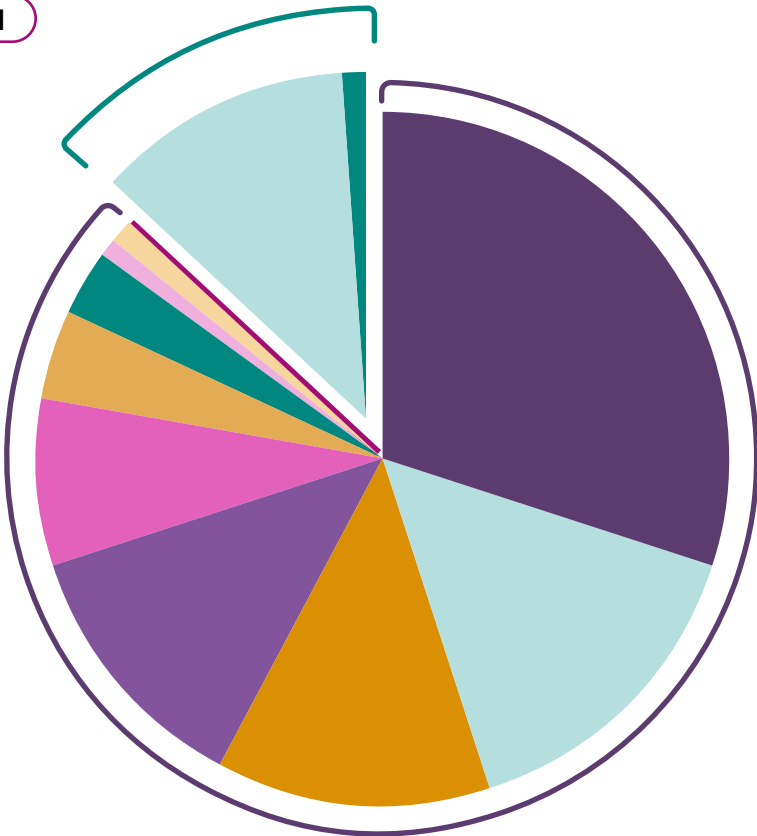
REVENUE BREAKDOWN

- PBA Revenue: \$5,091,485
- PBA Charities Revenue: \$789,143
- Combined Total Revenue: \$5,880,628

This unified financial snapshot represents our holistic impact and underscores the synergy between our association and charitable foundation.

2024 COMBINED REVENUE BREAKDOWN

- PBA CHARITIES
- PBA
- Investment return from beauty trade shows
- Donations
- Member dues
- Event sponsorship
- Event registration
- Rental income on leased headquarters
- Investment income
- Joseph L. Weir Trust distribution
- Advertising income
- Miscellaneous income



PBA BOARD AND ADVISORY COUNCIL

Our voluntary Board of Directors and Advisory Council Members are dedicated leaders shaping the future of professional beauty. Through strategic planning, advocacy, and industry oversight, they help drive initiatives that strengthen, protect, and elevate our industry.

BOARD OF DIRECTORS



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Salon27
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BOBBI SPRINGER
Allure Beauty Bar
Grand Junction, CO

The Professional Beauty Association (PBA) is the leading membership organization uniting beauty professionals to shape the future of the industry. We keep professional beauty professional—championing policies that protect the industry, providing trusted resources, and fostering a powerful community built on connection, creativity, and growth.

We serve licensed professionals, salon and spa owners, independent stylists, students, distributors, and manufacturers—providing the education, resources, and advocacy they need to succeed today and thrive tomorrow. We are the platform for excellence—home to North American Hairstyling Awards, Beacon Student Program, and Executive Summit—and the catalyst for change, strengthening businesses and supporting beauty professionals in times of crisis through the PBA Disaster Relief Fund and other charitable programs.

WHEN BEAUTY THRIVES, **WE ALL DO.**
BECOME A MEMBER AND BE PART OF THE MOVEMENT DEFINING WHAT'S NEXT IN BEAUTY.

JOIN US AT [PROBEAUTY.ORG](https://probeauty.org)