



Esi Eggleston Bracey

EVP & COO Beauty & Personal Care
Unilever North America

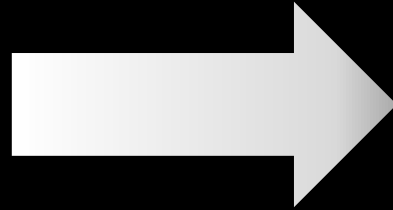
THE TIME IS NOW

October 22, 2020

2020: A COUNTRY IN CRISIS



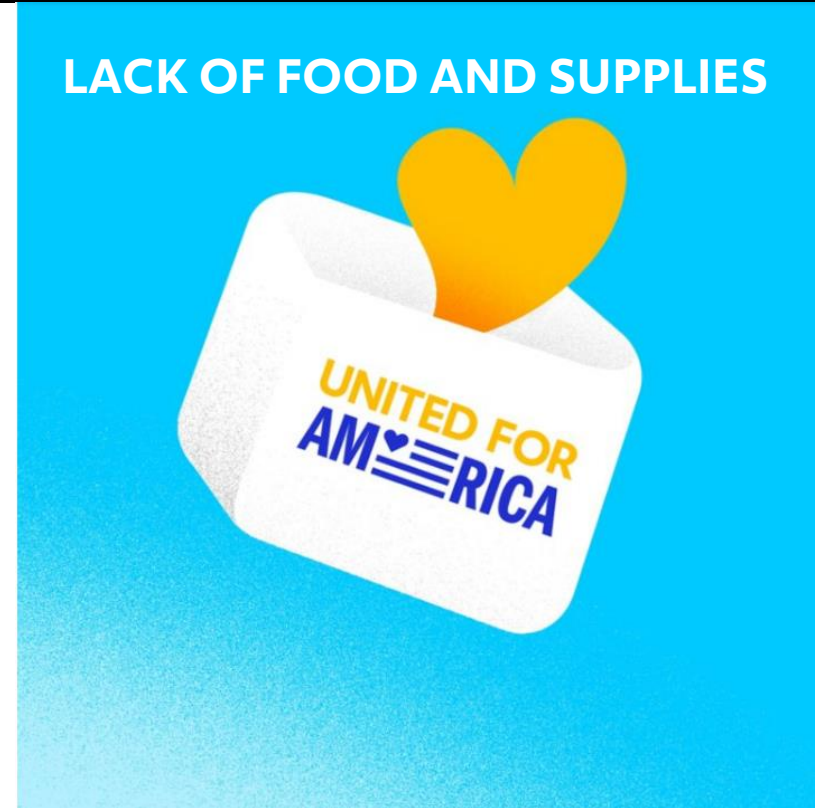
Make a Shift



CONSUMER-CENTRIC

HUMAN-CENTRIC

United for America



[WeAreUnitedForAmerica.com](https://www.WeAreUnitedForAmerica.com)

Courage is Beautiful





Shea Moisture



Shea Moisture®
Established 1912

COMMUNITY COMMERCE

\$1 MILLION
COMMUNITY COMMERCE
FUND



Shea Moisture®
x
BROWN GIRLjane

#BROWNGIRLSWAP
\$250,000 GRANT COMPETITION
AND BEAUTY BOSS INITIATIVE

→



Shea Moisture®
It Comes Naturally

COMMUNITY COMMERCE



Shea Moisture®



Shea Moisture®

The CROWN Act

thecrownact.com



Dove research quantified the issue

80%

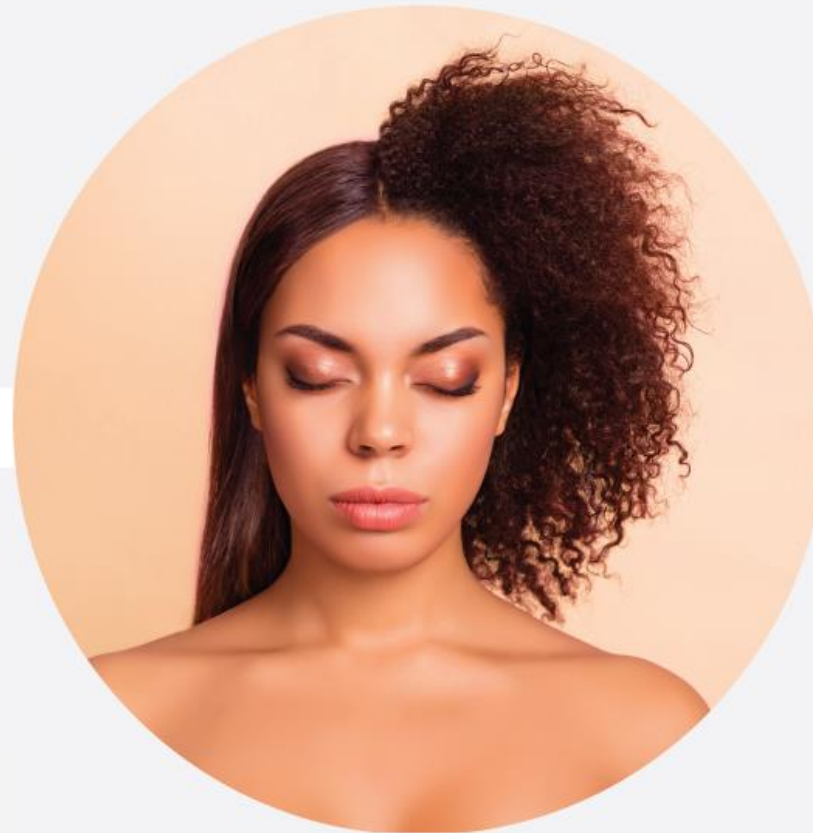
of Black women say “I have to change my hair from its natural state to fit in at the office”

Black women are
1.5x

more likely to be sent home from the workplace because of their hair

Black women’s hair is
3.4x

more likely to be perceived as unprofessional



Black women are
83%

more likely to report being judged more harshly on their looks than other women

U.S. House of Representatives + 7 States

The U.S. House of Representatives passed The CROWN Act!




