

AHBAI/AOIP

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Cornell McBride, President
M & M PRODUCTS COMPANY
Chairman of AHBAI



George Johnson, Chairman
JOHNSON PRODUCTS COMPANY
Chairman Emeritus of AHBAI



Lafayette Jones, Executive Director
American Health & Beauty Aids Institute

The stated objectives of this trade association of Black-owned companies are as follows:

- To promote and enhance the health and beauty aids industry.
- To foster understanding with related industries.
- To contribute to business development, economic progress and social growth in minority communities.
- To represent member companies and industry interests to local, state and federal government agencies.
- To foster improved communication between member companies, allied associations, suppliers, retailers, professional cosmetologists, the media and consumers.
- To promote the image of and opportunities in the ethnic health and beauty aids industry.

The Coercive Side Of Competition

BUT even four years of working extremely hard has not proven enough to overcome the competition from others who often have no motive other than economic exploitation of the Black community...And, as these Black-owned companies stepped up their competition to such a degree, several of our Black-owned companies are now in serious financial trouble.

However, fortunately for these pioneering and always-struggling-to-achieve leaders, the entire board of the national Assault On Illiteracy Program (AOIP) has committed itself to a massive and continuing support to these (and other) Black-owned companies.

In what was an unprecedented and historic move, all of the constituencies of these organizations—which embrace a 15-million membership and family reach—are being asked to begin immediately to develop ways to show

priority support for the AHBAI companies.

In addition to the above, an essay contest among Black youth on why our communities must support these hair care and beauty aid manufacturers is running (please see page 12). Also there will be public service advertising running every month in AOIP's official interorganizational magazine—the *National BLACK MONITOR* of at least four (4) products of each of the AHBAI companies.

Simultaneously, AOIP will be promoting its overall "Credo For Justice and Equity" which states clearly that we must provide equitable support to those select White-owned entities outside the Black community which serve as enablers for equity and justice. Further, AOIP is encouraging these important companies to seek additional ways that they might establish an even more productive community-building relationship with us.

One major intent of this article is to provide all of the community-building leadership and all concerned others as to the reasons why this massive, new endeavor is essential...and to enlist added support from within and without Black America.

Reinvestment In Black Communities

MONEY spent on goods produced and services rendered by Black companies," according to Mrs. Frankie

Gillette, who is chairperson of AOIP's Black Business and Professional Support and Involvement Committee, "comes back to the Black community directly in the form of jobs and indirectly because these manufacturers support other Black businesses."

Collectively, the member companies of AHBAI account for annual sales in excess of \$250 million. A far higher percentage of the profits are filtered back to the residents of the Black communities in which these businesses are located than ever would be possible any other way.

With an annual payroll of more than \$25 million, these 17 manufacturers of ethnic health and beauty aids provide 3,000 jobs nationwide. Other member company dollars find their way into job training programs, scholarships for young people, philanthropic activities that increase Black business skills and educational opportunities and sponsorship of fund-raisers for medical research.

Dr. Theodore Jemison of AOIP and the National Baptist Convention says, "Funneling dollars back into the Black community that supports them is something each and every Black business can—and should—do.... When we buy the products of Black business and support our institutions, we're investing in ourselves."

The member companies of AHBAI are sincerely committed to undergirding the economic stability of their communities. In testimony to this commitment, these successful businessmen contribute not only money but also their time and

talents to local civic efforts.

The 17 member companies are likewise pledged to empower the Black community by improving the quality of life, by enhancing family pride and decency and by developing the sense of value.

The Proud Lady Logo

AFTER 18 months of thinking and re-thinking, the members of AHBAI selected the silhouette of a beautiful Black woman to represent both the Institute and the products of these Black-owned companies. The Proud Lady logo has proven to be one of the most significant marketing developments in the history of Black business. It is used on all of AHBAI's 1,800 products and on individual company and Institute print, television and transit advertisements.

The Proud Lady logo is one that relates to the rich heritage and culture of the members and the communities they serve. Her features are strong, African and proud. The logo is the personification of the creativity, sophistication, elegance, simplicity and pride of the Black race.

While the symbol of the proud Black woman builds upon the theme of economic strength and unity, the idea is not merely to persuade Blacks to buy products of Black manufacturers. "There's no magic in buying Black," Lafayette Jones believes. "The magic is in producing quality products for our often-unique needs at a reasonable price."

The Proud Lady logo on the back of a product enables Black consumers to easily identify that product as one made by a Black-owned company for Blacks. The symbol, Jones asserts, is a "clear statement of what the emblem means to the consumer. It means economic growth, jobs, philanthropic activities, scholarships and career development for Black Americans who have been far-too-long denied...and this is extremely good for America as a whole."

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Comer Cottrell, President
PRO-LINE CORPORATION
1st Vice Chairman of AHBAI



Edward Gardner, Chairman
SOFT SHEEN PRODUCTS COMPANY
2nd Vice Chairman of AHBAI



Fred Luster Sr., President
LUSTER PRODUCTS COMPANY
Treasurer of AHBAI