

# CODE OF ETHICS

## International Beauty Professionals Association, Inc.

### Effective Date:

03.12.2026

### Adopted By:

Board of Directors of International Beauty Professionals Association, Inc.

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## 1. Purpose of the Code of Ethics

The purpose of this Code of Ethics is to establish the core ethical principles, standards of professional conduct, and behavioral expectations applicable to all members of **International Beauty Professionals Association, Inc.** (“IBPA” or the “Association”).

This Code of Ethics is intended to:

- support the mission, values, and standards of the Association;
- promote integrity, professionalism, and accountability within the beauty industry;
- protect the reputation of the Association and its members;
- provide ethical guidance for members in their professional, educational, business, public, and Association-related activities;
- establish a framework for evaluating ethical concerns, misconduct, and disciplinary matters.

This Code of Ethics applies to all categories of membership, including but not limited to Students, Beauty Professionals, Trainers / Educators, Business Owners, and Brand / Company Members, as applicable to the nature of their role and participation.

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## 2. Guiding Principles

All members of IBPA are expected to conduct themselves in a manner consistent with the following core principles:

### 2.1 Professionalism

Members shall maintain a high standard of professional conduct, communication, and responsibility in all professional and Association-related activities.

### 2.2 Integrity

Members shall act honestly, fairly, and in good faith, and shall avoid deceptive, misleading, manipulative, or unethical conduct.

### **2.3 Respect**

Members shall treat clients, colleagues, students, educators, judges, partners, staff, directors, committee members, and members of the public with dignity, courtesy, and respect.

### **2.4 Accountability**

Members shall take responsibility for their actions, professional representations, decisions, and conduct, including conduct that may affect the Association or the professional community.

### **2.5 Commitment to Quality**

Members shall strive to maintain and improve the quality of their work, services, education, leadership, and business practices.

### **2.6 Ethical Industry Participation**

Members shall contribute to the beauty industry in a manner consistent with lawful practice, professional ethics, fair competition, and the goals of strengthening the profession.

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## **3. Scope of Application**

This Code of Ethics applies to:

- conduct in professional practice;
- conduct in educational activities;
- conduct in business and public representation;
- participation in IBPA events, committees, competitions, programs, meetings, and communications;
- conduct on websites, social media, digital platforms, promotional materials, and public-facing profiles where the member's professional status or Association membership is represented;
- communications with the Association, its leadership, members, applicants, partners, sponsors, and the public.

Members may be held accountable under this Code for conduct occurring both within and outside formal Association activities where such conduct materially affects:

- the reputation of the Association;
- the integrity of membership;
- the safety or dignity of others;
- trust in the professional community.

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## **4. Honest Professional Representation**

## **4.1 Truthfulness in Credentials and Qualifications**

Members shall accurately represent their qualifications, training, certifications, licenses, experience, awards, publications, judging roles, speaking roles, teaching roles, memberships, and other professional achievements.

## **4.2 No False or Misleading Claims**

Members shall not:

- falsely claim to hold licenses, certifications, titles, or qualifications they do not possess;
- misrepresent the nature or level of their education or training;
- exaggerate results, outcomes, or expertise in a misleading way;
- make false or deceptive claims about awards, recognitions, rankings, or Association status;
- falsely imply endorsement, accreditation, legal authorization, or government approval where none exists.

## **4.3 Accurate Use of Association Membership**

Members may describe themselves as members of IBPA only if their membership is active and in good standing.

Members shall not:

- imply that Association membership constitutes a government license;
- state or imply that IBPA guarantees legal authorization to practice;
- misrepresent membership as a state-issued certification or governmental approval;
- continue to use IBPA member status after membership has expired, been suspended, or been terminated.

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# **5. Professional Conduct Toward Clients**

## **5.1 Respectful Treatment**

Members shall treat clients with respect, professionalism, courtesy, and appropriate personal and professional boundaries.

## **5.2 Clear Communication**

Members shall communicate honestly and clearly regarding:

- the nature of services provided;
- expected results;
- limitations of services;
- scheduling, pricing, and service terms, where applicable;
- relevant care instructions, expectations, and professional recommendations.

## **5.3 No Exploitation**

Members shall not exploit clients emotionally, financially, professionally, or otherwise.

#### **5.4 Client Dignity and Safety**

Members shall not engage in conduct that humiliates, pressures, intimidates, coerces, or degrades clients.

#### **5.5 Lawful and Responsible Practice**

Members shall work only within the scope of their training, competence, and, where applicable, licensing requirements of the relevant jurisdiction.

