

OUR EMPLOYEE VALUE PROPOSITION

At Sally Beauty, we're committed to building a culture of creativity, inclusion, and self-expression, driven by our purpose and values and supported by our leaders. We celebrate diversity, embrace individuality, and encourage innovation to create a positive work environment where you can thrive personally and professionally. Our Employee Value Proposition defines the experience of working at Sally Beauty and the culture we strive to create for all associates.

Our purpose:

TO INSPIRE A MORE COLORFUL, CONFIDENT, AND WELCOMING WORLD

Our values:



BE YOURSELF.

Come as you are—everyone is welcome here.



BE AN INSPIRATION.

Share your passion and knowledge with your team, your customers, the world.



BE BOLD.

Dive in. Move fast. Say yes.



BE AN OWNER.

Drive growth. Create your future.



BE PART OF SOMETHING BIGGER.

Take care of each other, our community, and our planet.

BENEFITS FOR ALL.

We're proud to offer best-in-class benefits to both part-time and full-time associates. Offerings vary depending on hours worked, and include:

- Daily Pay program allows you early access to earned wages (where available)
- Ability to increase pay through sales bonuses and SPIF (Sales Performance Incentive Fund)
- Medical, dental, vision, and pharmacy coverage
- LGBTQ+ supportive care and services
- Sample products for you to experience and share your product knowledge with customers
- Flexible work schedule
- Employee Assistance Program including mental health counseling, available 24/7
- Neurodivergence benefits and resources
- Educational Tuition Reimbursement for college courses, degrees, and job-related certifications (full-time associates)
- 401(K) plan with matching company contributions
- Paid parental leave along with fertility and family planning programs and financial support for surrogacy and adoption services
- Flexible Spending Accounts for health care and dependent care, and Health Spending Accounts
- Employee Emergency Fund providing grants for unforeseen emergencies with significant financial impact
- PerkSpot discounts for various companies and Purchasing Power benefit allowing you to pay for products through payroll deduction
- Employee discount on owned brand and external products at Sally Beauty and Cosmo Prof stores

BE YOURSELF. EVERYONE IS WELCOME HERE.

We're committed to building a truly diverse, inclusive company focused on listening to what our associates need and want, and on inclusive hiring, training, and development.

- Dress code that lets you express yourself
- Cultural celebrations and communications from our Employee Resource Groups—Black Diamond, Diverse Abilities Allies, EmpowHer, House of Colorful Creations, Somos, and Vets
- Inclusive HR system, policies, and practices
- Cultural training for all leadership and associates
- Translated communications to support Spanish and Canadian French-speaking associates
- Inclusive Recruitment Training for Hiring Managers
- E-Learning courses followed by facilitated discussions
- SBH Swag Store to help you show off your style

BE AN OWNER. CREATE YOUR FUTURE.

As a learning culture, we're committed to offering opportunities for continuous education, improvement, and growth. We work to create a non-hierarchical environment supported by readily accessible leaders and informed by your thoughts and feedback.

- Career pathing
- Award-winning beauty industry training
- Multi-Unit Academy to build the skills and competencies to take the career leap from store leadership to multi-unit leadership
- Engagement and feedback opportunities (Open Door Policy, Engagement Survey)
- In-depth product and customer service training
- Growth path opportunity to become a certified Color Consultant (CC)

BE PART OF SOMETHING BIGGER.

We have a responsibility to take care of each other, our community, and our planet. Our SBH Going Green initiatives focus on improving our long-term sustainability and reducing our environmental impact.

Our SBH Inspires Foundation is committed to uplifting and providing support for the communities we serve. We focus on standing up to domestic violence and abuse by providing support to victims and their loved ones. Since salons are often a place of refuge for victims, and our stores can serve as a source of information, SBH is uniquely positioned to connect victims with immediate and ongoing help through our nonprofit partners.



October 2025

SALLY BEAUTY