



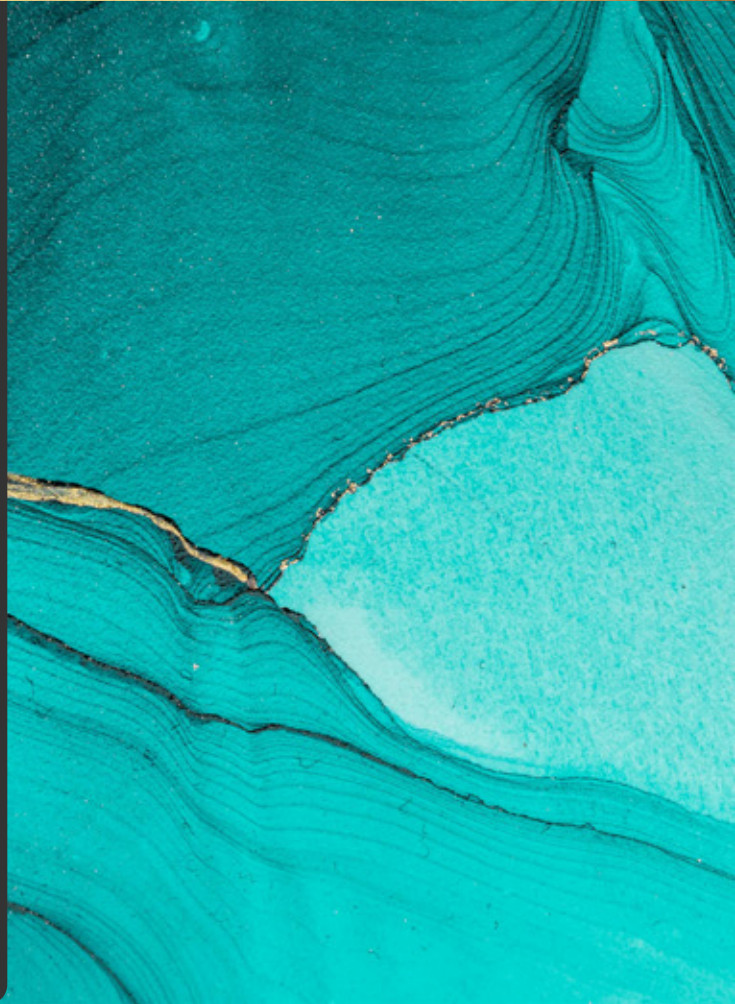
Professional  
Beauty  
Association

NONPROFIT • ADVOCACY • COMMUNITY

# A YEAR OF IMPACT

*When beauty thrives, we all do.*

2025 PBA ANNUAL REPORT





# A YEAR OF IMPACT

This was a year of impact. The professional beauty industry moved from pressure to progress.

In a landscape defined by change, our industry didn't pause or waver. Instead, our industry responded, adapted, and kept moving forward.

Through advocacy, education, and community, PBA helped protect what matters, supported professionals at every stage, and elevated the industry as a whole.

***Because when beauty thrives, we all do.***

# A MESSAGE FROM OUR CEO

This past year was a defining moment for the professional beauty industry. It showed us what is possible when this community comes together with purpose, resilience, and a shared commitment to moving forward.

In 2025, that shared purpose turned into real progress. After 25 years of effort, the FICA tip tax credit was passed, creating meaningful impact for salon, spa, and barbershop owners and employers across the country. Our advocacy network grew, our programs reached more professionals than ever, and the energy across our community was undeniable. From PBA Beacon to PBA Future Leaders to the PBA North American Hairstyling Awards (NAHA), we're seeing a new level of engagement, connection, and momentum.



Because when  
beauty thrives,  
we all do.

At PBA, we are proud to stand alongside this industry and help drive that progress. We are here to protect, support, and elevate professional beauty through advocacy, education, and community. And none of this happens without the PBA Members, partners, and leaders who invest their time, energy, and belief in what we are building together. That collective commitment is what makes this work possible.

There is so much ahead, and we're just getting started. Together, we will continue to strengthen this industry, support the professionals who power it, and create even more opportunities for the future.

