

YOUR SALON can have an important role in the fight against DOMESTIC SEX TRAFFICKING

FACT

Exploited girls and women are often “groomed” to be sold as products forced to use beauty services to improve their marketability.

“The reality is the beauty industry, first hand, sees an ugly, often not spoken of side of human trafficking. Victims being promised a better life, offered gifts such as hair, makeup, nails, purses, clothes, are then coerced into paying off those debts. Sometimes those “gifts” continue well into their time being trafficked to keep up an appearance and this is where the beauty industry crosses paths with helpless victims.” – Modern Salon, 2018

FACT

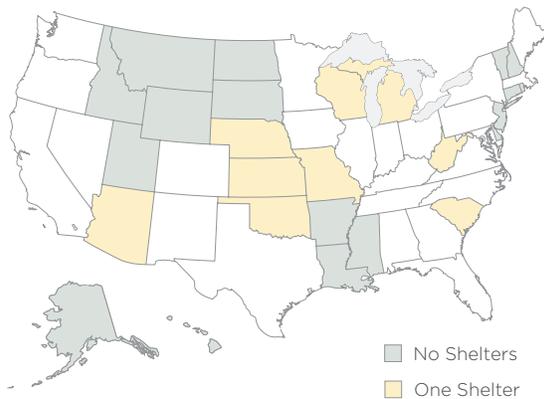
In over 9,000 illicit massage businesses across the U.S., victims are forced into human trafficking. These businesses are often organized into criminal networks with revenues of around \$2.5 billion a year.

– Polaris, 2019

In Spring 2018 a spa in Maryland reported receiving calls from a customer who began requesting “the type of girl” he wanted. Just by virtue of the business name, legitimate Salons and Spas may be assumed to be complicit in human trafficking.

FACT

As of October 2018, there are 17 states with no shelters and 9 states with just 1 shelter designed to serve victims of trafficking. There are 144 active shelters, offering fewer than 1,000 beds nationwide.



Our vision at The Samaritan Women (TSW) is that:

any survivor—anywhere in the nation—would have access to qualified, compassionate care.



Your New Look
Her New Life

Salon Challenge

Play a vital role in her recovery by taking part in **The Samaritan Women Salon Challenge, “Your New Look, Her New Life”**

- Train your staff to identify and respond to potential victims
- Fund the life-saving work of trafficking shelters


The Samaritan Women

INSTITUTE for 
SHELTER CARE