

TIPS for the Beauty Industry from Lived Experience Experts



RISE BEYOND
FREEDOM



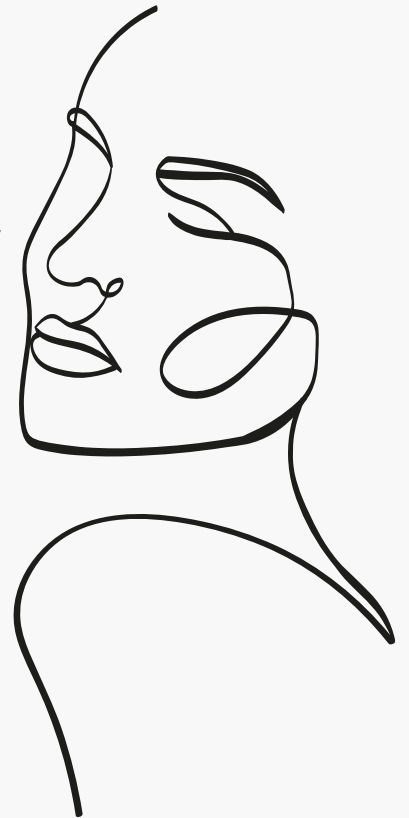
Contributions by lived
experience experts:
ML, SL, LJ, AG, AC,
KL, MS, JS, AS, KP, LW.

Thank you for responding to my
post with such wisdom. -Angela

This report data was gathered and
arranged by Angela Rae Clark. The data
and quotes were shared in two lived
experience virtual communities.

I consider this document to be a
testament to the solidarity of our desire to
make a difference. No one was paid for
their contribution. I'd like to shift this
reality of no compensation.

Please DO NOT SHARE any of this content
except in its entirety. If you'd like more
copies of this document, contact Angela.



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<https://combathumantrafficking.org/hotline/>
<https://thisishumantrafficking.com>

Dear Salon owners, staff & stylists,

You're in a unique position to see me, as you place your hands in my hair to wash, style, color, perm, and cut. Your touch in this professional capacity may be the most gentle touch I experience. Ever.

I might have a difficult time making eye contact with you. Notice how I avoid looking at my own reflection in the mirror. I'm not happy or feeling good about my circumstances. And, more often than not, I feel trapped in a life that was promised to fulfill my needs.

Who wants to look at powerless? Who wants to see defeat looking back at them?

I might long to be you. A professional with a skill set I wish I had to exit the life I have. I might wish I could offer clients a smile with a spring in my step and eagerness to do a job that I love; helping people embrace their reflection.

Please keep a steady kind gaze. Believe me I'll know if you are judging me. There is plenty of judgement in the world, please be the person that accepts all that you see of me and all that I try to keep hidden.

Reflect to me who you see peeking out from under the hard exterior. Any kindness and respect you offer me will be remembered longer than you can imagine. Show me how dignity looks on me and be an example of possibilities.

Thank you,
Angela

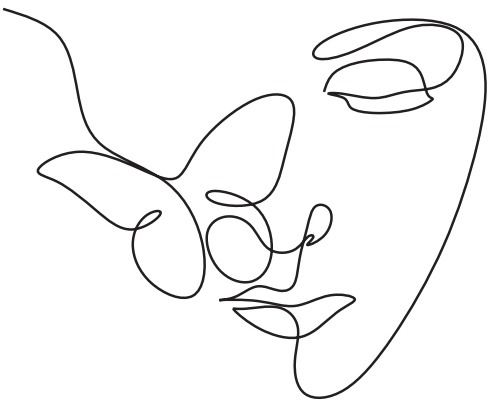


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Dear Beauty Industry,

Thank you for reading this document compiled by Angela Clark, survivor of family controlled child sex trafficking and member of Western Slope Against Trafficking (WSAT). This was compiled in March of 2023.

The lived experience experts that contributed to this report were excited to have someone ask about their interactions with the salons and stylists that were part of their life during their trafficked years.

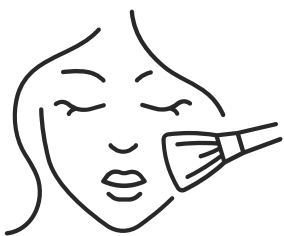
There is an enormous amount of information here. You may not understand all of it. Feel free to reach out to me directly or contact WSAT.

Calling the hotline in Colorado is a great way to ask questions specific to a particular situation if you are unclear if you're seeing signs of trafficking. This is a better choice than calling local law enforcement.