**LESLIE PERRY**

*Chief Executive Officer  
Professional Beauty Association*

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# A YEAR OF IMPACT, BY THE NUMBERS

## PROTECTING THE INDUSTRY



### 25 years in the making

The FICA tip tax credit marks a turning point for beauty employers



### A growing advocacy movement

More professionals are engaging, speaking up, and shaping policy



### Legislative activity nationwide

Ongoing efforts across all 50 states continue to impact the profession



### Stronger industry alignment

More voices, greater coordination, and a shared direction forward

## SUPPORTING PROFESSIONALS

### Personal Concierge model

delivering tailored PBA Member guidance

### PBA Member Experience

redefined through a unified approach

### Expanded health insurance

offerings for greater access and support

## BUILDING THE FUTURE

# 179

PBA BEACON STUDENTS

# 380+

PBA FUTURE LEADERS

# \$136,550

IN PBA SCHOLARSHIPS AWARDED

## SUPPORTING OUR COMMUNITY

# \$59,000

THROUGH THE PBA DISASTER RELIEF FUND

# \$28,000

THROUGH THE PBA EMERGENCY FUND

# 4,000+

PBA CUT IT OUT® RESOURCES DISTRIBUTED

## ELEVATING THE INDUSTRY

# 1,900

ATTENDEES AT PBA NAHA. SOLD OUT

# 360+

LEADERS AT PBA EXECUTIVE SUMMIT. SOLD OUT

# THE INDUSTRY AT A TURNING POINT

*The professional industry is evolving in real time.*

Across the country, conversations about licensure, workforce mobility, and regulation are shaping the profession's future. At the same time, business owners are navigating rising costs, changing consumer expectations, and an increasingly competitive landscape.

The workforce itself is shifting. More professionals are exploring independent paths, redefining career growth, and seeking greater flexibility in how they work and build their businesses.

And while these changes bring complexity, they also create opportunity. What was once fragmented is beginning to align. More voices are coming together. More professionals are engaging. And more leaders across the industry are recognizing the value of collective action.

This is a pivotal moment. One that calls for clarity, connection, and a shared commitment to advancing the industry.

## 25 YEARS IN THE MAKING

FICA TIP TAX CREDIT PASSED  
FOR BEAUTY EMPLOYERS



## 151,679 ADVOCATES

A GROWING, ENGAGED  
INDUSTRY VOICE



## 468 BILLS TRACKED

ACROSS ALL 50 STATES



## 33,310 CONNECTIONS MADE

BETWEEN ADVOCATES  
AND POLICYMAKERS



## INDUSTRY MOMENTUM IS BUILDING

STRONGER ALIGNMENT.  
GREATER IMPACT.  
A UNIFIED VOICE.



# PROTECTING THE INDUSTRY

Advocacy is at the core of PBA's efforts to protect and advance the professional beauty industry.

Every day, legislation and regulation shape how beauty professionals work, grow their businesses, and build their careers. From tax policy to licensing requirements, these decisions directly impact the future of our industry.

*PBA ensures that our voice is heard.*

Through ongoing legislative tracking, direct engagement with policymakers, and a growing national network of advocates, we work to represent the interests of licensed professionals, business owners, and the broader beauty community. We bring industry perspectives to the table and help drive solutions that support long-term growth and stability.

This work matters because what happens at the policy level affects every chair, every salon, and every professional across the country.

*Protecting the industry means protecting the people who power it.*



## INDUSTRY ENGAGEMENT ACROSS THE COUNTRY

PBA advocacy presence included key industry events, conferences, and leadership gatherings nationwide, strengthening relationships and advancing the voice of professional beauty.



## FICA TIP TAX CREDIT PASSED

25 years in the making, this landmark legislation delivers meaningful financial impact to more than 118,000 employer-based beauty establishments.

**151,679**

**ADVOCATES NATIONWIDE**  
A GROWING, ENGAGED NETWORK  
SHAPING INDUSTRY POLICY

**33,310**

**CONNECTIONS MADE**  
BETWEEN ADVOCATED  
AND ELECTED OFFICIALS

**468**

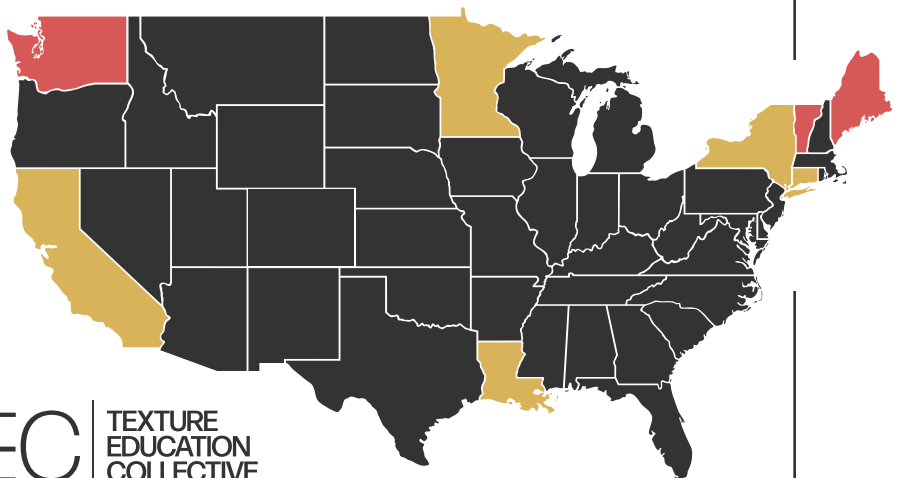
**BILLS TRACKED**  
ACROSS ALL 50 STATES

