



This is a communication that tragically should never have to be written.

At Boca Beauty Academy, we have always embraced all colors and the rainbow of life which illuminates both the differences and the beauty that resides in all of us.

My wish is that institutional racism vanishes and every person, including all members of our Black community, can feel secure to move around our neighborhoods without fear or discomfort.

I wish that I didn't have to have these difficult conversations with my children struggling to explain the logic in situations that are so irrational.

All of us at Boca Beauty Academy remain committed to being part of that change as we all seek to live in peaceful harmony with one another, irrespective of skin color.

We must do better as a culture and as a country.

We know there is no easy solution to the problems we have faced for centuries. We know that we need to devote our hearts and energy and focus toward making a difference. Boca Beauty remains steadfastly resolved to creating a

community that treats everyone, from all walks of life, equally and with dignity.

For thirty years our academy has been resolute in our intolerance towards discrimination, harassment or racism. Our company ethos is founded upon basic respect and human decency. For those in our community who feel otherwise, we respectfully request that you move onward. We are 100% committed to supporting the Black community.

Rest assured, all of us at Boca Beauty plan to work each day to continuously empathize with and support our brothers and sisters and to improve, learn, and grow together.

Jack Bragin

Jack Bragin
Chairman & CEO