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## **6. Professional Conduct Toward Colleagues and Peers**

### **6.1 Respectful Professional Relations**

Members shall maintain respectful and professional relationships with other beauty professionals, educators, students, judges, vendors, partners, staff, and Association participants.

### **6.2 No Defamation or Malicious Conduct**

Members shall not knowingly engage in false, malicious, defamatory, or intentionally harmful statements regarding another individual or business.

### **6.3 Fair Competition**

Members shall compete fairly and ethically and shall not engage in dishonest business practices intended to unlawfully or unfairly damage the reputation or business interests of others.

### **6.4 Professional Disagreement**

Differences of opinion, criticism, and professional disagreement shall be expressed in a respectful, responsible, and fact-based manner.

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## **7. Ethical Conduct in Teaching, Mentorship, and Training**

This Section applies particularly to Trainers / Educators, schools, academies, mentors, and members engaged in teaching or instructional activity.

### **7.1 Accuracy in Education**

Members who teach shall provide information in good faith and to the best of their professional knowledge and experience.

### **7.2 No False Promises**

Educators shall not make misleading guarantees regarding:

- student success,
- income outcomes,
- licensing outcomes,
- certification equivalence,
- career placement,
- competition results.

### **7.3 Honest Program Representation**

Educators shall accurately represent:

- course scope,
- course duration,
- content,
- requirements,
- credentials issued,
- whether any certificate is internal, private, or non-governmental.

### **7.4 Respect for Students**

Educators and mentors shall treat students respectfully and shall not abuse authority, manipulate students, or mislead them regarding their level of readiness, certification, status, or professional opportunity.

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## **8. Ethical Conduct in Business and Leadership**

This Section applies particularly to Business Owners, Brand / Company Members, organizational representatives, and members in leadership roles.

### **8.1 Responsible Business Conduct**

Members shall conduct their business affairs honestly, responsibly, and in a manner consistent with professional ethics.

### **8.2 Transparent Representation**

Business and brand members shall accurately represent their:

- products,
- services,
- affiliations,
- brand claims,
- partnerships,
- credentials,
- certifications,
- professional endorsements.

### **8.3 No Misuse of Influence**

Members shall not misuse professional authority, Association relationships, or industry status for deceptive, coercive, exploitative, or improper purposes.

### **8.4 Responsibility to Team and Community**

Business owners and leaders are encouraged to foster a professional environment that supports lawful practice, respect, ethics, accountability, and growth.

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## **9. Confidentiality and Privacy**

### **9.1 Client Confidentiality**

Members shall respect the confidentiality of client information unless disclosure is:

- required by law,
- authorized by the client,
- reasonably necessary for legitimate legal or safety reasons.

### **9.2 Professional Discretion**

Members shall exercise discretion when discussing private client matters, internal Association matters, sensitive review matters, complaints, or confidential business information.

### **9.3 Member and Applicant Information**

Members involved in Board, committee, review, standards, disciplinary, or administrative functions shall maintain confidentiality regarding non-public information received through their role.

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## **10. Respectful Conduct and Non-Harassment**

### **10.1 Respectful Conduct**

Members shall conduct themselves respectfully in all Association-related spaces, including events, digital platforms, meetings, committees, and communications.

### **10.2 Prohibited Conduct**

The following conduct is inconsistent with this Code and may result in disciplinary action:

- harassment;
- intimidation;
- bullying;
- threats;

- abusive behavior;
- humiliating or degrading treatment;
- discriminatory conduct;
- retaliation against a complainant, witness, reviewer, committee participant, or reporting party.

### **10.3 Inclusion and Professional Respect**

Members are expected to uphold a culture of respect and professional dignity in a diverse professional community.

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## **11. Social Media, Public Statements, and Reputation**

### **11.1 Public Conduct**

Members who reference IBPA, their membership, Association participation, awards, or Association-related activities in public statements, websites, interviews, or social media must do so responsibly and truthfully.

### **11.2 No Misleading Association References**

Members shall not imply that:

- IBPA endorses every personal opinion they express;
- IBPA approves their legal eligibility to practice;
- IBPA guarantees their professional competence beyond the fact of their membership status;
- IBPA has granted them authority not actually provided.

### **11.3 Protection of Reputation**

Members shall avoid conduct that materially harms the reputation, mission, credibility, or integrity of the Association.

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## **12. Compliance with Law and Professional Requirements**

### **12.1 Legal Compliance**

Members are expected to comply with applicable laws, regulations, licensing requirements, and professional obligations relevant to their jurisdiction and activities.

### **12.2 No Representation of Government Authority**

Members shall not represent IBPA as a government licensing authority, regulatory agency, or legal certification body.

