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Hair Extensions for Increasing a Yearly Salary

FOR MEDIA OR OTHER INQUIRIES:

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Abstract

The main objective of our research was to determine whether enhancing women's appearance, through the use of hair extensions, might have a positive effect on their yearly income. Two out of three groups, consisting of 55 members each, applied hair extensions and wore them for 4 years. Our findings were that women working in certain sectors (mainly catering and administrative assistance) received a significant boost to their income. We have therefore concluded that in occupations where a woman's appearance might play an important role, the use of hair extensions, to enhance their looks, may have a positive effect on women's earnings.

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Introduction

As the gender pay gap in the United States remains a key issue in the equal opportunities debate¹², we have pursued a line of enquiry which suggests that factors other than education, age or skin color, may have an impact on women's yearly income and employment opportunities such as a woman's appearance. The focus of this paper, for all intents and purposes, is on the length of women's hair through the application of hair extensions, as research has shown that women with medium or long hair are deemed more attractive than others³.

Definitions

The term 'earnings' is used in this paper, as opposed to 'income', to refer to the revenue that women in the selected fields of occupation obtain, either through their basic salaries or through tips.

The term 'hair extensions' is used referring specifically to [AiryHair](#) types of hair extensions, which can be found in Appendix 1.

The term 'perceived level of happiness' is used as a subjective indicator referring to the rating that each participant gives as they see fit on a given rating scale.

Methods

During the second half of 2011, we surveyed 1567 women who were habitual clients of beauty parlors. The beauty parlor clients were then grouped by:

- Age,
- Ethnicity,
- Occupation
- Current salary

¹ <http://www.aauw.org/research/the-simple-truth-about-the-gender-pay-gap/>

² https://en.wikipedia.org/wiki/Gender_pay_gap_in_the_United_States

³ <http://www.evolutionpsychology.com/5-physical-attractiveness-facial-beauty.html>

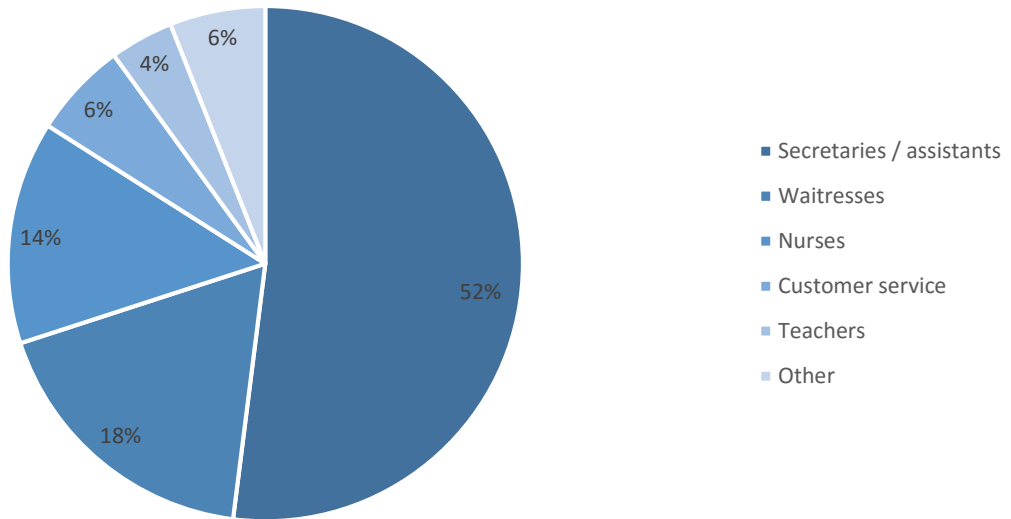
Of the 1567 women surveyed, we selected those who were in permanent employment; who were from similar ethnic backgrounds; and who belonged to the same age group (24-27 years old).