## EXPANDING INCLUSIVE EDUCATION

In 2025, Texture Education Collective™ legislation passed in:

**WASHINGTON**  
**VERMONT**  
**MAINE**

These states join **Louisiana, Connecticut, New York, Minnesota, and California** that passed TEC legislation in 2024.



**TEC** | TEXTURE  
EDUCATION  
COLLECTIVE  
PBA Professional Beauty Association



LED BY  
**MYRA REDDY**  
Vice President,  
Government Affairs



LED BY  
**KATI RAPOZA**  
Director of  
Advocacy

# SUPPORTING PROFESSIONALS

In 2025, PBA took a meaningful step forward in how we serve our PBA Members.

We brought together our **PBA Membership** and our **Programs & Events** teams to form a unified PBA Member Experience Team. This shift reflects a deeper commitment to designing every interaction, resource, and opportunity with the PBA Member in mind.

*At the center of this approach is a simple idea: PBA Membership should feel personal.*

Through our Personal Concierge model, PBA Members receive guidance tailored to their goals, business, and career stage. Whether navigating benefits, exploring education, or connecting with opportunities, PBA Members have direct access to support that meets them where they are.

*This is more than an operational change. It is a shift in philosophy.*

PBA Membership is not just about access. It is about connection, support, and real value that helps professionals grow, adapt, and succeed in an evolving industry.



**TRISH DOOL,**  
PBA Licensed Professional Member



### A MORE UNIFIED PBA MEMBERSHIP EXPERIENCE

The PBA Business of One Membership integrated into the PBA Licensed Professional Membership to strengthen value and simplify options



### EXPANDED HEALTH AND WELLNESS BENEFITS

New health insurance partner offering access to medical, dental, vision, mental health, and telehealth resources



### TRUSTED RESOURCES AND EDUCATION

Expanded network of vetted partners and educators providing PBA Members with tools to grow their careers and businesses



### ENHANCED INDUSTRY PRESENCE

PBA Member Desk introduced at major industry events, including Cosmoprof and Premiere shows, creating more opportunities for connection and support



**RYAN M. SCOTTSDALE,**  
PBA Salon & Spa Member



**SHEAR ART SALON & SPA,**  
PBA Salon & Spa Member



**VASUDA,**  
PBA Salon & Spa Member



LED BY  
**LISA RICHMAN**  
Vice President,  
Member Experience

# LEADING THE INDUSTRY FORWARD

*PBA Visionary Members aren't just participants in the industry. They're building what comes next.*

At PBA's highest level of Membership, **PBA Visionary Members** represent a deep commitment to protecting, elevating, and advancing professional beauty. These companies invest in the work that moves the industry forward, from advocacy and education to community support and leadership development.

In 2025, Visionary continued to grow as one of PBA's fastest-expanding Membership segments. This growth reflects a shared belief that the future of this industry is stronger when it is built together.

*"Being a Visionary Member of the PBA reflects our deep commitment to licensed professionals, salon owners, educators, and the future of beauty."*

**MELISA GIL**

REGIONAL HEAD, NORTH AMERICA  
HENKEL

*"Becoming a PBA Visionary Member was investing in our industry's future; it's not just Membership, this is a partnership for beauty's big wins."*

**GIOVANNI PICONE**

CMO  
ALFAPARF GROUP



**MEEVO,**  
PBA Visionary Member

**NEW PBA  
VISIONARY  
MEMBERS  
IN 2025:**



**BARBICIDE.**

**BOULEVARD**



*helcim*



maria nila  
STOCKHOLM



ORACLE  
NetSuite



**trendier AI**



LED BY  
**JODY TYVELA**  
Vice President,  
Marketing & Development

# BRINGING THE INDUSTRY TOGETHER



These are the moments where the industry comes together. Where creativity, leadership, and the future of professional beauty take shape in real time.

