



WISCONSIN STATE REPRESENTATIVE

Shelia Stubbs

77TH ASSEMBLY DISTRICT

FOR IMMEDIATE RELEASE

Date: June 27th, 2021

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Representative Stubbs' Statement on Deregulation of Natural Hair Braiding Press Conference on the Passing of Assembly Bill 121

MADISON, WI- Yesterday, Representative Stubbs (D-Madison) held a press conference celebrating the deregulation of natural hair braiding. As of July 10th 2021, Wisconsin became the 31st state eliminate barriers for our natural hair braiders. Now, hair braiders are able to hone their craft without an obstructive licensing requirement. On this milestone moment, Representative Stubbs issued the following statement:

“African-style hair braiding is a natural and ancient craft that provides many talented practitioners pathways to self-sufficiency and entrepreneurship. However, Wisconsin law required that these hair braiders needed a barbering or cosmetology license to practice their craft. With Governor Evers’ signing of Wisconsin Act 60, natural hair braiders are no longer burdened by unnecessary and restrictive licensing requirements. Braiding does not pose any threat to public safety since it does not use chemicals, and it is extremely rare for braiders to receive complaints.”

“By opening the door for hair braiders across our state, we are promoting the freedom to succeed. As UCLA Professor Kimberly Crenshaw once said “*The empowerment of Black women constitutes the empowerment of our entire community*”. I am proud to say that Wisconsin is now a place where hair braiders are empowered to utilize their craft to create real economic success.”

“Shortly after this bill was signed, President Joe Biden directed the Federal Trade Commission to remove unfair occupational licensing requirements, especially requirements that impact hair braiders that travel between states. This bill is part of



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a movement, at all levels of government, to remove barriers and create opportunity.”

“I am proud to say that this is the first bill I was the lead author on to become law in the state of Wisconsin. I am even more proud to say that this is just the first of more to come. I want to thank my colleagues Representative Shae Sortwell (R-Two Rivers) and Senator Mary Felzkowski (R- Irma) for working with me across the aisle, and I also want to thank Senator LaTonya Johnson (D-Milwaukee) for leading this bill through the Wisconsin State Senate. In addition, I must thank Meagan Forbes from the Institute for Justice for working with my office to move this bill forward. Together, we will continue to make Wisconsin a better place to live and work for everyone.”