

2020-2021 ANTI-RACISM REPORT

Our journey to becoming an anti-racist organization.

TABLE OF CONTENTS

Message From Our Leaders

Our Story

Mission & Goal

By the Numbers

Anti-Racism at DevaCurl

- By the Numbers
- Representation
- Education
- Community Investment



MESSAGE FROM OUR LEADERS

DevaCurl has a long-standing commitment to DE&I. Prior to the nationwide racial reckoning in 2020, DevaCurl was already having honest conversations about race, systemic racism, and our role in the hair industry. We listened to one another, invited educators into our space and decided we needed to commit to change in an impactful way. We have since taken the courageous step to embark on the journey of becoming an anti-racist organization with an even sharper focus on racial equity. At Devacurl, we understand that this work will require intention, more honest conversations, and a dedication to doing the work.

We are using our platform to impact change in the hair industry. We could not be prouder to take this journey and are excited that you're here to take this journey alongside us.

**“COMMITTING
TO THE JOURNEY
OF BECOMING
AN ANTI-RACIST
ORGANIZATION.”**

OUR STORY

Salon born and rooted in NYC, for over 25 years, DevaCurl has been at the center of the curl conversation. As your needs have evolved, so have we. Backed by Science and Dermatologist Co-Developed, we are dedicated more than ever to being your go-to expert on the care and style of your curls. We're here for you wherever your journey takes you — from natural texture to braids, highlights, twists, or blowouts — we call it Curl Flexibility™. So, your curls can take on any shape & stand up to anything.



MISSION & GOAL

TO BECOME AN ANTI-RACIST ORGANIZATION

To be an accomplice for all people with curly and natural hair — we celebrate all ethnicities, gender, age, ability, or religion. We provide high-quality curl-curated products, expert-led education, and advocate to eradicate racism in the hair industry and the curl community.

ANTI-RACISM AT DEVACURL

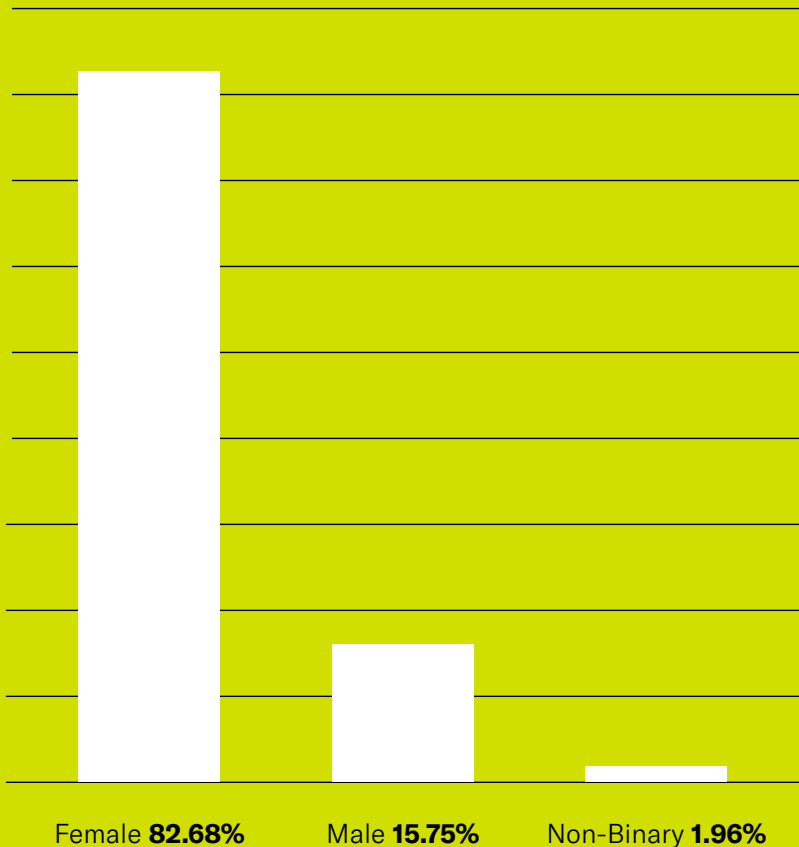
DevaCurl is on a journey to become an anti-racist organization; this means embedding anti-racism into all areas of the company. While anti-racism focuses on race, at DevaCurl, this encompasses gender racism and queer racism because anti-racism principles can serve all marginalized communities. We have started this journey within our four walls by educating ourselves to understand how racism affects organizations, industries, and communities.