**THIS IS PBA.**





**WHERE TALENT BECOMES LEGEND™**

The **PBA North American Hairstyling Awards (NAHA)** continues to set the standard for excellence in professional beauty.

In 2025, PBA NAHA sold out once again, welcoming 1,900 attendees to celebrate artistry, innovation, and achievement across the industry. Submissions increased year over year, reflecting the growing excitement and global recognition of the program.

This year also reintroduced the Industry Icon Award, honoring Antoinette Beenders for her extraordinary contributions to the beauty industry.

PBA NAHA remains the moment where the industry gathers to recognize the work, the vision, and the artists shaping what comes next.

*“JCPenney’s support of PBA and sponsorship of PBA NAHA reflects a deep investment in its salon division. By supporting PBA NAHA, JCPenney elevates its salon professionals and reinforces its commitment to celebrating creative excellence and inclusivity within the beauty community. This partnership sends a powerful message across the industry: beauty isn’t just retail – it’s a craft deserving recognition, career growth, and artistic validation. As a sponsor, we are hopeful the awards gain greater visibility and resources, while JCPenney cements its role as a champion of salon talent and diversity in professional beauty.”*

**LISA GREEN**  
VP, DMM, JCPENNEY BEAUTY & SALON



# PBA BEACON

AN ELITE PROGRAM FOR STUDENTS

## BUILDING THE NEXT GENERATION

The **PBA Beacon Student Program** continues to open doors for the next generation of beauty professionals.

In 2025, 179 students from across the country were selected to participate in this immersive experience. Through education, mentorship, and direct access to industry leaders, PBA Beacon provides students with the tools and connections they need to build their careers with confidence.

The **PBA Beacon Mentorship Program** expanded, pairing 10 alumni mentors with 20 Class of 2025 participants to support continued growth beyond the event and connect students with top salon employers as they step into their first roles.

A strong network of industry partners makes this work possible by investing in the future of professional beauty and the success of the next generation.

*"PBA Beacon was the push I needed. I have often felt intimidated or insecure about my place in this industry, but I was reminded again and again of my "why" and my place. PBA Beacon opened my eyes to the many opportunities beyond behind the chair and the many ways I can invite my own passions and personal experiences into my career."*

**KIRSTEN R.**  
2025 PBA BEACON GRADUATE



# PBA EXECUTIVE SUMMIT

# PBA FUTURE LEADERS

## LEADING WHAT'S NEXT

The **PBA Executive Summit** continues to bring together the leaders shaping the future of professional beauty.

In 2025, the **PBA Executive Summit** sold out with more than 360 industry executives in attendance. Through keynote sessions, facilitated roundtables, and collaborative discussions, leaders came together to address real challenges and identify opportunities for growth across the industry.

This year also marked the introduction of the **Industry Impact Award**, recognizing leaders whose vision, innovation, and dedication continue to shape the profession. Sydney Berry was honored as the inaugural recipient, recognized for more than 50 years of leadership, mentorship, and advocacy across the industry. In a moment that reflected her continued commitment to the next generation, the Sydney Berry Foundation announced a \$15,000 donation to the PBA Beacon Student Program.

This year also introduced **PBA Future Leaders** Mastermind cohorts, creating space for emerging leaders to work through real-world challenges and develop actionable solutions.



The **PBA Future Leaders** program grew to more than 380 professionals, strengthening a community built on mentorship, connection, and shared learning.

Together, these experiences are building stronger leaders, deeper connections, and a more aligned industry.



LED BY  
**EMILY HEGDAHL**  
Director, Programs & Events

# SUPPORTING OUR COMMUNITIES

At the heart of the professional beauty industry is a community that shows up for one another.

Through **PBA Charities**, we support beauty professionals when they need it most. From times of crisis to moments of rebuilding, these programs provide meaningful assistance, resources, and care to individuals across the country.

*In 2025, PBA Charities expanded its reach and deepened its impact.*

**PBA CUT IT OUT®** remains a powerful initiative focused on education and awareness, equipping beauty professionals with the tools to recognize signs of domestic abuse and connect clients with support. This year, the program introduced a refreshed brand identity and expanded its reach to more salons, schools, and professionals nationwide.

The **PBA Disaster Relief Fund** and **PBA Emergency Fund** provide direct financial support to professionals facing unexpected hardship. Whether recovering from natural disasters, medical emergencies, or personal loss, these programs offer stability in moments that matter most.

