



## **FOR IMMEDIATE RELEASE**

### **Bronner Bros. Partnersto Launch Beauty & Barber Relief Fund**

*Royal Oils by Head & Shoulders and Gold Series by Pantene Among Initial Sponsors;  
Applications Open May 25<sup>th</sup>*

ATLANTA—Today, The Bronner Bros Int'l Beauty Show(BB) announced the launch of the [BB Beauty & BarberFund](#) to provide relief to licensed cosmetology professionals who have not been able to work or are experiencing financial hardships due to the COVID-19 outbreak. The collaborative effort will help support stylists, barbers, and others in the multicultural beauty industry, which has widely been affected by the pandemic. The campaign's leading sponsors include [Royal Oils by Head & Shoulders](#) and [Gold Series by Pantene](#). Applications for the Fund open May 25<sup>th</sup> and close May 30, 2020.

COVID-19 has had a devastating impact on the Black beauty industry. Multicultural barbers and stylists represent nearly 25% of all cosmetology professionals and contribute to the textured haircare category's estimated annual economic impact of \$2.51 billion. According to a 2019 Nielsen Report, African Americans also account for nearly 86% of the total spend in the US ethnic hair and beauty aids category.

"To many of us, barbers and stylists are like family. They do more than cut and style our hair. They are trusted advisors and their shops not only offer a safe haven for our community, but also serve as an economic engine for entrepreneurship," said James Bronner, SVP Show Operations for the Bronner Bros. Beauty Show. "Although everyone in the community is impacted, COVID-19 has halted the ability for stylists and barbers to generate income in a manner that is unprecedented. We hope this effort will help in some small way."

"Royal Oils and Gold Series are proud to support Bronner Bros. as they continue to uplift the multicultural beauty industry," said Lela Coffey, P&G Multicultural Beauty Brand Director. "Our stylists and barbers are essential to the culture of local communities and, without question, deserve our support during this difficult time."

The fund will provide \$500 to individual beauty professionals and \$1,000 to salons/shops with 5 or more employees who have successfully submitted all required documentations and met all guidelines, including a valid state-issued Cosmetology License. Grants are intended to be emergency aid for immediate monetary needs, i.e. food, rent or mortgage, utilities, medical expenses, transportation costs, or other essential financial obligations caused by the economic impact of COVID-19.

#### **Grant Eligibility Guidelines**

- Have a current Cosmetology License issued by their respective State agency
- Able to establish a loss of business and impact on the business as a result of the COVID-19 virus
- Demonstrate a financial need to meet immediate monetary needs, i.e. food, rent or mortgage, utilities, medical expenses, transportation costs, or other essential financial obligations, caused by the economic impact of COVID-19
- Awards are subject to the conditions of the program. Eligibility requirements and application information are available at [blackbeautyrelief.com](http://blackbeautyrelief.com) or via [bronnerbros.com](http://bronnerbros.com)

For over seven decades, the BB Beauty Show has provided a platform for multicultural beauty professionals and brands to network and elevate their craft through education and artistry. More than 30,000 attendees and 300 exhibitors attend the shows twice per year, however due to the pandemic the August 2020 Show has been canceled. The majority of Show attendees are African American and have been adversely impacted by the shelter-in-place measures taken to control the novel COVID-19 virus in the U.S.

As part of the initiative, access to free online resources will also be offered to help ensure stylists and barbers stay informed and prepared. The site includes links to curated information such as:

- Health and safety guidelines for shop reopening
- Video tutorials and how-to's
- Additional financial sources and PPE
- General beauty industry COVID-19 updates

Other campaign partners include the **Global Beauty Alliance**, the **Association of Natural Hair Care Professionals**, **The Concerned Beauty and Barber Professionals**. Individuals interested in supporting the fund can do so through the [blackbeautyrelief.com](http://blackbeautyrelief.com) website. To make a larger tax-deductible donation, please contact the lead agency, [la@persemediagroup.com](mailto:la@persemediagroup.com).

**About Bronner Bros., Inc.**

Headquartered in Atlanta, Bronner Bros. (BB) is a privately held, family-owned company founded in 1947. The BB Show generates approximately \$60M in revenue for the city of Atlanta and attracts more than 30,000 attendees from around the world two times per year. For more info, visit [bronnerbros.com](http://bronnerbros.com).

**About Royal Oils by Head & Shoulders**

Royal Oils by Head & Shoulders provides expertly designed scalp relief and luxuriously moisturized hair for all curly and coily crowns. Rooted in over 65 years of pioneering research, Head & Shoulders launched Royal Oils in 2018 to deliver total scalp care that empowers women and men to confidently embrace their textures.

**About Gold Series by Pantene**

The Gold Series Collection by Pantene is a breakthrough line designed to provide strength and moisture for women with relaxed, natural, or transitioning hair. This superior care and styling line was created by Black PhD's and scientists who understand the unique needs of textured hair. Each product in the Gold Series Collection is powered by protective conditioning and repair agents formulated to work together to improve moisture, strength, elasticity, smoothness, and shine.

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