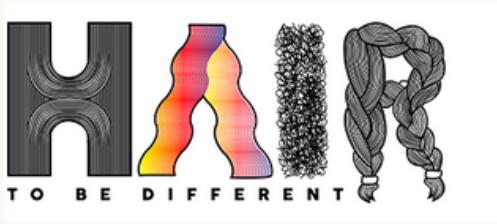


Capability Statement



*Where Beauty Meets Confidence,
Career, & Empowerment!*

Hair To Be Different LLC specializes in professional hair services and career-focused beauty programs. Founded by Natasha Taylor, a licensed cosmetologist (Aveda Institute) and communications graduate (Delaware State University), the company is built on over 10 years of industry experience and a mission to use beauty as a tool for empowerment, confidence, and career growth.

Natasha Taylor



Mission & Vision

To partner with aligned organizations and agencies to deliver programs that empower girls and women to build confidence, embrace self-care, and see the beauty industry not just as a service, but as a career pathway toward independence, financial freedom, impact, and long-term success.

Contact

 Based in New York

917-979-5487

info@Haintobedifferent.net

www.haintobedifferent.net

www.natashataylorhair.com

Products & Services

- **Beauty, Start Your Business! Program:** A career-readiness and entrepreneurship training series designed to help participants and aspiring beauty professionals explore, plan, and launch beauty-based careers.
- **Beauty, Boundaries, & Becoming Her Program:** A personal development and confidence-building curriculum that empowers participants to cultivate self-awareness, self-care, and leadership skills.
- **Program Development & Empowerment Workshops:** Custom-designed beauty, wellness, and professional development workshops created for schools, agencies, correctional institutions, and corporate partners.
- **Educational Journals & Companion Workbooks:** Printed journals developed to accompany each program, reinforcing learning, reflection, and goal setting.
- **Trade Performance: Cosmetology**

NAICS Codes

812112 611430

624310 812199

611699 812191

541613 611519

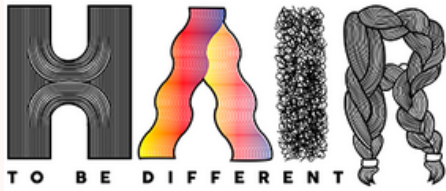
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The Impact

- *86% Improved Confidence and Self-Esteem*
- *Enhanced Academic Performance and Career Success*
- *Access to Opportunities and Networks*
- *Skill and Leadership Development*
- *Exposure to Positive Role Models*
- *Leadership and Career Trajectory*
- *Mitigating Societal Pressures*

Source: MENTOR: The National Mentoring Partnership
A study by LIMITLESS and the WHY group at Horizon Media, highlighted by Medium and [Katie Couric Media](#), found that 74% of people believe a positive body image directly correlates with achieving their career goals.

Capability Statement



*Where Beauty Meets Confidence,
Career, & Empowerment!*

Differentiators

- **Dual Expertise:** Licensed Cosmetologist (Aveda Institute) + BA in Communications provides both technical mastery, practical knowledge, and strong communication skills.
- **Guided by Influence:** Former mentee in the Big Sister program, called S.A.S.Y at (Morgan State University), where early mentorship and exposure to opportunities shaped my path and now inspire my commitment to provide the same guidance and support to others.
- **Career Advocate:** Promotes both higher education and trade opportunities like cosmetology, ensuring participants see multiple pathways to success.
- **Industry Network:** Active collaborations with beauty professionals and brands, bringing guest experts and real-world connections into programs.
- **Mission-Driven Approach:** Committed to using beauty as a vehicle for empowerment, confidence, and career readiness.

Past Performances

- Designed and led Sewin in Your Sleep and Beauty, Start Your Business! programs (2022–2024), mentoring 50+ beauty professionals in business growth.
- Collaborated with major brands including MTV, VH1, Disney+, Dyson, Olaplex, Priv, Glamsquad, Nike, CHANEL, and SKIMS.
- Founded and operate Hair To Be Different LLC, offering premium beauty services and custom extensions.
- Facilitated beauty workshops, tutorials, and one-on-one coaching in skill development and entrepreneurship.



VOGUE

CHANEL



Natasha Taylor



Contact

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Reviews

"I've been a makeup artist for 22 years. I had the pleasure of meeting Natasha Taylor on set for a Shiseido Campaign in September 2022 for a few days. I quickly noticed how personable and professional she was. After that interaction, we've worked together on editorial photo shoots and private clients. Natasha is ambitious, hard working and very business minded. I see the passion and potential of Hair to be Different and I'm excited to see it flourish." -Ricardo Delgado

"No Gatekeeping! From supplying vendors to marketing strategies. Natasha does not just say she wants to help she actually puts the tools in your hand to help you actualize your goals in this business." -Dominique