But here's the caveat:

It's important to note that all of the survivors that contributed said a hotline call was harmful to them. This is still something to be worked out in the anti-trafficking movement. There is not consensus on this point currently, EXCEPT:

If we suspect or know the individual is a minor. PLEASE call the hotline or law enforcement when a minor reports being in any abusive situation. You are not required by law to do this, however, it's my hope that you will step into this role.



WSAT is here to educate and collaborate to reduce and prevent trafficking. We are committed to listening and sharing the voices of lived experience experts. Contact us if we can train or support in anyway.

RED FLAGS

This is a list written by survivors. It's not an exhaustive list.

When something feels off with your client, choose to lean in and tune in. Kind, active listening offers dignity and respect rather than judgement.



01

Excessive Pleasing & Control

Every time they asked a question as to my preference (this color or that color?) I would have to text my dude, wait to see what he said, and then answer according to what he wanted. (If I didn't get his approval I wouldn't hear the end of it.) So if they need to confirm choices with someone else, I would be weirded out by that.

02

Hungry

If you provide a breakfast/coffee bar, pay attention to who overdoes it there. When I saw one, I would eat like two donuts and take a muffin or banana in my purse for later because it was free food and I couldn't resist, as I never knew when I would be able to eat.

03

Change in Means

If someone never has money for the most basic services, then all of a sudden they have money for HIGH END services.

RED FLAGS BY EXPERTS

A woman came in with two men who stood by her the entire time. She never spoke. The men told them everything they wanted done to her hair and how they wanted her nails done. The female never looked up. At that moment the stylists were too intimidated. They knew something was off but they didn't know what to do.

04

Hovering

Anytime a (straight) guy comes with a female for a service I think it's kinda weird in general. My partner now has zero interest in how I do my nails, hair, etc. but in the past my trafficker would be there to supervise.

05

Change Appearance to Hide

Salons are often one of the very first stops an abuser takes a victim to. Especially with minors but all new recruits - hair is often used as a way to obscure identity if someone is looking for them.

06

Declaring Ownership

Changing up how someone looks is a way to strip one of their identity.

07

Blonde's Make More Money

There's a generalization that blondes make more money. I've witnessed a ton of situations where an abuser bleached a victim's hair early on. I think it could be very valuable to have a general conversation about how a sudden urgency to conform to whiteness and white supremacist beauty standards is telling.

08

Demand for Exotic Beauty

Many of the indigenous women speaking on behalf of the murdered and missing report that there is a demand for their exotic attributes. People of color and people with unique attributes hold special appeal for many buyers. Traffickers meet that demand by grooming and recruiting individuals that they can feature.

PERSONAL NARRATIVES FROM LEADERS

I see many survivors still in the industry through my salon, I point them in the right direction with resources and encourage them to go to school in the beauty profession.

--Lived Experience Expert LJ & Salon Owner

One of the first things my trafficker did was have my hair bleached as well. I'm definitely aware of what's going on. what I do in my salon when I meet women that are still in the industry. I give them resources and share my story. I let them know that they have a safe space with me. Anything I can do to help them I'm always here. I give them hope in knowing that I was in the same situation. With support they can change their lives.

I provide snacks and blankets. I've encouraged a few that are currently in school and getting ready to graduate. The goal is to be able to employ survivors and teach them entrepreneur skills from inside out.

--Lived Experience Expert LJ



”

I was trafficked while going to beauty school. And the first survivor I met was a classmate. I credit her with saving my life.
- Lived Experience Expert A.Z.

PERSONAL NARRATIVES FROM LEADERS

I think what LJ does is exactly what I would have wanted I'm so thankful she's in the space she's in now and hearing about some of the young women that come in helps me heal a little knowing the world is slowly changing and starting to see women and girls like us.

--Lived Experience Expert ML

Salons were one of the only places I was allowed to go by myself, but my stylist knew I had a pimp. She would let me sleep there, and she was so kind. I wish she had been better equipped to offer more, she offered what she had. I'm pretty sure that my stylist was a survivor herself based on some of our conversations, which increased my trust in her because I knew she wouldn't judge me when I openly shared some of my experiences with her.

Having snacks and drinks there would have been great, blankets to sleep while my hair was being processed. Possibly information about a local support group. I wouldn't have been allowed to go but it would have certainly planted a seed. - ML



”

I was an adult at the time, I would NOT have wanted her to report it, nor would I have wanted a hotline call, I wasn't in the stage of change where I wanted out.

