

PRIORITIZING WELLNESS IN BEAUTY: **INSIGHTS FROM THE PROFESSIONAL BEAUTY COMMUNITY**



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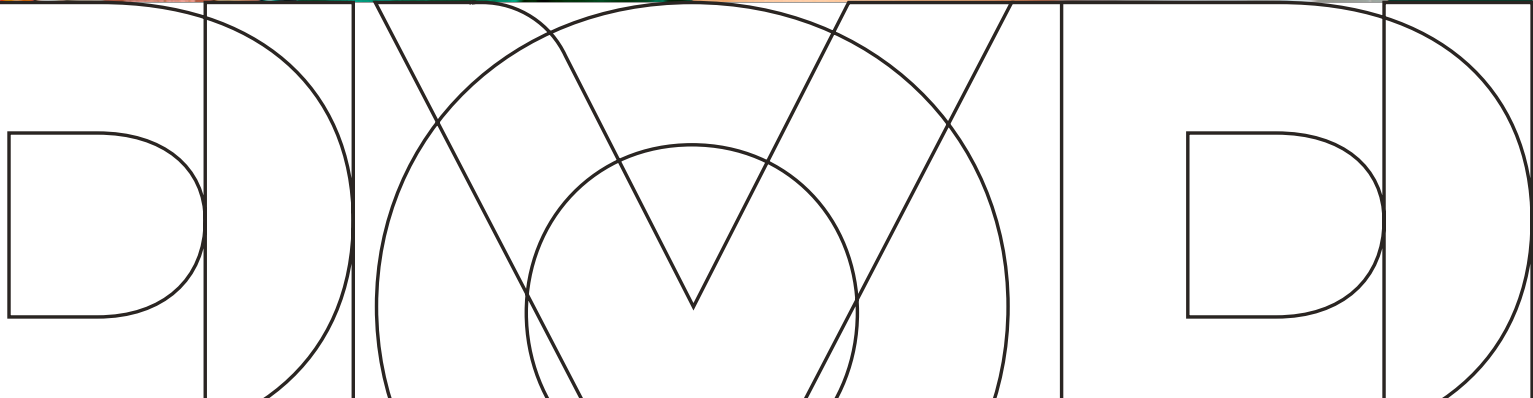




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THE GROWING IMPORTANCE OF WELLNESS FOR BEAUTY PROFESSIONALS

The COVID-19 pandemic brought workplace mental health and wellness into sharper focus, emphasizing how disruption, stress and burnout impact employees across all industries. As people navigate post-pandemic challenges, understanding and addressing wellness issues has become more critical than ever for maintaining professional success and job satisfaction.

This growing concern is underscored by national data. According to the American Psychological Association's 2024 *Work in America* survey, **77% of employees report experiencing work-related stress**, with **57% citing emotional exhaustion or decreased motivation**. Similarly, Mental Health America's 2024 *Mind the Workplace* report reveals that **71% of Generation Z employees** and **59% of Millennials** are scoring poorly in workplace wellness, highlighting the need for targeted mental health and wellness initiatives.

While anecdotal information on wellness challenges is widespread in the beauty sector, there has been no data specific to our industry.

Our research surveyed licensed beauty professionals to better understand the unique stressors they face, how these challenges impact their work and the coping strategies they use. With over one million licensed professionals in the U.S., even issues affecting a small percentage have significant impact.

Findings revealed that **91% of respondents** were facing at least one wellness-related challenge, primarily related to:

- **Work-life balance**
- **Mental health concerns, such as stress, anxiety and depression**
- **Physical health issues**
- **Financial pressures**

These struggles affect workplace attendance, engagement, and relationships with coworkers and clients, reducing motivation and, in some cases, leading professionals to leave their jobs or the industry altogether.