**PBA Scholarships** continue to invest in the industry's future, helping both students and licensed professionals pursue education, strengthen their skills, and advance their careers.



## VOICES FROM THE COMMUNITY

“

*I was able to continue after three weeks without work, and the support from PBA helped me stay grounded during a really difficult time.*

”

“

*There are not enough words to say thank you for helping during this moment. It made a real difference.*

”

“

*It was heartbreaking to see so many lose their space, but also powerful to see this community come together and support one another.*

”

### \$59,000

DISTRIBUTED THROUGH THE **PBA DISASTER RELIEF FUND** SUPPORTING 147 BEAUTY PROFESSIONALS IN TIMES OF CRISIS

### \$28,000

DISTRIBUTED THROUGH THE **PBA EMERGENCY FUND** PROVIDING IMMEDIATE RELIEF FOR UNEXPECTED HARDSHIPS

### \$22,000

AWARDED THROUGH **STRENGTH IN BEAUTY GRANTS** SUPPORTING 18 LICENSED PROFESSIONALS REBUILDING AFTER DOMESTIC ABUSE

### 4000+

**PBA CUT IT OUT®** RESOURCES DISTRIBUTED EXPANDING AWARENESS AND ACCESS TO CRITICAL SUPPORT



LED BY  
**RACHEL MOLEPSKE**  
Director, Leadership Operations  
& Charitable Programs

# INVESTING IN IMPACT

PBA's financial strength reflects the continued trust and investment of our PBA Members, partners, and industry community.

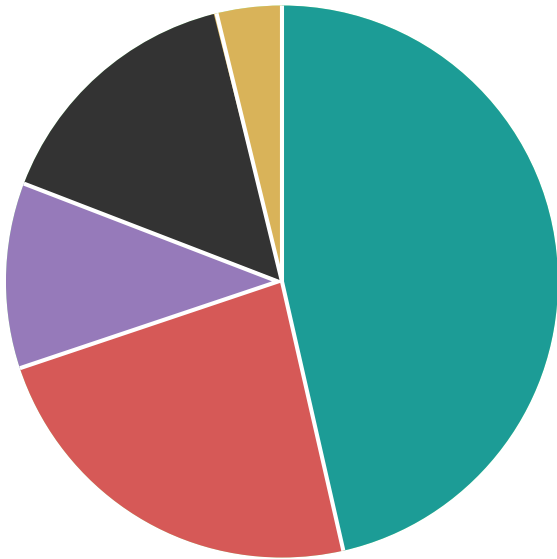
In 2025, this collective support expanded advocacy efforts, strengthened investment in education and leadership development, and provided critical resources to professionals across the country. PBA is grateful for the continued support of the **Joseph L. Weir Trust**, which helps make possible PBA Beacon, webinars, education, scholarships, and charitable initiatives.

*Every dollar contributes to advancing the professional beauty industry and supporting the people who power it.*



**JAY ELARAR**, MoroccanOil  
Immediate Past Chair, PBA Board of Directors

# FINANCIAL SNAPSHOT



## 2025 COMBINED REVENUE BREAKDOWN

Member & industry support represents 92% of our total revenue through donations, dues, event sponsorships & registration, and investment return from trade show activity.

Investment and other income	42%
Event registration and sponsorship	21%
Donations	19%
PBA Member dues	14%
Joseph L. Weir Trust distribution	4%



## ALLOCATION OF RESOURCES

In 2025, we invested in what matters most for members - signature events, government advocacy for FICA tip fairness, aid for industry peers in need, and technology upgrades to simplify access to member resources and streamline communications.

Programs and events	30%
Administrative	27%
Government advocacy	16%
PBA Member services	15%
Charitable initiatives	12%



LED BY  
**LORI RAYHORN**  
Chief Financial Officer

» LEADERSHIP

# GUIDING THE INDUSTRY FORWARD

Behind every program, initiative, and moment of impact is a team dedicated to serving the professional beauty industry.

From leadership to staff, the Professional Beauty Association is powered by individuals who bring expertise, care, and a shared commitment to supporting professionals nationwide.

Together with our **Board of Directors and Advisory Council**, this team helps shape the work that protects, supports, and elevates the industry every day.

