



Testimony re: Senate Bill 434  
House Federal and State Affairs Committee

March 6th, 2024

Mr. Chairman, Members of the Committee:

My name is Wendy Doyle, and I am the President and CEO of United WE. Many of you are likely already aware that the mission of United WE is to advance all women's economic and civic leadership. To that end, I'm reaching out to you today in support of Senate Bill 434, which would exempt the practice of hair removal by sugaring from the state's definition of cosmetology.

This bill aligns with United WE's policy priorities related to occupational licensing. Our research report, the Status of Women in Kansas, told us that women are more likely to hold a certification or license than employed men. For that reason, United WE works to remove barriers faced by women in regulated professions, such as cosmetology. According to the McKinsey Global Institute, the Kansas economy can grow by 10-15% by 2025 if women are fully participating in the workforce. Senate Bill 434 will help us get closer to that milestone, as it is a commonsense approach to fostering economic growth and workforce development in the cosmetology industry, while balancing consumer welfare.

Thank you for the opportunity to share United WE's perspective on this bill.

Sincerely,

A handwritten signature in black ink that reads "Wendy D. Doyle".

Wendy D. Doyle  
President and CEO  
United WE