

CHANGING PERCEPTIONS OF A CAREER IN BEAUTY FOR THE NEXT GENERATION

About the Campaign

Beauty Changes Lives (BCL) is a non-profit organization devoted to elevating and celebrating careers in the beauty & wellness industries through scholarship and mentorship programs. BCL is teaming up with the industry's biggest supporters, brands, renowned professionals and inspiring influencers (like you!) to launch a campaign that establishes the credibility of a career in beauty. The MAKE YOUR MARK campaign aims to disrupt conventional notions of beauty in the minds of Gen Z and spur people to reconsider what they know about beauty, ask new questions, explore and engage with beauty & wellness as a viable career.

Appealing to Gen Z's entrepreneurial nature, we'll cast cosmetology school as a way to take real control over your future, rather than a way to simply have a job. The beauty category is transforming into a tech-enabled service industry with an incredible degree of efficacy and an enormous requirement for creativity. Self-starters have the ability to leverage their innate understanding of technology, shape a career with meaning, and work on their own terms. By highlighting an evolving mix of industry leaders and up-and-comers, we'll inspire the next generation and create a movement that is simultaneously relatable *and* aspirational.

Why This Matters

Our industry is booming! In fact, it is projected to grow by over 36% over the next decade. And at the same time, we face a hiring deficit where more than a million positions over the next 10 years will be unfilled due to the lack of qualified professionals. What does this mean for the future of our salons, manufactures, distributors and for the customers who we serve? Why is category interest not influencing career trajectory? The perception of a career in beauty must shift—from backup plan to aspiration.

Top perceptions of why cosmetology school is not a consideration:

- Compensation and financial stability
 - A career in beauty is perceived as low wage. And even though professional chefs have broadly similar entry-level salary expectations as hairdressers/hairstylists/cosmetologists, the number of chefs and head cooks in America rose from 109k in 2009 to 128.5K in 2018.
- Opportunity
 - The bigger obstacle than opening salary, is the notion that there is no room for growth.
 - Whereas restaurant ownership seems available to all, cosmetologists do not seem to believe that there is opportunity beyond working a chair.
- Relatable aspiration
 - With so few cosmetologist entrepreneurs, those interested in the beauty industry have too few relatable business role models, and too many "influencer" role models.
 - The lack of business role models means that not enough people look to the beauty category as a pathway to a serious, enviable career.

You've made your mark—not only within the industry but also on mainstream perceptions of the industry. You're forward-thinking, creative, and entrepreneurial—an embodiment of the transformation that's taking place. It's time to evolve the notion of the beauty service industry from a middle-skill job into an exciting, growth-fueled category where everyone is searching for the next one who can make their mark. It's time for younger generations to see what's possible and aspire to it. We're asking you to pay it forward—to give back to your craft!

The Ask

As an influential professional in your field, this is where you come in! Your work is phenomenal, you've obtained cosmetology accreditation, and you connect with Gen Z—you are a true inspiration for younger generations and the perfect fit for this campaign. We would love to have you on board as one of our featured Ambassadors!

As a MAKE YOUR MARK campaign Ambassador, your story and your curated collection of content—noted below—will be featured on the campaign's website and in supporting materials (*please refer to the corresponding Talent Release Agreement for terms and usage*).

Curated Content

You can expect to supply our team with the following materials:

- Headshot(s)*
- Biography
- Additional supporting content—video and photography*
 - In action/at-work, events, examples of your work, work-related travels, etc.*

*Please refer to the corresponding Talent Release Agreement for terms and usage of all content you will be providing.

- On-the-phone interview with our team to get to know you and your story
 - Background, career, highlights, passions, inspirations, etc.
 - Supporting quotes—Woo will capture an audio recording

Social Media Support

The key to the success of this campaign is your support—by activating authentic content on your social channels sharing your passion for your career and celebrating the creativity that goes into learning and perfecting your craft. From word-of-mouth to social amplification, it takes a movement of extraordinary visionaries like yourself to shift the perceptions of our industry.

- Social Media Asks
 - At least one (1) Instagram Story per month for six (6) months
 - Driving traffic to the campaign website

Visual Reference for Campaign Destination (WIP Proof-of-Concept, CONFIDENTIAL)

