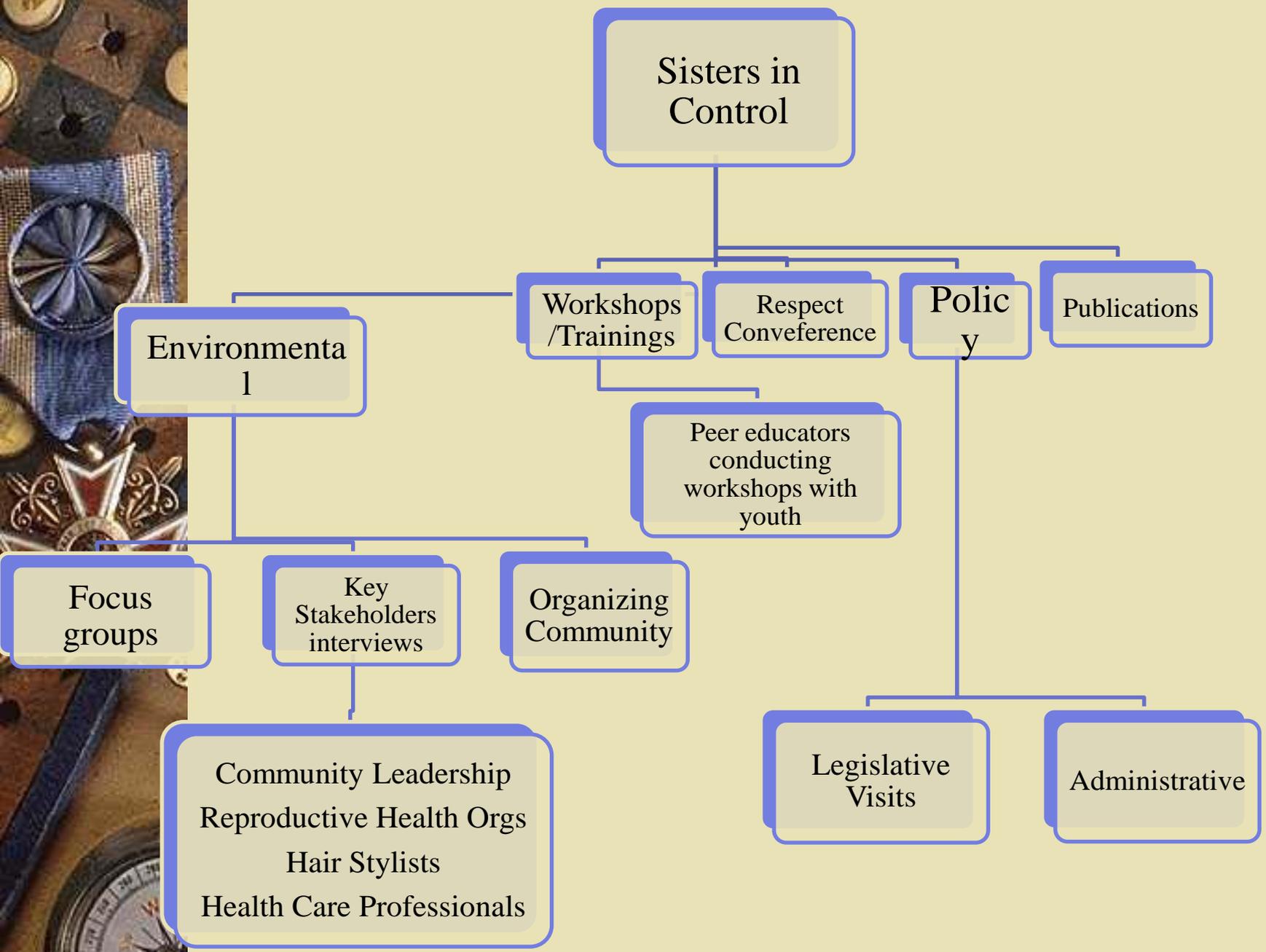




# Sisters in Control





# Key Questions

- ◆ 1. What are the main reasons consumers and hair stylists use the products that they do?
- ◆ 2. What are consumers' and consumers' and stylists' concerns regarding chemicals in the products they use that may be potentially harmful to general or reproductive health?



# Key Questions

- ◆ 3. What do hair stylists do to protect themselves and their clients from environmental toxins in the work that they do?
- ◆ 4. Would stylists be willing to use other work-related products that were shown to be safer for them and their clients and would they be willing to spend more for safer alternatives? Under what conditions would consumers and stylists switch to safer alternatives?



# Key Questions

- ◆ 5. Do women believe they are knowledgeable about how hair and beauty products may affect their general or reproductive health? What information do women want to know, and how could this education could best happen?
- ◆ 6. How can political representatives be engaged to take action to ban toxins from products and be held accountable on environmental issues?



# Findings Confirm

- ◆ *Product choices are often predicated upon tradition, brand recognition and access. Other women's choices are based upon what's available in local markets due to the cost and inconvenience of driving farther to obtain greener, organic or chemical-free alternatives to their regular personal care products.*



## Findings cont...

- ◆ Additional factors that influence product choice among this group of women include cost, effectiveness, scent, and packaging (including packaging for the effect of looking natural).



# More Confirmation

- ◆ Many salon clients use products to which they were introduced by their mothers, while others select products that are marketed to them (e.g. Black female hair care products).



# Findings include

- ◆ *Brand loyalty, convenience, cost, and knowing that a product works are more influential in shaping purchases than product-related health concerns.*

# Consumers

- ◆ *Requesting healthier products feels futile*





# Hair Salon Owners & Stylist

*Product choices are based on products' results.*

*Willingness to use safer products.*

*Limited information on products' effect on general and reproductive health.*



# Grassroots Leadership

- ◆ *Community education and information dissemination.*
- ◆ Funding and partnerships



# Engagement

- ◆ *Lectures, community education strategies and forums, woman-to-woman “salons” in the old-fashioned sense of the word, radio, television and print media such as “Our Weekly” and “Front Page,” celebrity-linked campaigns with high visibility celebrities raising the issue, word of mouth, sororities and fraternities, presentations at other organizations, an information stand at farmers markets*



# Engagement of Leadership

- ◆ Grassroots and opinion leaders offered several additional means of engaging elected officials on environmental issues: Building relationships with and being a conduit to feed information to political representatives, providing data, finding a product that they're using and letting them know how toxic it is—“It works... it has to be personal to them.”



# Next Steps

- ◆ Publishing Post Card Series/Brochures
- ◆ Reprint Healthy Hair Guide
- ◆ Continued Focus Groups
- ◆ Continued Grassroots Leadership Engagement
- ◆ Developing a political strategy for electeds
- ◆ Organizing Hair Salon Owners & Stylist