Externally, we are pushing for change in the hair industry to support marginalized groups of people. We are doing this by creating products that encourage people to wear their hair however they choose, inspiring everyone to show up as their authentic selves. Anti-racism is about taking consistent action, and we are dedicated to being the example for the hair industry.

DEVA GENDER MAKE UP

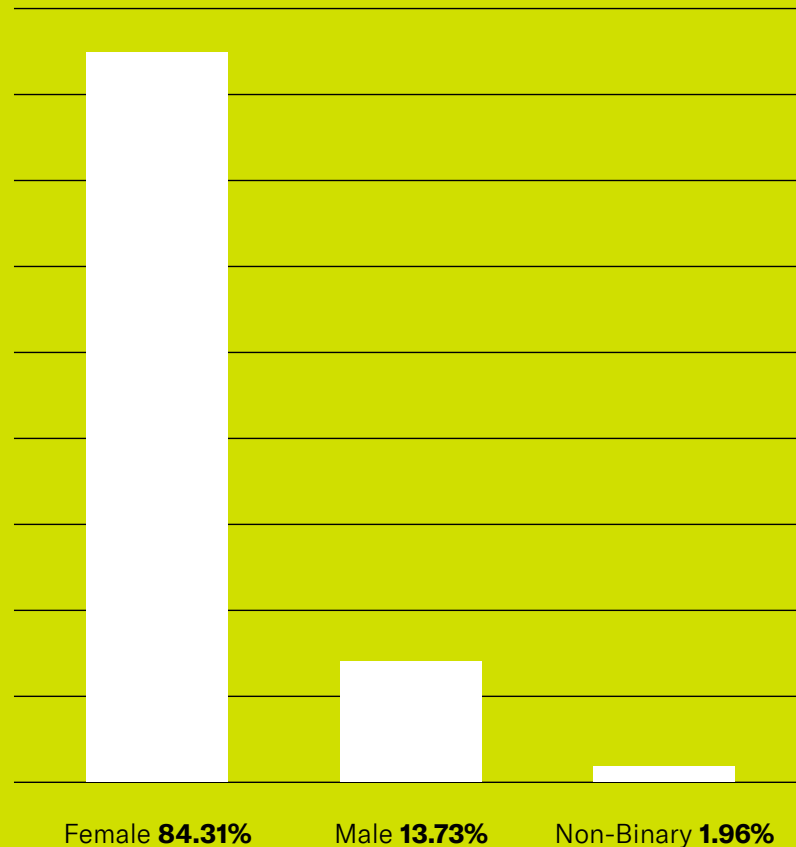
2020

As of December 31st 2020



2021

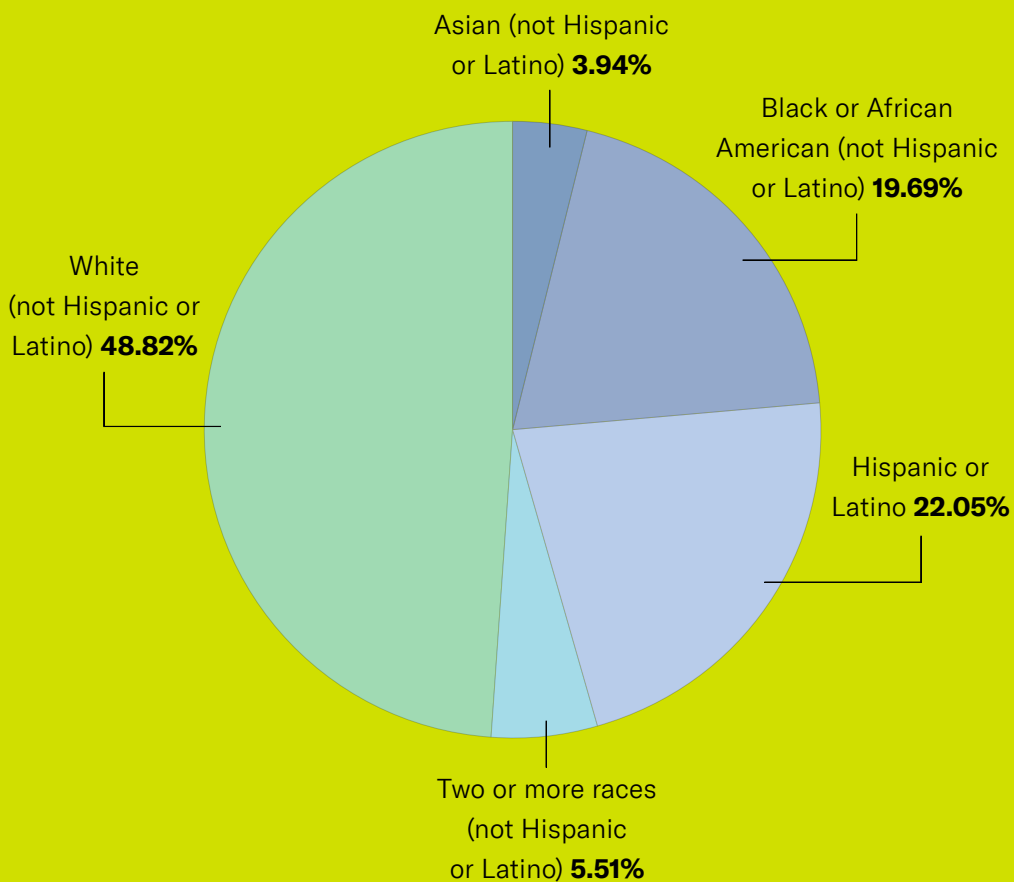
