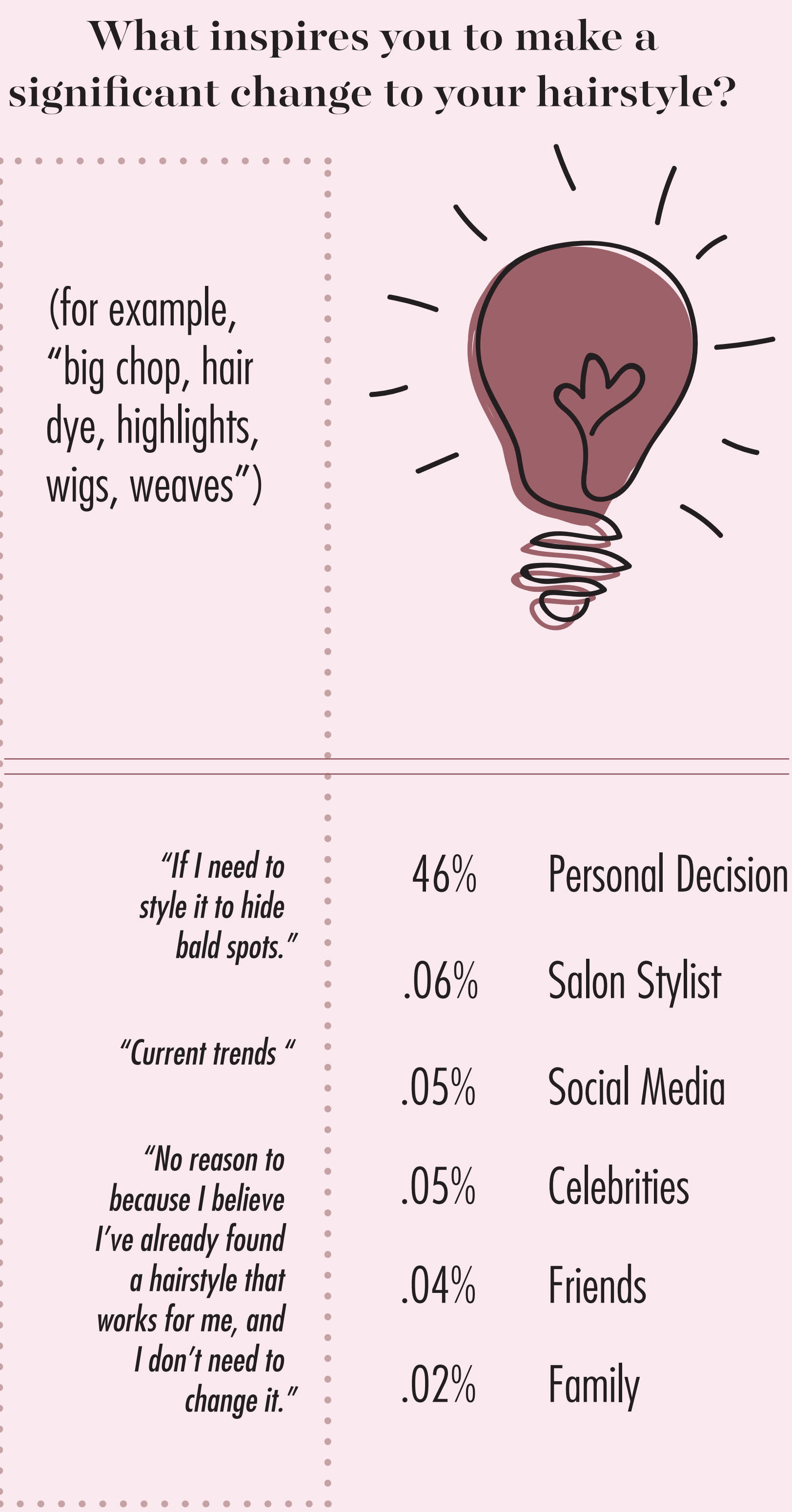
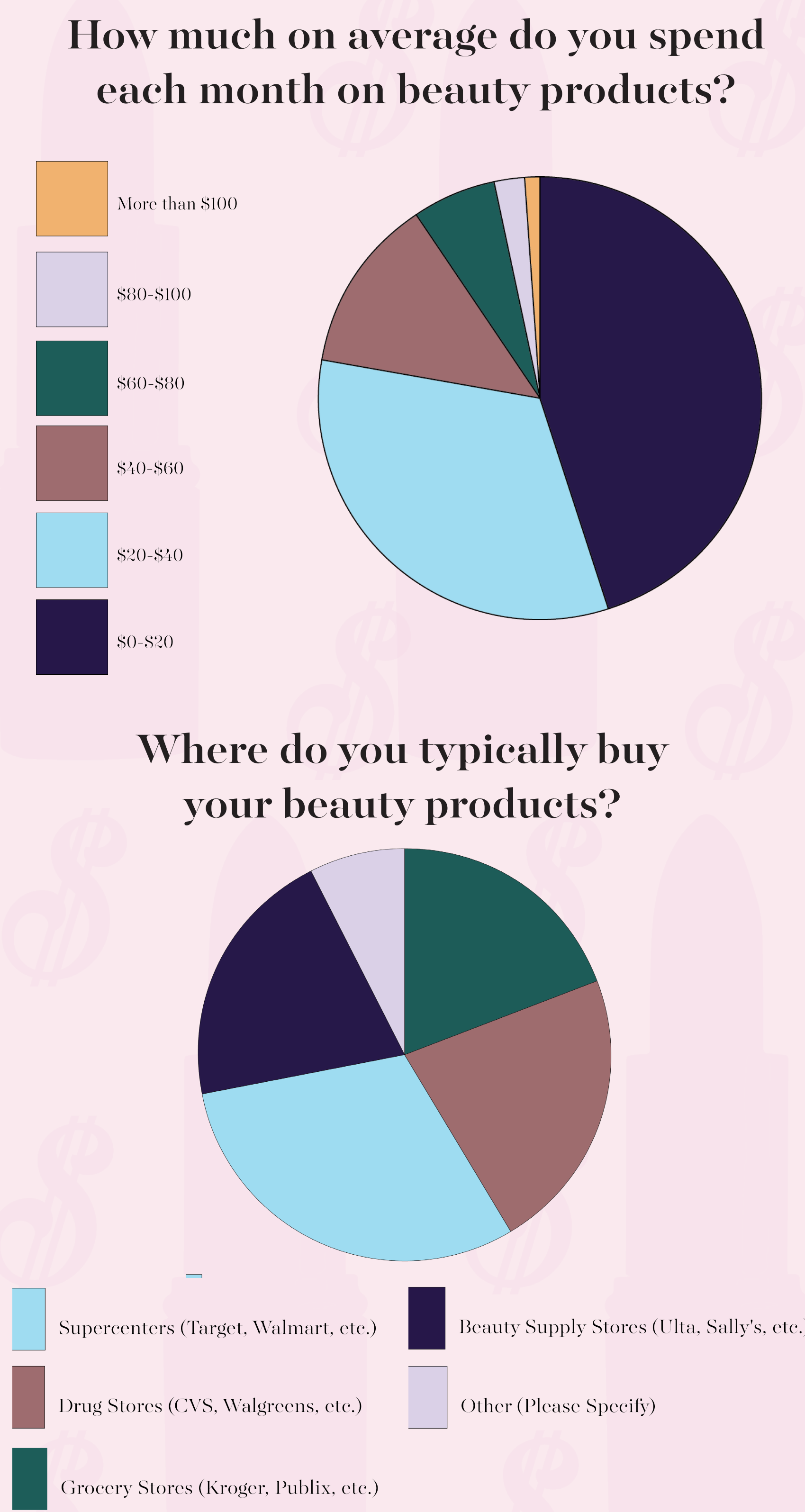
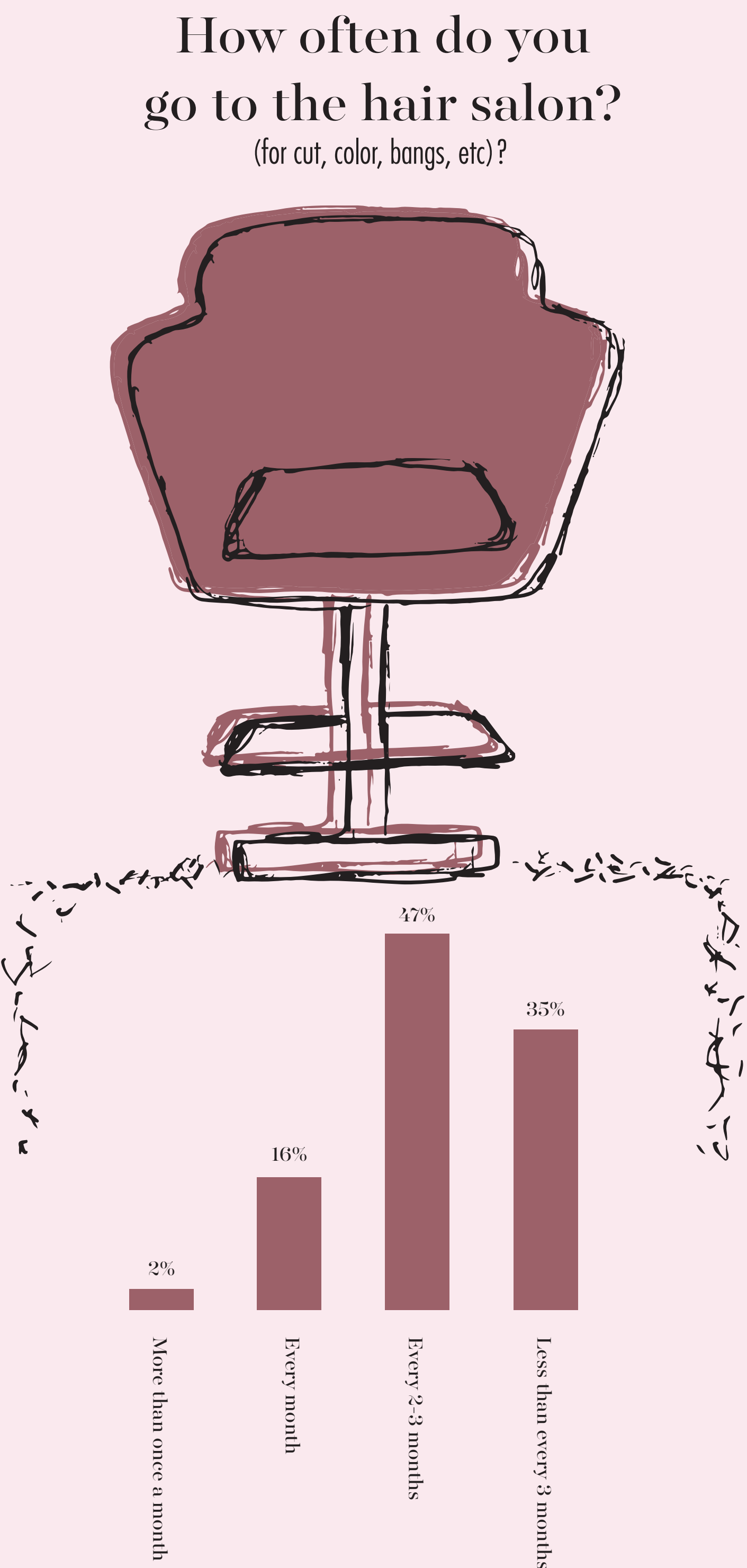
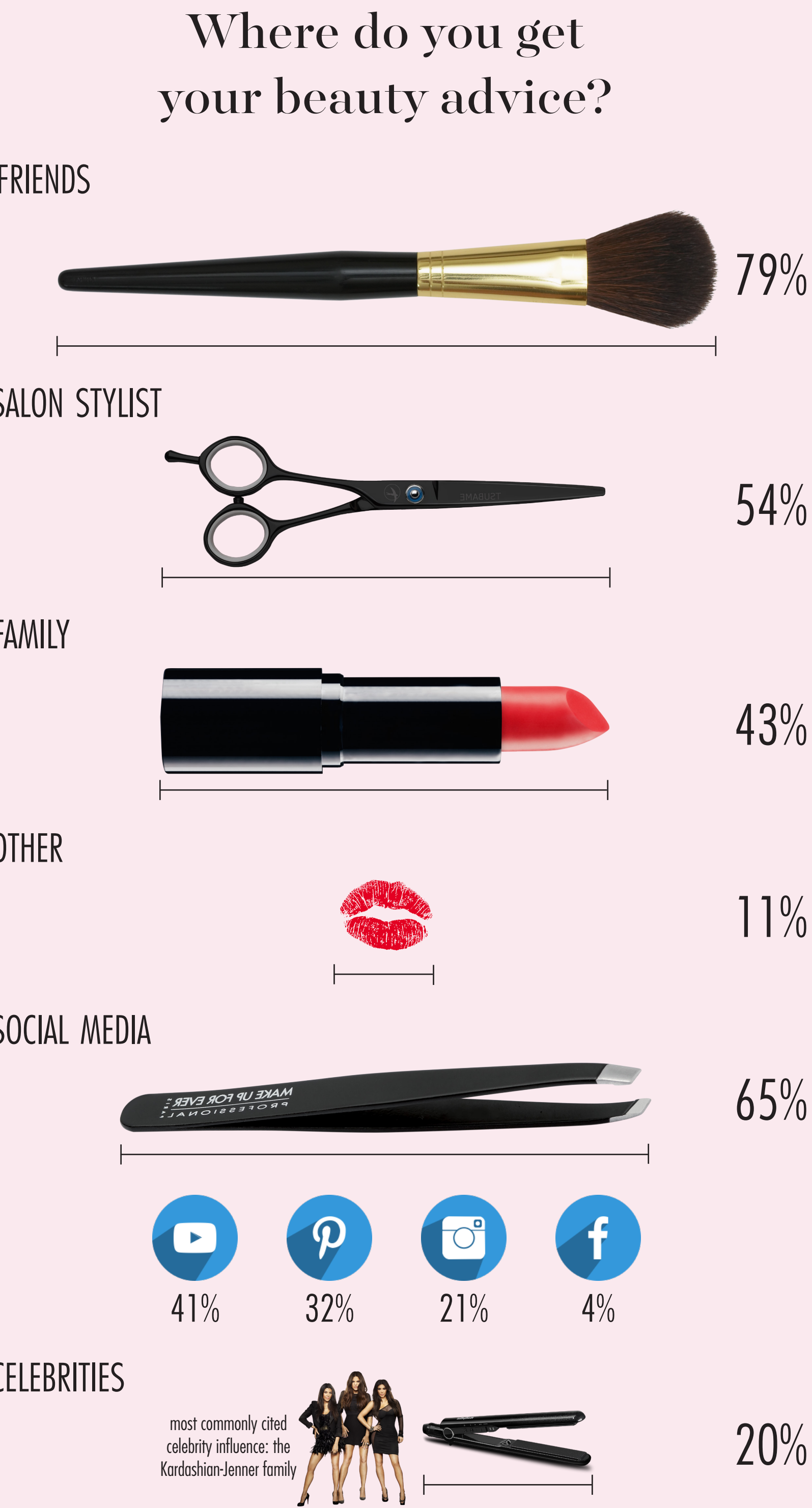


Whip Your Hair Back and Forth

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Our research methods included an online survey targeted at women ages 18 and up. In the survey, respondents were asked questions about their hair and beauty routines, regular practices, perceptions, and attitudes. The survey garnered 655 responses with a wide range of ages and demographics represented, giving us a comprehensive look at the perceptions and attitudes of American women regarding hair and beauty.



Ranking of attributes that make women beautiful

1. Self Confidence
2. Happiness
3. Facial Features or Complexion
4. Weight and body type
5. Sense of style
6. Career Success
7. Youthfulness
8. Sexiness
9. Financial Success
10. Hairstyling

Describe what beautiful hair looks like to you.

.Participants were asked to describe what beautiful hair looks like; these were their most common answers.