Demographics

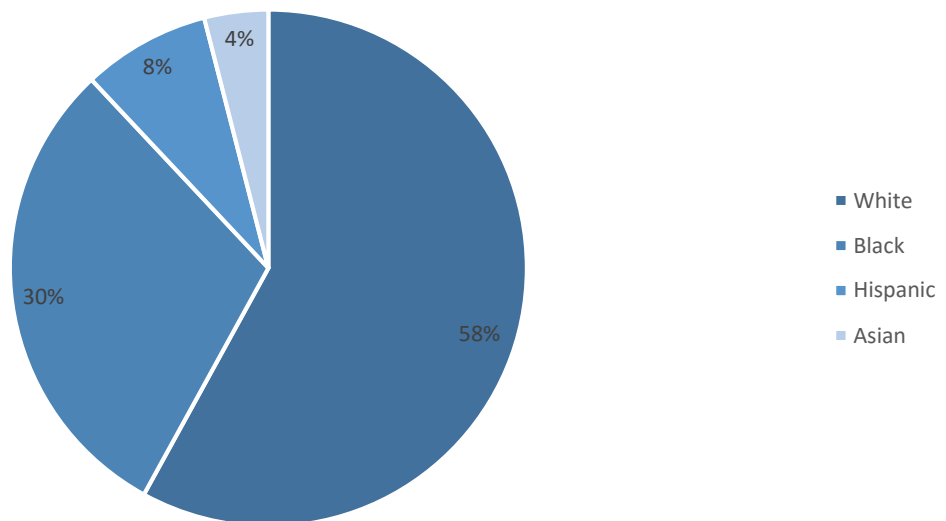
Following the selection process, the sample group of participants was of 165 women, and this group was divided into three groups of equal numbers: 55 in each group. The focus was to create identical groups (in terms of age as well as ethnic background) and have the same or a similar percentage of women in similar occupations with similar wages for each group. During the experiment, 9 women left their employment. In order to maintain an even number of participants in each sample group, we randomly eliminated 6 participants in view to maintain a steady sample size of 50 participants per group.

The make-up of the three groups were as follows:

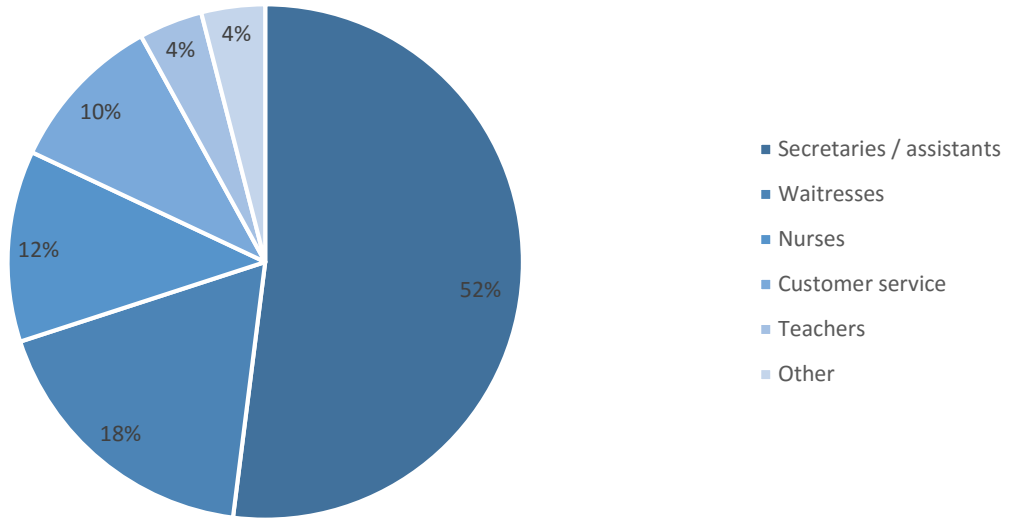
Group 1 Occupation (Natural)