As of December 31st 2021



DEVA RACE MAKE UP

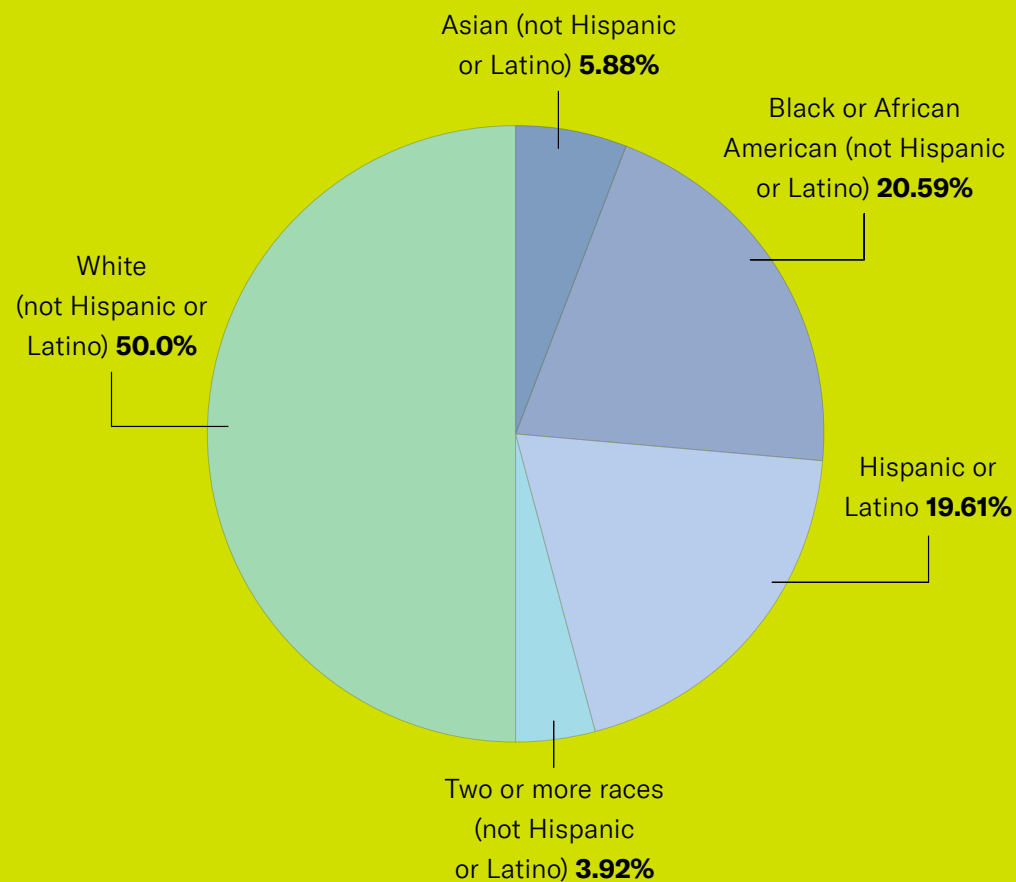
2020

As of December 31st 2020



2021

As of December 31st 2021



EDUCATION

We created space for our Devas to speak up and have honest conversations allowing us to learn and grow as a company. We took those learnings one step further by hiring agencies that could educate us on anti-racism. We continue our journey by dedicating time to be informed and knowledgeable on past and current events around anti-racism.