### **12.3 Informational Role of the Association**

Members shall understand that IBPA may provide educational and professional guidance, but such guidance does not replace independent legal, licensing, or regulatory compliance obligations.

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## **13. Ethical Participation in Association Programs, Events, Competitions, and Awards**

### **13.1 Compliance with Rules**

Members participating in events, programs, competitions, awards, committees, publications, or speaking engagements shall comply with all applicable Association rules, guidelines, and procedures.

### **13.2 Fair Participation**

Members shall not seek unfair advantage in competitions, award programs, judging, or Association opportunities through deception, improper influence, or dishonest conduct.

### **13.3 Cooperation with Procedures**

Members shall cooperate in good faith with:

- review processes,
  - standards inquiries,
  - membership inquiries,
  - complaints procedures,
  - disciplinary matters,
  - documentation requests reasonably related to Association processes.
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## **14. Conflict of Interest and Ethical Decision-Making**

Members serving as directors, officers, committee members, judges, reviewers, or in other positions of responsibility shall act in the best interests of the Association and disclose actual, potential, or perceived conflicts of interest consistent with the governing documents and policies of IBPA.

Such individuals shall not use their role to improperly benefit themselves, their business, family members, affiliated entities, or other persons with whom they have a conflicting interest.

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## **15. Obligations of Members in Good Standing**

To remain in good standing, members are expected to:

- comply with this Code of Ethics;
  - comply with the Association's Standards, Bylaws, policies, and applicable procedures;
  - provide accurate information to the Association;
  - maintain professional integrity in conduct and representation;
  - respond in good faith to legitimate Association communications related to membership status, standards, or review;
  - refrain from conduct materially harmful to the Association;
  - update relevant membership information when required.
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## **16. Reporting Ethical Concerns**

### **16.1 Right to Report**

A member, applicant, officer, director, committee member, partner, or other relevant party may report an alleged violation of this Code of Ethics to the Association.

### **16.2 Method of Submission**

Ethics concerns may be submitted in writing to the Association through the designated reporting process, email address, or other official channel established by the Association.

### **16.3 Good Faith Reports**

Reports should be made in good faith and based on information reasonably believed to be accurate.

### **16.4 No Retaliation**

Retaliation against any person who makes a good faith report, participates in an inquiry, or provides information in connection with an ethics review is prohibited.

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## **17. Review and Enforcement**

### **17.1 Review Authority**

Alleged violations of this Code may be reviewed by the appropriate Association body, which may include:

- the Standards & Ethics Committee,
- the Membership Review Board,
- the Board of Directors,
- or another body authorized by the Association's governing documents.

### **17.2 Fair Process**

Before significant disciplinary action is taken, the Association shall generally provide the affected member with notice of the issue and a reasonable opportunity to respond, except where immediate interim measures are necessary to protect the Association or others.

### **17.3 Possible Actions**

If a violation is found, the Association may take one or more actions consistent with its governing documents and applicable policies, including:

- educational guidance;
  - warning;
  - request for corrective action;
  - temporary restriction of certain privileges;
  - denial of application;
  - denial of renewal;
  - suspension of membership;
  - termination of membership;
  - removal from a committee, judging role, or other Association-related position.
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## **18. No Automatic Right to Membership or Position**

Compliance with this Code does not guarantee membership approval, leadership appointment, committee placement, speaker opportunities, awards, or other Association recognition.

Failure to comply with this Code may be considered in:

- membership review,
  - membership renewal,
  - committee appointments,
  - speaker or contributor consideration,
  - awards and recognition processes,
  - disciplinary matters.
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## **19. Relationship to Other Governing Documents**

This Code of Ethics shall be interpreted together with the Association's governing documents, including but not limited to:

- Bylaws,
- Standards,
- Membership Policy,
- Membership Review Procedure,
- Cancellation & Membership Termination Policy,
- Conflict of Interest Policy,
- committee rules,
- and other duly adopted policies.

In the event of a direct conflict between this Code and the Bylaws, the Bylaws shall control unless otherwise required by law or expressly stated in a later-adopted governing instrument.

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## **20. Amendments**

This Code of Ethics may be amended by the Board of Directors in accordance with the procedures established in the governing documents of the Association.

Amendments shall become effective on the date specified in the approving resolution unless otherwise stated.

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## **21. Acknowledgment**

All members may be required to acknowledge that they have read, understood, and agreed to comply with this Code of Ethics as a condition of application, approval, renewal, participation in certain Association activities, or continued good standing.

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## **22. Official Version**

The official version of this Code of Ethics shall be maintained in English. Translations may be provided for convenience, but the English version shall govern in the event of inconsistency.