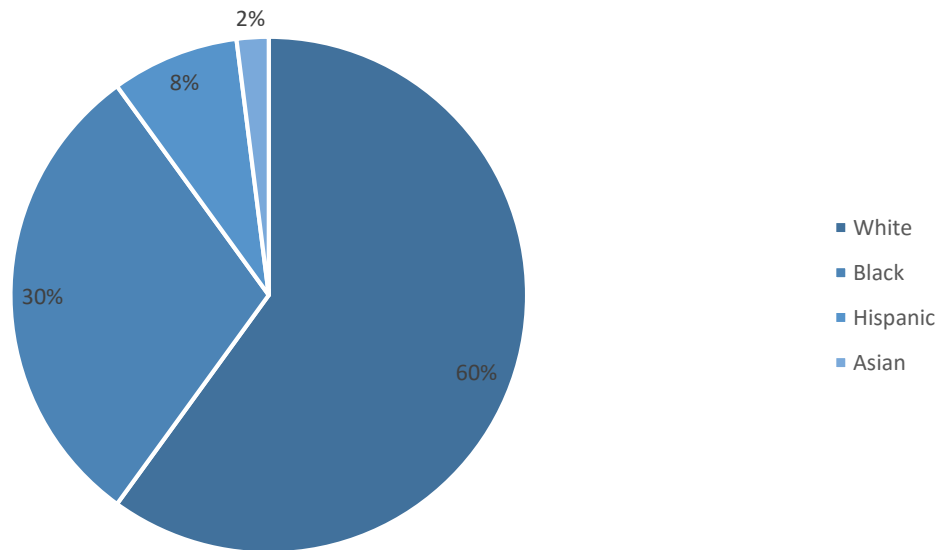
Group 1 Ethnicity (Natural)



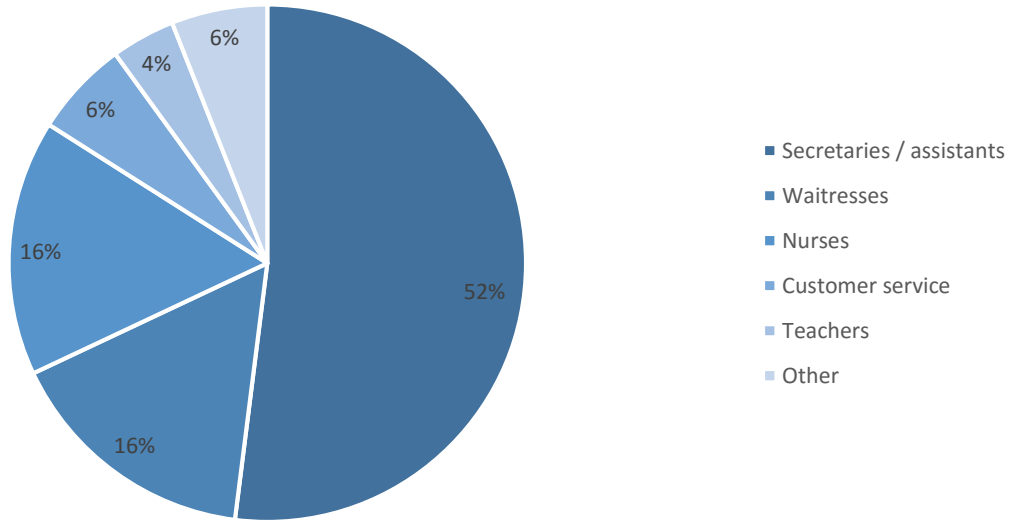
Group 2 Occupation (26" Hair Extensions)



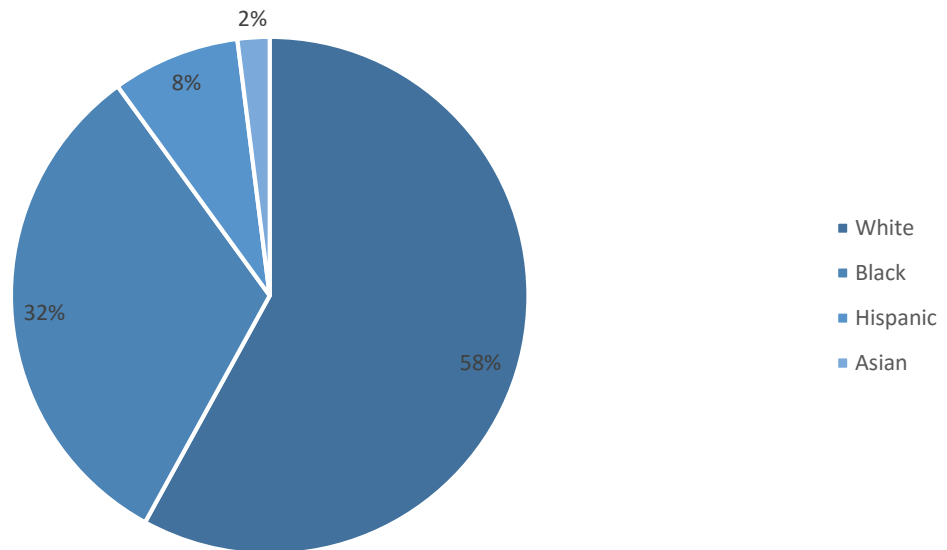
Group 2 Ethnicity (26" Hair Extensions)