#PassTheCROWN | @TheCROWNAct

CALIFORNIA
1st state to sign
#TheCROWNAct and
ban hair discrimination.
July 3, 2019




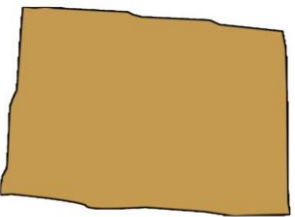
The CROWN Act
#PassTheCROWN

VIRGINIA
4th state to sign
#TheCROWNAct and
ban hair discrimination.
March 3, 2020



The CROWN Act
#PassTheCROWN

COLORADO
5th state to sign
#TheCROWNAct and
ban hair discrimination.
March 6, 2020



The CROWN Act
#PassTheCROWN

NEW YORK
2nd state to sign
#TheCROWNAct and
ban hair discrimination.
July 12, 2019



The CROWN Act
#PassTheCROWN

NEW JERSEY
3rd state to sign
#TheCROWNAct and
ban hair discrimination.
Dec. 19, 2019



The CROWN Act
#PassTheCROWN

WASHINGTON
6th state to sign
#TheCROWNAct and
ban hair discrimination.
March 19, 2020



The CROWN Act
#PassTheCROWN

MARYLAND
7th state to sign
#TheCROWNAct and
ban hair discrimination.
May 7, 2020

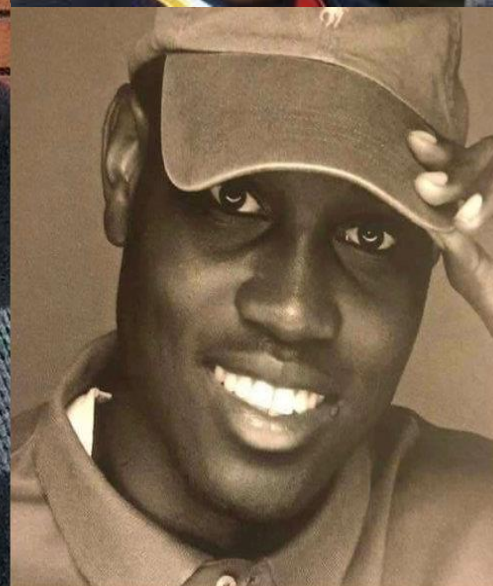
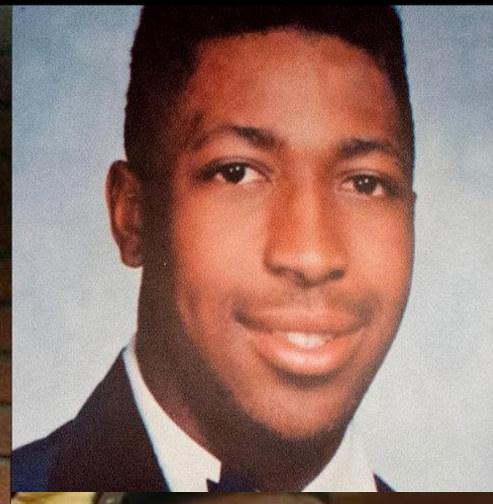
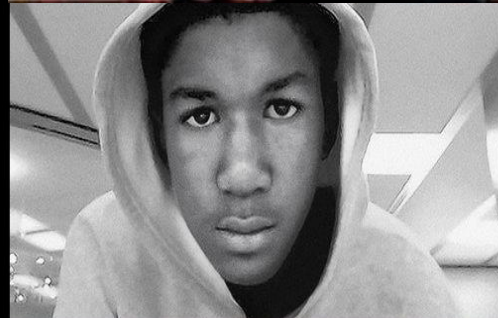


The CROWN Act
#PassTheCROWN

Over 70 partners to drive change



Harmful
stereotypes
about Black men
result in lives lost





Black men are more likely to be described as:

Criminal (100%)

Threatening (60%)

Intimidating (30%)

Black Men are **74%** less likely to be seen as confident

Black Men are **50%** less likely to be seen as smart

50% of Black men have been called a derogatory slur

From high school to college,
boys' overall self-description
drops

"I AM A
LEADER"



23%

"I AM SMART"



20%





Dove
MEN 
+CARE



Dove
MEN 
+CARE

 NBPA

COMMIT TO
C.A.R.E. NOW





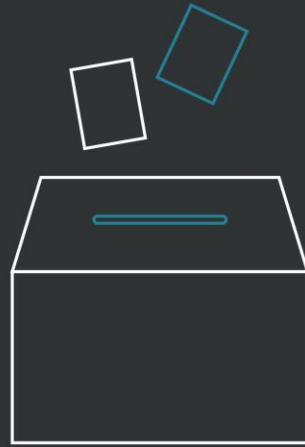
Commit to C.A.R.E Now

JUSTICE
IN POLICING



I'll Sign The Petition

I'M THE
VOTE



GETTING
PREPARED
TO VOTE?

Dove
MEN
+ CARE



Stand for Public Safety

Promote Fair & Safe Voting

Impact our Youth

How to Get Involved

1



- 1. TAKE THE COMMIT TO C.A.R.E. PLEDGE
- 2. SIGN THE PETITION FOR H.R. 7120

2



SIGN THE PETITION

#PassTheCROWN | @TheCROWNAct

3



CommitToCARENOW.com

thecrownact.com

Consumer-Centric → Human-Centric

THANK YOU