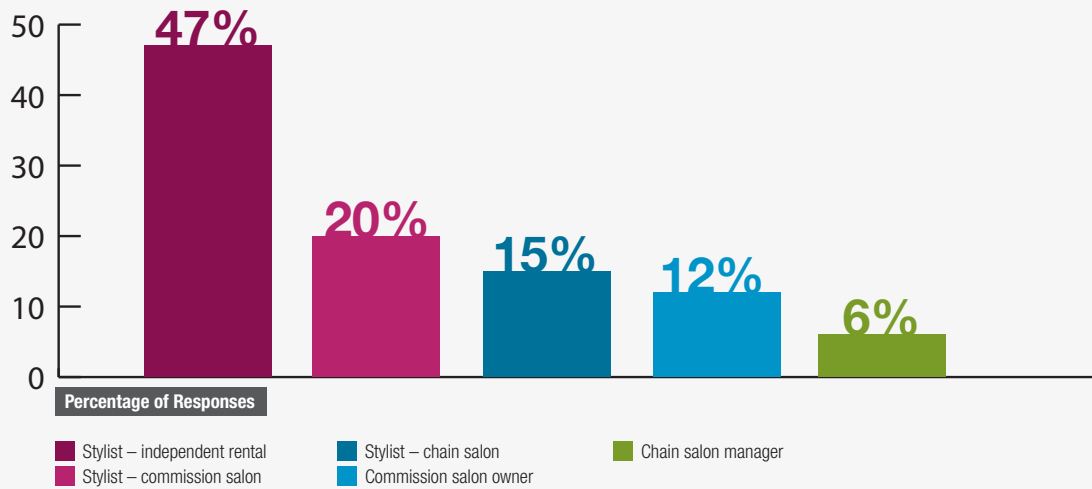
This research highlights a need to prioritize wellness for beauty professionals as part of our broader industry efforts to support a thriving workforce. While this report represents an initial exploration, it provides a foundation for further study and action, ensuring that beauty professionals have the tools and support they need to succeed.

Pivot Point surveyed 129 licensed, actively working cosmetologists to gather insights into their wellness as members of the professional beauty community. This study utilized a mixed-methods approach, incorporating quantitative data collection and analysis and qualitative responses through open-ended comments.

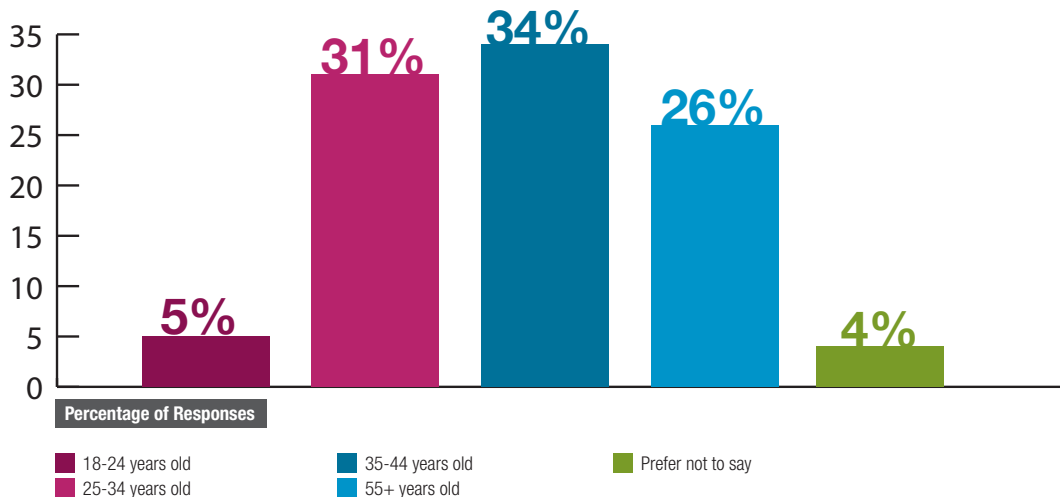
The primary focus of this research was on social and mental health; however, it also captured additional dimensions of wellness, including physical health, financial health and personal safety to provide a holistic view of well-being across professional beauty.

Our respondents reflected our community's range of generations and roles.

Question: Which of the following best describes your role as a hairstyling / hairdressing professional?