Group 3 Occupation (30" Hair Extensions)



Group 3 Ethnicity (30" Hair Extensions)



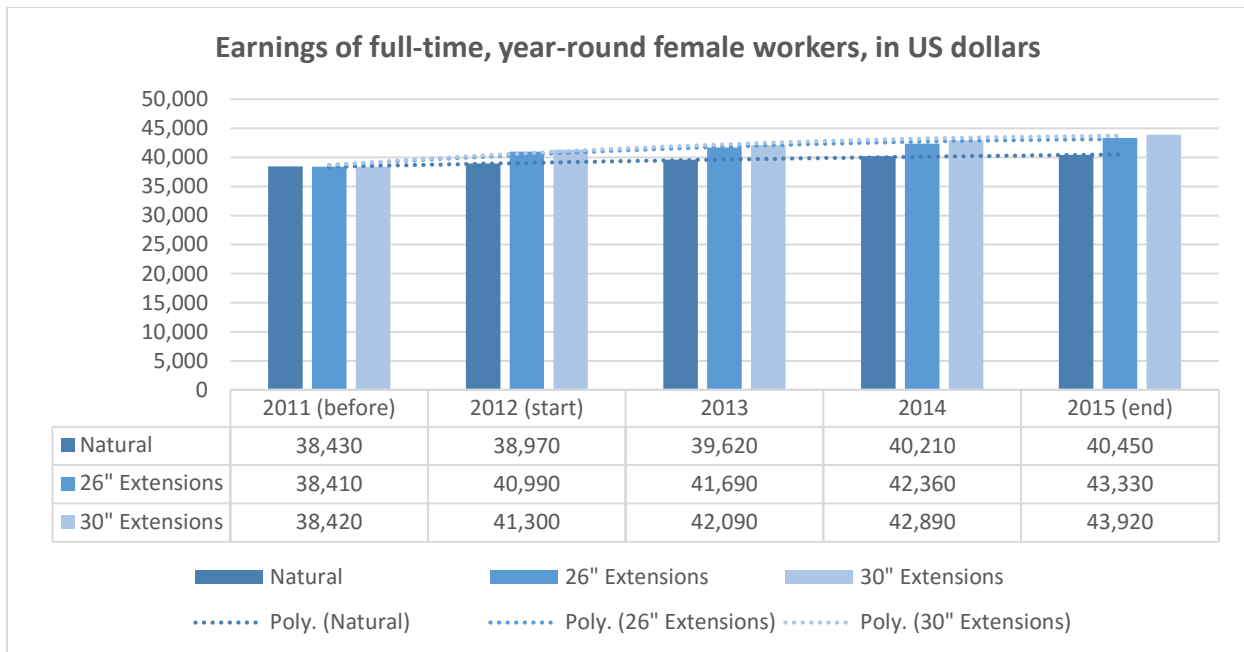
From the beginning of the assignment, Group #2 and Group #3 received, respectively, 26” and 30” hair extensions with new supplies sent to each participant on a quarterly basis, in order not to compromise the participants’ appearance for the purposes of the project. Group #1 was instructed not to use any wigs and/or similar hair enhancing products.

In addition, participants were asked to rate their levels of happiness before and after the application of hair extensions, on a scale from 1 to 100, and continued to do so annually.