**MEET THE PBA TEAM**

**BOARD OF DIRECTORS AND ADVISORY COUNCIL**

**PBA CHARITIES LEADERSHIP**



# MEET THE PBA TEAM

## LEADERSHIP TEAM



**LESLIE PERRY**  
Chief Executive Officer



**LORI RAYHORN**  
Chief Financial Officer



**JODY TYVELA**  
Vice President of  
Marketing & Development



**LISA RICHMAN**  
Vice President of  
Member Experience



**MYRA REDDY**  
Vice President of  
Government Affairs



**RACHEL MOLEPSKE**  
Director of Leadership Operations  
& Charitable Programs



**EMILY HEGDAHL**  
Director of  
Programs & Events



**KATI RAPOZA**  
Director of Advocacy



**LESLIE ROSTE**  
Director of State Relations  
& Policy Development

## MARKETING & COMMUNICATIONS



**MARISSA ROSS**  
Senior Manager of  
Marketing & Development



**AMANDA SMITH**  
Senior Manager  
of Creative



**KASEY KALER**  
Content Manager



**JIMENA CHAVEZ**  
Digital Marketing  
Coordinator

## MEMBERSHIP



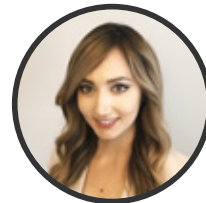
**RAYMON GUEVARA**  
Membership Manager



**ERFAN HAJIAMOUASSAR**  
Database Specialist



**SHILOH VALERIANO**  
Senior Manager of  
Events Operations



**LAUREN BAUMANN**  
Education Coordinator



**CHRISTY WEAVER**  
Finance & IT Manager

## PROGRAMS & EVENTS

## OPS & SUPPORT

# BOARD OF DIRECTORS AND ADVISORY COUNCIL

## 2026 PBA BOARD OF DIRECTORS



**ALEX COHN**  
Premier Beauty Supply  
**CHAIRMAN**



**JASON YATES**  
John Paul Mitchell Systems  
**VICE CHAIRMAN**



**SHELBY MICHAELIS**  
Salon Service Group  
**TREASURER**



**JAY ELARAR**  
Moroccanoil  
**IMMEDIATE PAST CHAIRMAN**



**BONNIE CONTE**  
Avalon Salon Spa



**JOHN CUTRONE**  
Innersense Beauty



**JENAE DAVIS**  
Salon Jenae



**BRANDON HUTCHINS**  
Beauty Industry Group



**CHET POPE**  
Salon 27



**STEVEN PORTER**  
Steven Porter Hair

# BOARD OF DIRECTORS AND ADVISORY COUNCIL

## 2026 PBA DISTRIBUTOR ADVISORY COUNCIL



**JOSH HAFETZ**  
Ethos Beauty Partners



**SHEILA PHILLIPS**  
Liquid Assets, LLC



**GUY LACEY**  
Salon Services Pro

## 2026 PBA MANUFACTURER ADVISORY COUNCIL



**BETH CARSON**  
Sam Villa



**JULIE FORTIER**  
L'Oreal



**GIOVANNI PICCONE**  
Alfaparf

# BOARD OF DIRECTORS AND ADVISORY COUNCIL

## 2026 PBA SALON/SPA ADVISORY COUNCIL



**MAGGIE DIFALCO**  
Maggie The Salon



**CINDY FELDMAN**  
Progressions Salon Spa Store



**BOBBI NEILSEN**  
Allure Beauty Bar

## 2026 PBA BEAUTY PROFESSIONAL ADVISORY COUNCIL



**DR. TYE CALDWELL**  
ShearShare



**NICOLLE TALLEY**  
De'Von Emages



**TONY VOZZOLO**  
Salon O

# PBA CHARITIES LEADERSHIP



**RACHEL JUD**  
CHAIR



**CYNTHIA HEISSER-BAKER**  
VICE CHAIR



**STEVEN NEUMAIER**  
TREASURER



**BETH HICKEY**  
DIRECTOR



**STACY GASPARD**  
DIRECTOR



**VALERIE ROBINETTE**  
DIRECTOR



**MARCIA BIRD**  
DIRECTOR



Professional  
Beauty  
Association

NONPROFIT · ADVOCACY · COMMUNITY

# OUR WORK CONTINUES

The professional beauty industry is evolving, and the momentum is clear.

Across advocacy, education, and community, we are seeing what is possible when this industry comes together with a shared purpose. Progress is being made. Opportunities are expanding. And the future is being shaped in real time.

At PBA, our focus remains the same. Protect the industry. Support the professionals who power it. Continue building what comes next.

There is more ahead, and we're ready for it.

Because when  
**beauty thrives,**  
we all do.

**PROBEAUTY.ORG**

Start Your PBA Journey

Stay Connected