Question: How old are you?



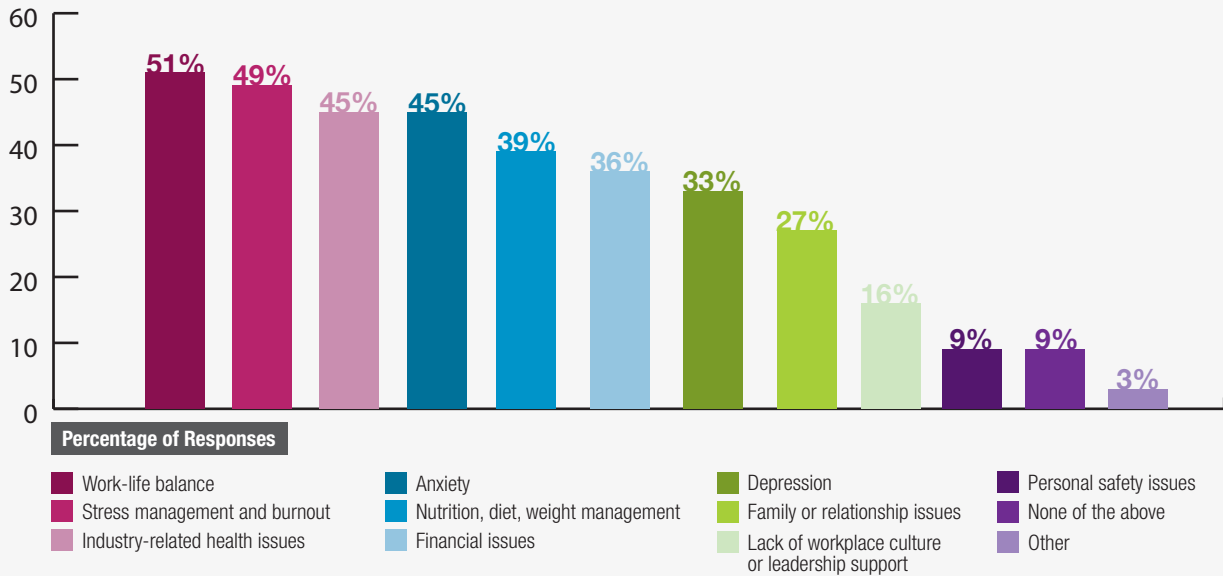
A partnership with The Tease supported our research.

Later sections of this white paper provide additional information on our partners, key findings from our companion research on the beauty school community and a list of additional wellness-related resources.

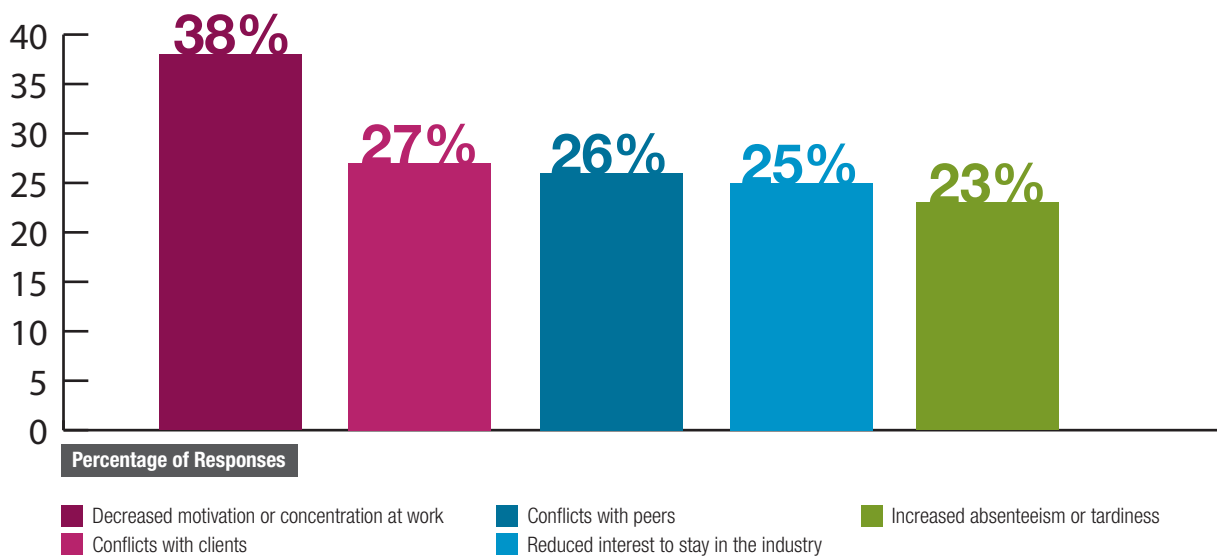
The majority of licensed beauty professionals (91%) report experiencing one or more wellness-related challenges. While no single issue emerged as predominant, several challenges were shared by a significant percentage of the professionals surveyed.