JEN FRY & VICTORIA FARRIS

We dedicated four hours and two days worth of training with Dr. Jen Fry and Dr. Victoria Farris. These workshops were designed to facilitate discussion and learning on topics of race, identity, inclusion, anti-racism, power, privilege, and more. The education from this workshop served as the groundwork for our anti-racism journey.

WALTON ISAACSON

We partnered with Walton Isaacson to gain insight into our opportunities for change, develop a strategic plan, and execute our new goals. This strategy created opportunities for DevaCurl to put our commitment into action.

EDUCATION CONT.

THOUGHT LEADERSHIP GROUP

The Thought Leadership Group is an ongoing learning initiative that kicked off in October 2021 and allows Devas to learn, discuss and implement anti-racism into their everyday lives. The first piece of literature we decided to read as a company was How To Be An Anti-Racist by Ibram X. Kendi. Devas were given 30 minutes per day during their workday to read and then discuss in groups a list of questions curated by employees.

CRUCIAL CONVERSATIONS & CRUCIAL ACCOUNTABILITY

Training to have meaningful and productive discussions about high-stakes emotional issues. This two-day training session gave Devas the tools to disrupt systems of inequity by learning how to hear and share compassionate feedback.

REPRESENTATION

Creating space for everyone to feel seen and heard is important to change the narrative and challenge stereotypes. Increasing internal representation allows for diversity to show up in our work externally. Ensuring that we are reflective of our diverse DevaCurl community both internally and externally. You will see more representation in our leadership, brand imagery, content creators and business partners.

Ensuring that we are reflective of our diverse DevaCurl community. Creating space for everyone to feel seen and heard is important to change the narrative and challenge stereotypes. Increasing internal representation allows for diversity to show up in our work externally. You will see more representation in our leadership, brand imagery, content creators, and business partners.

INCREASED BIPOC REPRESENTATION

Intentional BIPOC representation at all levels of the organization to gain diverse insights and drive innovation.

PROGRESSIVE RECRUITMENT PROCESS

Recruitment process includes a bar raiser to ensure there is an objective third party to be a steward for anti-racism.

REPRESENTATION CONT.

NEW LANGUAGE FOR CURLS THAT ALIGN WITH COMMUNITIES OF COLOR

New language was introduced to describe hair in terms of science and facts to further understand the breadth of curly hair types regardless of ethnicity; dropping the use of coded language like wavy, curly, and super curly.

CREATIVE COMMUNITY

Worked with black content creators in the development of our marketing materials.

BRAND IMAGERY

Increased overall BIPOC, gender, and age representation in marketing.

COMMUNITY INVESTMENT

We set up company structures that promote financial independence for communities of color and focused our philanthropic efforts on supporting diverse communities.

LOCAL TO NYC ORGANIZATIONS:

OKRA PROJECT

The Okra Project is a collective seeking to address the global crisis faced by Black Trans People. They bring home-cooked, healthy, culturally specific meals and resources to Black Trans People wherever they can reach them.

NEW ALTERNATIVES

New Alternatives provides a range of services designed to help LGBTQ+ youth succeed in transitioning to stable adult lives and welcomes all youth as they are with no barriers to entry.

COMMUNITY INVESTMENT CONT.

NATIONAL ORGANIZATIONS:

BLACK LIVES MATTER

Black Lives Matter is a collective of liberators who believe in an inclusive and spacious movement. They believe that to win and bring as many people with them along the way; they must move beyond the narrow nationalism that is all too prevalent in Black communities. BLM is building a movement that brings Black lives to the front.

NAACP

Together with more than 2 million activists across the country, NAACP works to ensure the political, educational, social, and economic equality of rights of all persons; and to eliminate racial hatred and racial discrimination.

CONCLUSION

We are still early in our journey of becoming an anti-racist organization. We have been intentional about developing the infrastructure to support the culture shift that is taking place. Anti-Racism is a long-term focus that we will continue to work on and build into the foundation of how we conduct business every day. We have added an additional pillar, Social Justice, to make our anti-racism efforts even more impactful.

EDUCATION

Develop awareness and understanding to create change.

REPRESENTATION

Ensuring everyone is seen and heard.

COMMUNITY INVESTMENT

Spark change in the communities we serve.

SOCIAL JUSTICE

Dismantle policies in the hair industry that do not support equity.