Results

The data collected provided the following results:

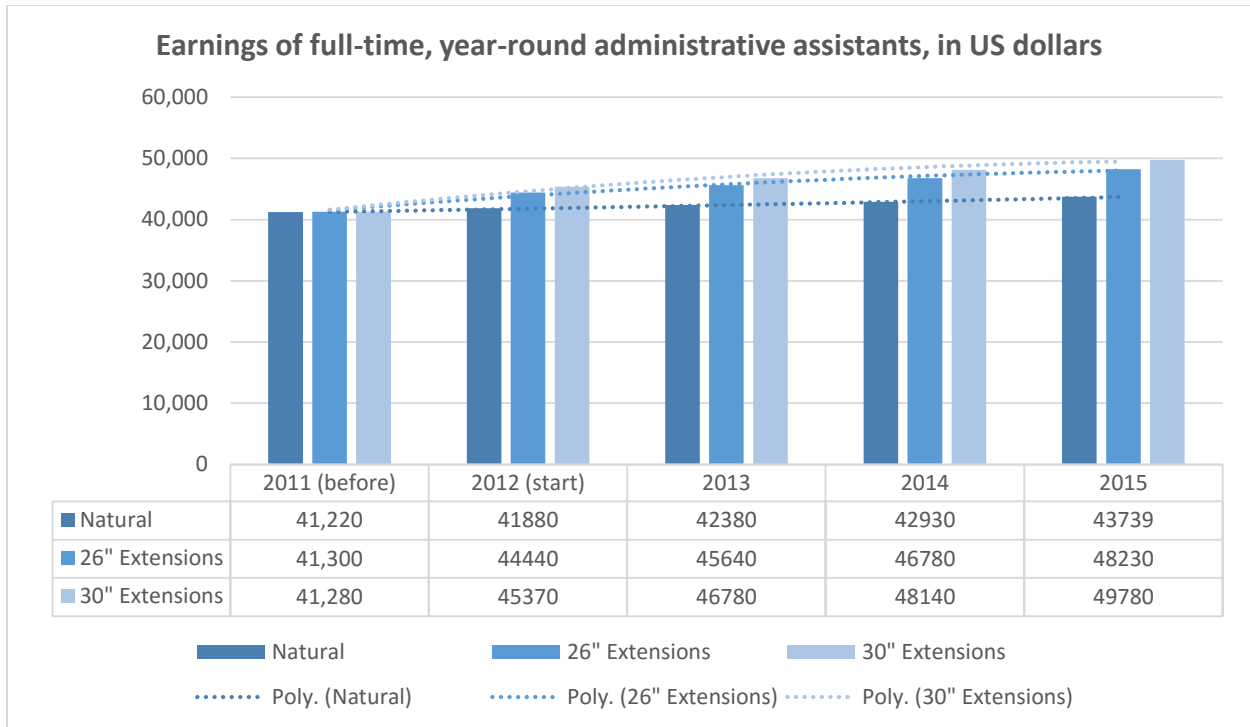
Annual Earnings, Combined



Year / Growth (%)	Natural	26" Hair Extensions	30" Hair Extensions
2011	-	-	-
2012	1.014%	1.067%	1.075%
2013	1.017%	1.017%	1.019%
2014	1.015%	1.016%	1.019%
2015	1.021%	1.023%	1.024%

This table demonstrates that the combined yearly earnings of participants increased by 13.5% over the course of the research.