These challenges significantly impact workplace dynamics, many respondents citing social and mental wellness issues as contributing to decreased motivation. Alarming, one in four professionals indicated that these challenges have reduced their interest in remaining within the industry.

Question: What mental and physical health challenges do you personally face? Select all that apply:

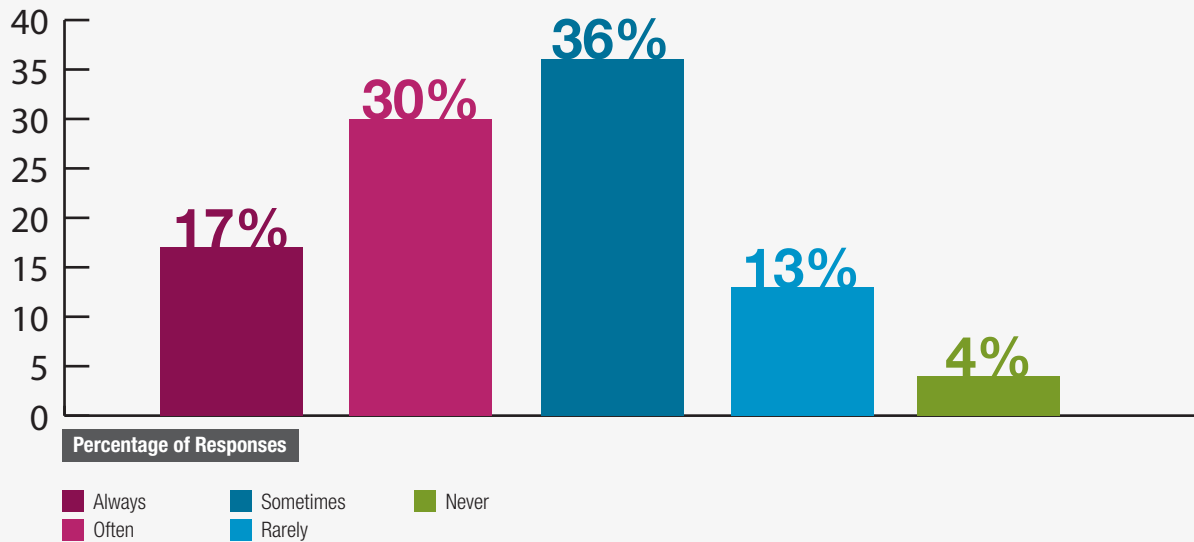


Question: Have social and emotional challenges affected your work performance, if at all? Select all that apply:

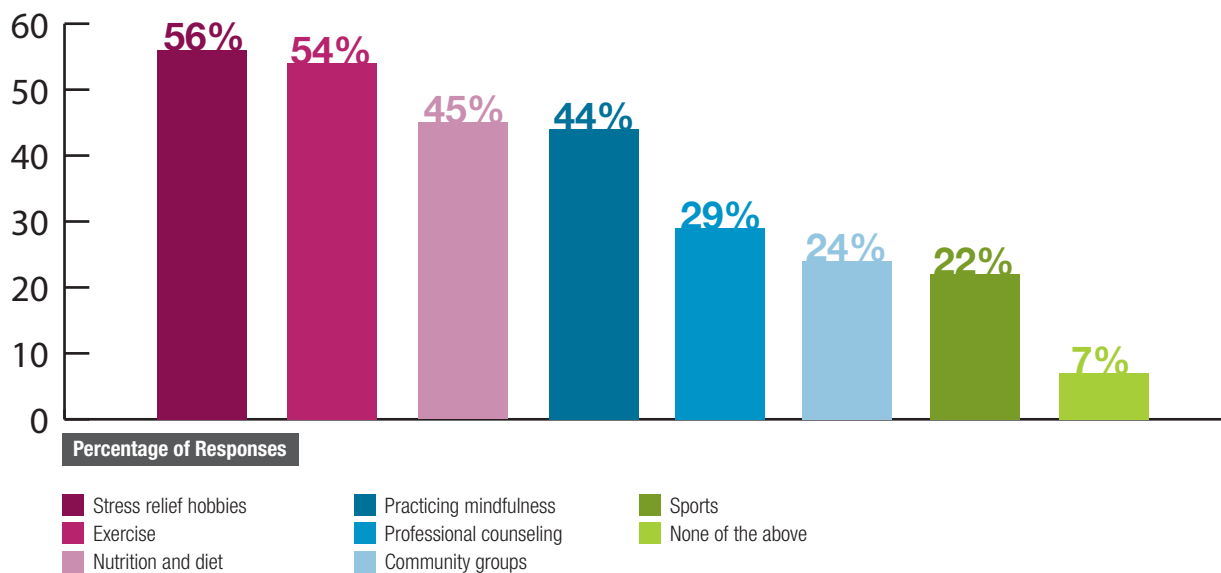


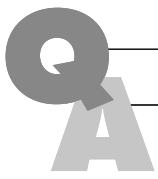
Most salon professionals say they have an emotional support system, and almost half rely on it regularly. They also rely on a wide variety of activities to manage their wellness.

Question: How frequently do you rely on your support system (friends, family, colleagues) for emotional support, if at all?



Question: Which of the following activities do you personally engage in to support your overall well-being? Select all that apply:

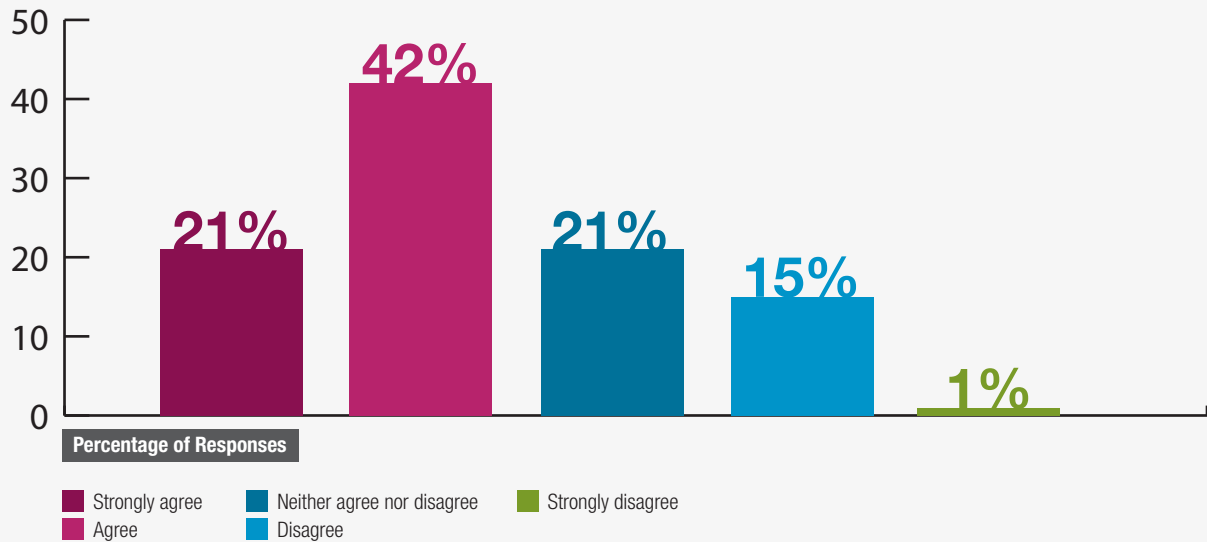




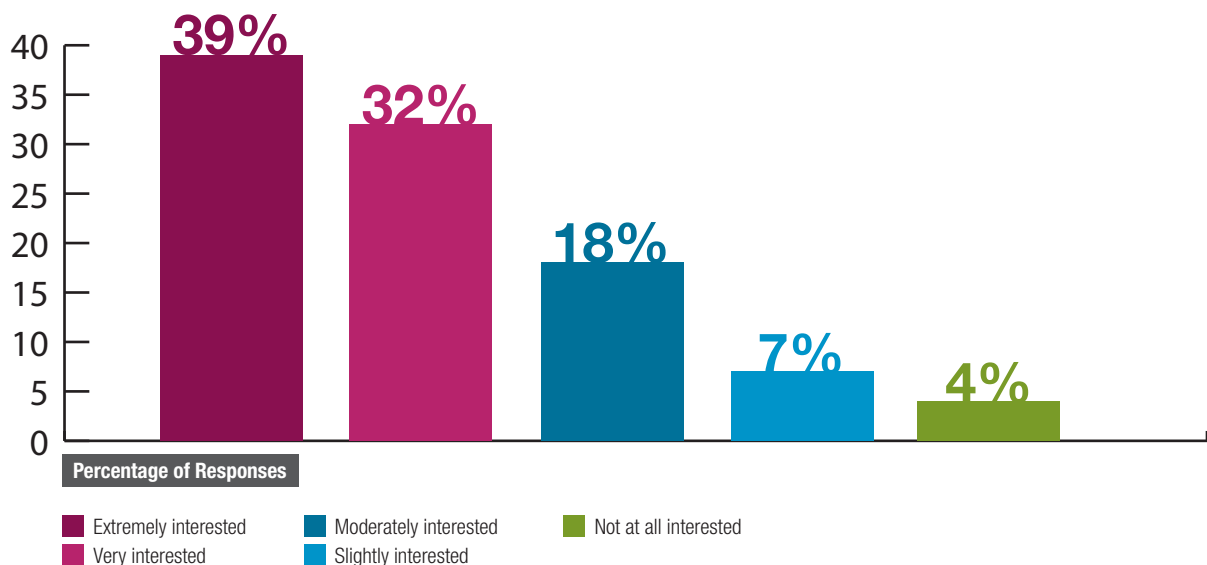
Perhaps due to their strong personal networks, most professionals feel that they have the resources to support their emotional and mental wellness.

Still, over two-thirds would be interested in having beauty industry-specific resources available to support their well-being—specifically information resources, professional development, stress training and information about counseling or therapy.

Question: How closely do you agree or disagree with the following statement: “I have all the necessary resources and tools to support my mental and emotional wellness.”



Question: How interested would you be in having beauty-industry specific resources and tools available to support your mental, emotional and physical wellness?



Question: Which of the following would help support your physical, mental and emotional well-being at work?
Select all that apply:



We asked professionals “What is the most challenging aspect of being a beauty professional you currently struggle with?”**Client Challenges**

- “Client Retention: Keeping clients satisfied and loyal in a competitive industry.”
- “Dealing with difficult clients.”
- “Managing customer expectations and providing personalized services.”

Physical Challenges

- “The toll it takes on my body after all the years.”
- “How to alleviate some of the pain and stress.”
- “Skin and health risks.”

Time Management

- “Managing time effectively, especially with varied appointments, and maintaining a work-life balance can also be difficult.”
- “Balancing work and personal life.”
- “The demands of marketing and social media management.”

