

***Here are a few reasons why we created the BA certification:***

- *We realize that not everyone who is certified is practicing Sisterlocks in the way they were taught. So, we want to make it easier for potential clients to identify those Consultants who openly commit to practicing in the standard way.*
- *The Brand Ambassador certification is one way we have of acknowledging and rewarding those Consultants who support the Sisterlocks brand and who help us grow.*
- *We also realize that social media can be the source of bad information, misinformation, and misrepresentations. Our goal is to counteract this by promoting our Brand Ambassadors as the authoritative voices for the brand, both online and off.*