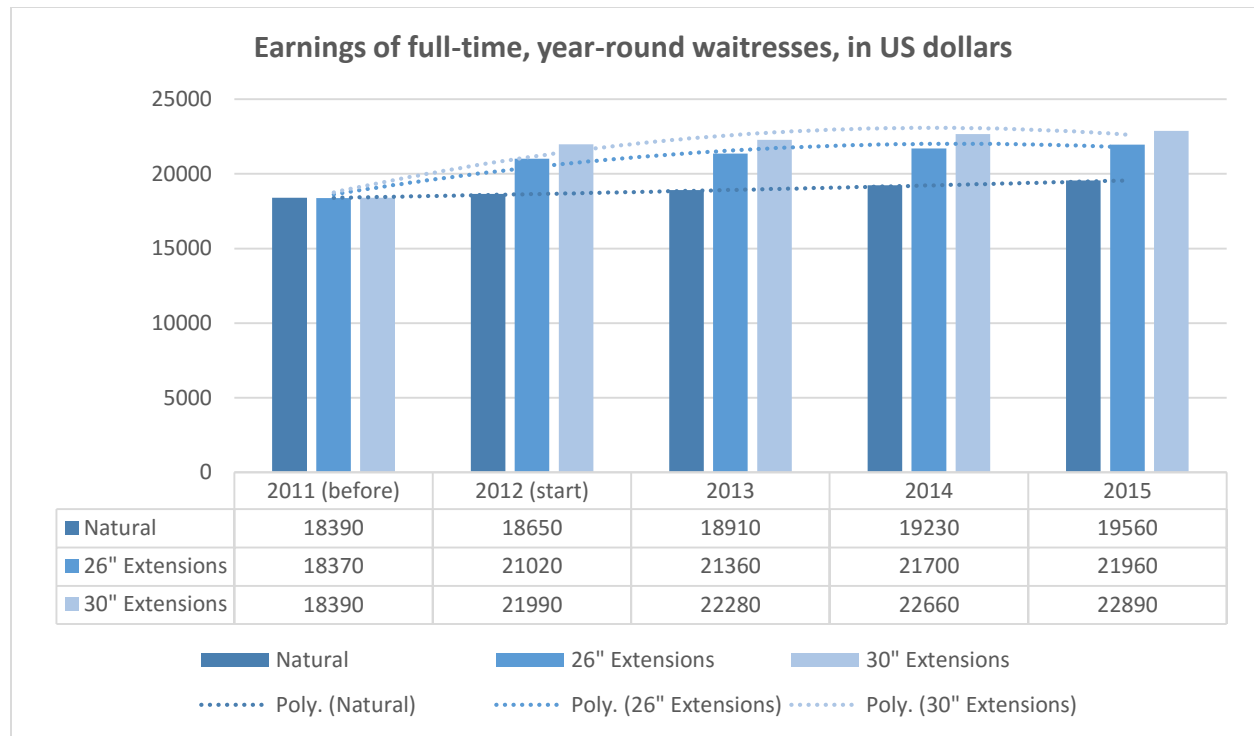
Annual Earnings, Administrative Assistants



Year / Growth (%)	Natural	26" Hair Extensions	30" Hair Extensions
2011	-	-	-
2012	1.016%	1.076%	1.099%
2013	1.012%	1.027%	1.031%
2014	1.013%	1.025%	1.029%
2015	1.019%	1.031%	1.034%

In this table we can see very clearly that participants' yearly earnings increased in proportion with the length of their hair or hair extensions. One interpretation of this data could be that the level of customer satisfaction and/or employer appreciation, is directly correlated with the female administrative assistants' hair length.