Professional Challenges

- “Getting older, having to compete with younger girls, and keeping up on being relevant.”
- “Staying up-to-date with constantly evolving trends and techniques while balancing client expectations.”
- “Competing with online beauty services and DIY trends.”

Financial Challenges

- “Expensive continuing education.”
- “Handling low season as finances decline.”
- “Financial instability at times.”



Prioritizing Wellness in Beauty Education: Student Success and Instructor Retention

Our companion research explores the wellness challenges within beauty schools today. By examining the experiences of both students and their instructors, it highlights barriers to student engagement, graduation and instructor retention while identifying strategies and tools to address them.

Student Wellness

Both students and instructors recognize wellness as a significant factor influencing students' progress toward becoming beauty professionals. Struggles with mental health, financial stress and social challenges directly affect students' ability to actively engage in class and perform academically, ultimately impacting their journey to graduation.

Instructor Wellness

Instructor wellness is equally critical, as educators face mounting challenges in an ever-changing educational landscape. They must navigate complex post-pandemic social and emotional dynamics, adapt to rapid technological advancements and bridge generational communication gaps with their students. These pressures highlight the urgent need to prioritize instructor well-being as a key strategy to improve engagement and address the ongoing shortage of qualified educators.

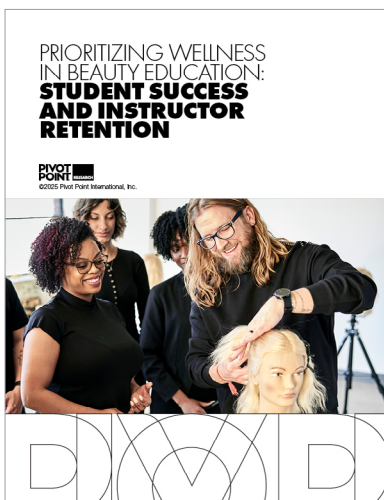
Access to Wellness Resources

Both students and instructors express a strong need for access to wellness tools and resources. While nearly all instructors emphasize the importance of supporting student wellness, many feel current resources are insufficient to meet these needs effectively, underscoring an opportunity for schools to invest in better solutions.

Wellness is no longer a secondary issue—it is vital for ensuring students can successfully complete their programs and for fostering the long-term retention of dedicated educators.

By addressing these challenges head-on, beauty schools can create stronger, more resilient communities, manage risk and better prepare future beauty professionals for success.

[FOLLOW THIS LINK](#)



Pivot Point Wellness Resources

- Wellness Research – Schools
- Wellness Research – Professionals
- The Vitality Project
- Pivot Point Fundamentals Wellness Curriculum
 - Healthy Mind and Body
 - Ergonomics
 - Basic Communication
 - Communicate With Confidence
 - Human Relations
 - Resilience
- Shear Haven Domestic Violence Awareness Guide
- Industry Wellness Resources
- Diversity and Inclusion Resources

Beauty Industry-Specific Wellness Resources

- [Beyond the Chair](#)
- [Confess Project](#)
- [Cosmetologists United](#)
- [Dresscode Project](#)
- [Hair Has No Gender](#)
- [Hair Love Retreat / The Vitality Project](#)
- [Head Up](#)
- [Professional Beauty Association](#)
- [SalonCentric Retreat](#)
- [Sensory Space Salon](#)

General Wellness Resources

- [Mental Health America](#)
- [National Institute of Mental Health](#)
- [Anxiety and Depression Association of America](#)
- [Mental Health First Aid](#)
- [National Alliance on Mental Illness \(NAMI\)](#)
- [Substance Abuse and Mental Health Services Administration \(SAMHSA\)](#)
- [The Sanctuary Challenge](#)
- [IDONTMIND](#)

