



2025 Annual Report on Outreach to Cosmetologists

The Mayor’s Office to End Domestic and Gender-Based Violence (ENDGBV) develops policies and programs, provides training, conducts research and evaluations, preforms community engagement, and operates the Family Justice Centers (FJC). The FJCs are co-located multidisciplinary service centers providing vital social services, civil legal, and criminal justice assistance for survivors of domestic and gender-based violence and their children – all under one roof.

This is the sixth report to be provided in compliance with Local Law 39 of 2019, covering fiscal year 2025 – July 1, 2024 to June 30, 2025.

Outreach to Cosmetologists

In this reporting period, ENDBGBV developed a new palm card to support outreach to cosmetologists effort. The palm card is available in multiple languages and lists the applicable laws and requirements, why cosmetologists are in a unique position to spot potential abuse and support community members, contact information to schedule free workshops with ENDGBV, a QR code that links to the free and downloadable toolkit, and resources and supports for people who are experiencing abuse.

Cosmetology and Domestic Violence

New York City Local Law 39 of 2019 requires the City to conduct outreach to cosmetologists and provide free tools, like trainings and an online toolkit.

New York State General Business Law § 408-b increases access to education for cosmetologists to identify domestic and sexual violence, and provide crucial resources for survivors.

Trust
You and your clients have a relationship built on trust. People experiencing abuse may feel your business is a safe place where they can share personal details that may indicate domestic violence.

Support
Cosmetologists and barbers are important community partners. You can have a big impact in the lives of your clients by knowing how to respond, support, and share resources.

Learn
Become a resource to clients, colleagues, and employees by learning to **identify signs of domestic violence**, how to **talk with clients about their experiences**, and what **services are available for survivors** who are seeking help.

Request a FREE Training from ENDGBV!
Email outreach@endgbv.nyc.gov

Please reach out if you would like to request training in a language other than English.

NYC
Eric Adams
Mayor

Mayor's Office to
End Domestic and
Gender-Based Violence

We are here for you.

Go to on.nyc.gov/CosmetologyToolkit

to learn more about resources to safely connect survivors to **free, confidential services and support.**

FJC Services

Survivors can visit the Family Justice Center in the borough where they feel safest.

Housing

Mental Health Support

Legal Support

Case Management

Call NYC's 24-Hour Hope Hotline
1-800-621-4673 (HOPE)

Chat with an advocate
on.nyc.gov/hotlinechat

Find help in your community
on.nyc.gov/hopeservices

All services are free and confidential, no matter your identity and immigration status. No interaction with law enforcement is required.

Mayor's Office to
End Domestic and
Gender-Based Violence

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@nycendgbv

Outreach to Cosmetologists (cont.)

Prior to the reporting period, ENDGBV reorganized its outreach team to take on additional responsibilities that better align with the office's strategic goals. During this time, outreach staff members staff underwent training for their new responsibilities and focused on other outreach activities. In the previous reporting period, our outreach team experienced lower engagement with cosmetologists and beauty schools. This was in part because as of June 17, 2020, all salon operators and individuals seeking a New York State cosmetology license or re-licensing are required to complete a 1-hour course on Domestic Violence and Sexual Assault Awareness. As a result, many corporate offices, chambers of commerce, and community-based organizations have incorporated domestic violence workshops into their staff training following the City's lead. Therefore, during this reporting period, we directed our outreach efforts toward other areas where additional engagement was appropriate.

Cosmetology outreach was not conducted during this reporting period but was recommenced citywide in July 2025.

Online Domestic Violence Toolkit for Cosmetologists

ENDGBV has created a Domestic Violence Toolkit for cosmetologists that is available on the ENDGBV website. The toolkit provides information on how cosmetologists can recognize signs of an abusive relationship and help by safely referring clients to information and resources.

From July 1, 2024 through June 30, 2025, the toolkit has been downloaded 26 times from the ENDGBV website.