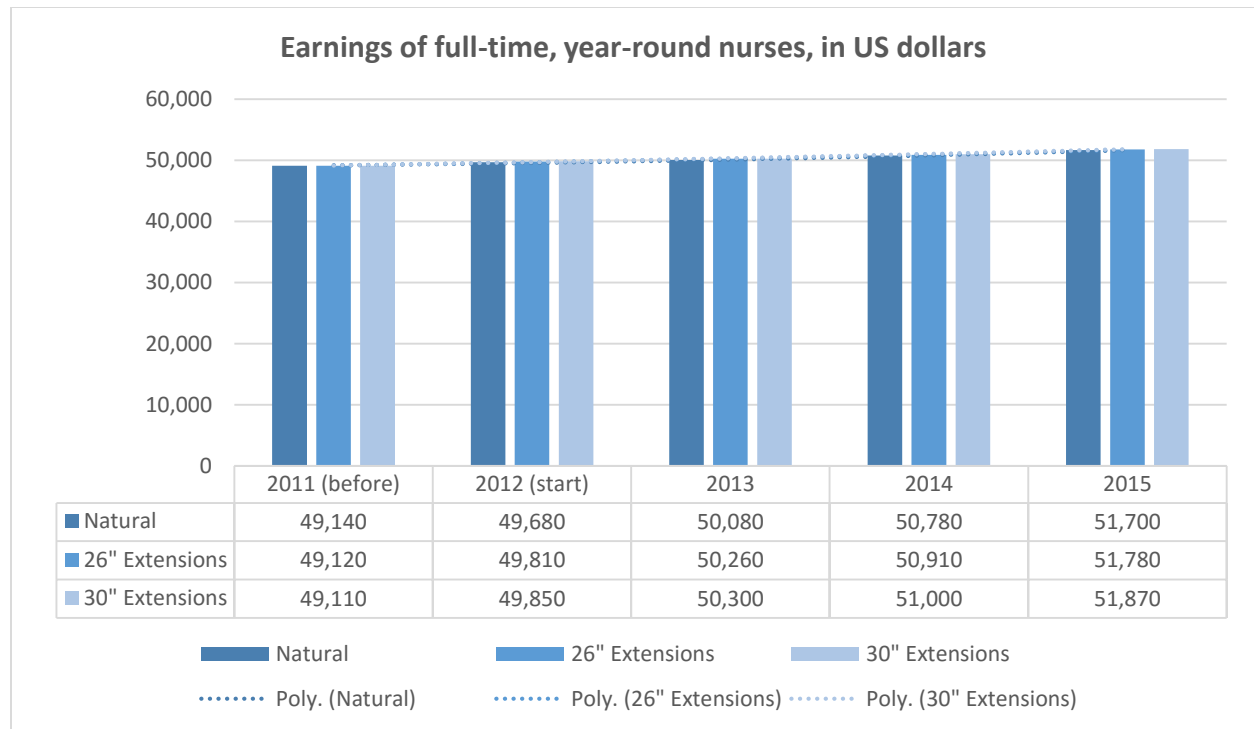
Annual Earnings, Waitresses



Year / Growth (%)	Natural	26" Hair Extensions	30" Hair Extensions
2011	-	-	-
2012	1.014%	1.144%	1.196%
2013	1.014%	1.014%	1.013%
2014	1.013%	1.015%	1.013%
2015	1.017%	1.012%	1.010%

In this table we can see very clearly that participants' yearly earnings increased in proportion with the length of their hair or hair extensions. One interpretation of this data could be that the level of customer satisfaction and/or employer appreciation, is directly correlated with female waitresses hair length.