Mental Health Research

- This [McKinsey](#) report highlights that Gen Z is more likely to report behavioral health conditions compared to previous generations, emphasizing the need for tailored mental health services.
- Using research from the [Federal Reserve Bank of St. Louis](#), this study explores the interplay between economic stressors, technological influences and mental health among Gen Z, noting a significant rise in depression rates within this cohort.
- This article from [Emory University's Rollins School of Public Health](#) discusses the impact of social media on Gen Z's mental health, linking increased screen time to higher instances of anxiety and depression.
- The [Annie E. Casey Foundation](#) provides an overview of mental health trends among Gen Z, reporting that nearly two-thirds have experienced at least one mental health problem in the past two years.
- The [American Psychological Association's](#) Monitor on Psychology highlights that Gen Z individuals are more likely to report their mental health as fair or poor compared to older generations.
- This 2023 report by the [RAND Corporation](#) indicates that while teacher well-being has improved since the peak of the pandemic, it remains below pre-pandemic levels, with stress and job dissatisfaction cited as primary reasons.
- This report from [Lyra](#) talks about trends in mental health in the workplace, and how companies are addressing the challenges.
- The [Ipsos](#) World Mental Health Day report is a 31-country study looking at perceptions of mental health.
- The [Global Wellness Economy Monitor](#) shows the economic impact of wellness related activities globally.



Informed by insight, curiosity and commentary, [The Tease](#) is a digital destination for all things hair, beauty and pop culture. Through smart, candid reporting, our editors keep professionals and prosumers on-trend and in-the-know with exclusive editorial content, visuals and podcasts. Our conversations are meant to push boundaries, spark creativity and, of course, always remain a Tease.

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[Pivot Point International](#) is a third-generation family business dedicated exclusively to the professional beauty industry. Our team includes over 30 professionals with industry-specific licenses and we have extensive experience with beauty schools, salons, spas, barbershops, chains, brands and distributors.

Pivot Point offers original and third-party cosmetology, barbering, nails and esthetics education and content through a learning platform designed specifically for beauty professionals.

Pivot Point manufactures the industry's most diverse range of high-quality mannequins, all produced in our company-owned [SA 8000-certified](#) factory to meet stringent ethical and production standards. This includes a full range of [texture mannequins](#) and our versatile and eco-friendly [CAP SERIES](#) mannequins—designed for increased portability, reduced storage space and minimized landfill waste—and offering customizable hair and skin tone options.

Pivot Point is committed to supporting the industry and its professionals through charitable, cause-driven and educational activities and recognition programs, and has a strong focus on [ethical manufacturing](#), [diversity and inclusion](#) and [sustainability](#).

We are a proud founding member of [Beauty Changes Lives](#), and collaborate on the Honor Your Teacher recognition program, the Intercoiffure Student Contest and the Leo Passage Educator of the Year award.

We understand industry relationships and trends, ensuring your research objectives are met with actionable, real-world insights.

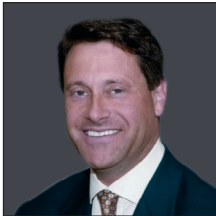
Whether your research is for internal intelligence or to support sales and marketing, we can help you explore all your research options. Knowing that quick turnaround is often a consideration, our industry relationships and experience help us provide you with the most time-effective solution.

We look forward to working with you!

[INQUIRY FORM](#)

pivot-point.com/research/

THE PIVOT POINT RESEARCH LEADERSHIP TEAM



Steve Reiss

Strategic Marketing & Business Insights

15+ years providing custom research solutions to leading beauty industry groups, with a focus on leveraging research insights to create effective strategies supporting business goals.



Sabrina Cason

Primary Research

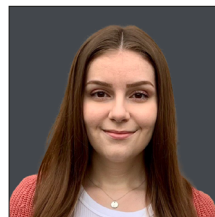
Specializes in consumer-focused market research, leading and designing research methodology, execution and analysis that provides insight to drive business growth.



Vasiliki A. Stavrakis

Secondary Research

Specializes in analyzing and aggregating third-party and government data and regulatory, licensing and accrediting agency requirements to inform business decisions.



Christina Mooshil

Data Visualization

Specializes in combining analysis, design and storytelling to create visual data representations that help people understand and evaluate information more easily.