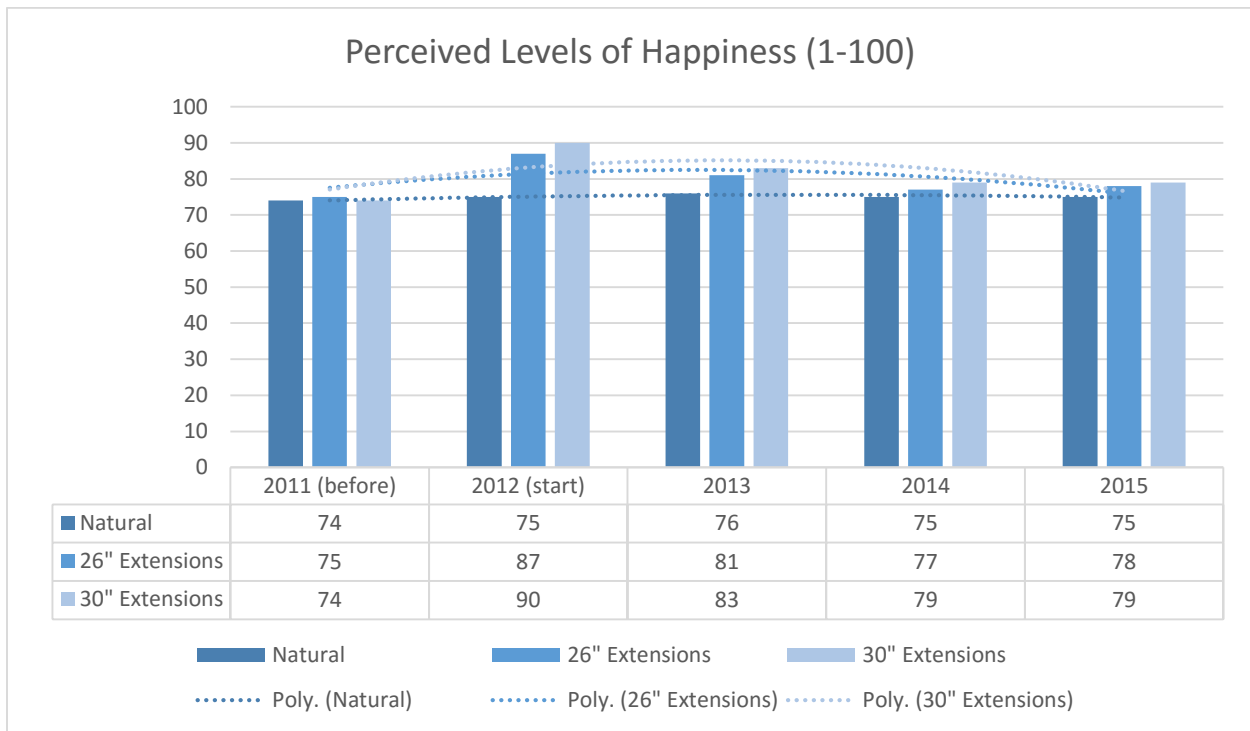
Annual Earnings, Nurses



Year / Growth (%)	Natural	26" Hair Extensions	30" Hair Extensions
2011	-	-	-
2012	1.011%	1.014%	1.015%
2013	1.008%	1.009%	1.009%
2014	1.014%	1.013%	1.014%
2015	1.018%	1.017%	1.017%

For our participants who worked as nurses, the application of hair extensions cannot be tied to their slight increase in yearly earnings. One interpretation of this table could be that hair length for female nurses has little or no effect on the level of appreciation of their employer or satisfaction of their client.

Perceived Levels of Happiness



This table shows the changes in participants’ perceived levels of happiness throughout the four years of research. It indicates that in the first year of the project the levels of happiness increased greatly among the group of participants with 30” hair extensions, moderately among the group of participants with 26” hair extensions, and slightly among the group of participants with no hair extensions.

In the following years, the perceived levels of happiness decreased among Groups #2 and #3, resulting in a small increase from the beginning of the project to its completion.

Discussion and Conclusion

Several conclusions may be drawn from this research.

First, we can conclude that the premise that women with longer hair are more appreciated than women with shorter hair is validated by this study, albeit predominantly among women working in catering or administrative assistance.

Second, we can conclude that employer appreciation and/or customer satisfaction, and therefore earnings, also increase with hair length. This leads us to believe that employers and customers greatly appreciate women with very long hair compared to medium length hair.

Third, we could conclude that the catering and administrative sector are biased towards women with greater physical features and therefore reward employees with more socially acclaimed features, such as long hair, with higher salaries.

Fourth, a psychological reality regarding the client and/or employer's mindset is brought to the fore, as they may no longer be rationally assessing the professional abilities of their waitress or administrative assistant; one might say that their evolutionary instinct dominates their logical mind, and therefore they reward perceived beauty with financial remuneration. This was specifically noticed with the waitresses as their tips increased drastically, increasing their overall income by 15-20%.

Finally, the peak in perceived levels of happiness in the first year following the application of hair extensions is not to be overlooked. Women's levels of happiness were increased probably as a result of higher appreciation from employers and/or customers, which resulted in higher earnings and increased self-confidence; which may, in turn, have produced greater motivation in their workplace and drive contributing to the overall growth in earnings.

For occupations other than waitresses and administrative assistants, the effect was too insignificant to draw any conclusions.

In conclusion, as a consequence of the results of this research, women in the catering or administrative sectors may be interested in reducing the gender pay gap they are victims of by taking steps towards enhancing their features, with the application of hair extensions. This may not, however, address the deeply ingrained gender-stereotyping that women who work in those sectors suffer from daily.

Appendix 1

Products Used

Total: 4393 sets of hair extensions in 26" or 30"

- Clip-in (double drawn)

Quantity: 733 sets

- Keratin (double drawn)

Quantity: 615 sets

- Tape-in (double drawn)

Quantity: 2014 sets

- Micro loop (double drawn)

Quantity: 1031