-- ML

PERSONAL NARRATIVES FROM LEADERS

There are a lot of levels to why a non-voluntary hotline call is not only ineffective, but often increases violence & further trauma. Especially so for marginalized & criminalized survivors. --Lived Experience Expert SL

I experienced a massive amount of violence from my abuser in the aftermath of a hotline call.

I've witnessed survivors inflict self-harm and even choose suicide as a result of hotline calls because exit resources are non-existent.

The “intervention” from LE is often horrendously ineffective & there is frequently zero regard for the victims because survivors have already been criminalized long before the point of the hotline response.

I'm grateful you're exploring the complexity of this. We need to be having these conversations & they're not easy. - SL



”

Working with survivors now, I have yet to hear of an adult victim who benefits from a hotline call they didn't make themselves. And even then it is dicey. -SL

RECRUITMENT SIGNS

"On the recruiting tip, I've definitely seen (and have firsthand experiences) of being groomed to recruit other young women at a salon - but not the abuser doing it himself. Remember the abuser is not always male."

--Lived Experience Expert S.L.



Key tactic	Welcoming	Outcome
Asking if you have family.	Offering a family that always has your back and helps you out.	Normalize that you want family and that your family isn't enough support and loyalty for you.
Asking if you have friends that support you.	If you've felt alone, recruiters sell you on being an important part of a family.	Normalize your needs being met by a group of people.
Asking if you have a place to live, childcare, food, and stability	Providing for children is a big motivator for many women.	Promises to provide more than you currently have and normalize that this is an option for you.

STAGES OF CHANGE

The Stages of Change Model, also called the Transtheoretical Model, explains an individual's readiness to change their behavior. It describes the process of behavior change as occurring in stages.



These stages include:

- Pre-contemplation: There is no intention of taking action.
- Contemplation: There are intentions to take action and a plan to do so in the near future.
- Preparation: There is intention to take action and some steps have been taken.
- Action: Behavior has been changed for a short period of time.
- Maintenance: Behavior has been changed and continues to be maintained for the long-term.
- Termination: There is no desire to return to prior negative behaviors.
- *Angela's note: recidivism is 7 times of re-entry - same rate as intimate partner violence survivors. Termination isn't easy.*

<https://www.ruralhealthinfo.org/toolkits/health-promotion/2/theories-and-models/stages-of-change>

ACTION STEPS

REFLECT to every client

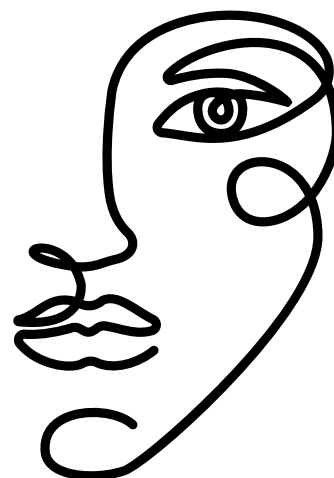
Kindness

Acceptance

Non-judgment

Value inner beauty

PLEASE reflect this to YOURSELF first!



01

Provide Kindness & Listen

Always allow the person in the chair to lead the conversation and do not judge them for anything they tell you.

02

You're our Stylist not Our Saviour

Advocate by ASKING what they need. Give info about support groups, or relevant services. Don't talk to us as a victim, we don't want to see ourselves as a victim or want pity or rescuing.

03

Allow Rest

Have a soft cozy blanket available to let them rest while their hair is processing.

04

Allow Choice

Do not call a hotline for an adult without their permission.

ACTION STEPS

I do wish a stylist had some *effective* resources to share with me, particularly around harm reduction, safety planning options & other survivors' success stories. --SL



Education

National & Global organizations:
<https://polarisproject.org>
<https://nationalsurvivornetwork.org>
<https://www.survivoralliance.org>

Legislation

Ohio passed a law several years ago requiring cosmetology students to take HT training as part of their education requirements.

Exit Strategy

Many survivors exit exploitation and go into cosmetology and it's important to recognize the low barriers to entry can be very beneficial and is a great employment opportunity so salons may be employing survivors already and not even know it.

Ask questions

Remember that labor trafficking is a part of the salon industry, including nail salons, spas, and massage services. If something doesn't feel right when you apply somewhere, be sure to ask more questions and consult with someone trustworthy in your network about a potential job that makes you uneasy.

TERMINOLOGY

The Game/The Life — references sex work and has its own language that also consists of numbers like 304. When people are talking, it sounds like you've missed something. The terms are known, but seem used in an odd way.

Bottom — A female appointed by the trafficker/pimp to supervise the others and report rule violations. Operating as his “right hand,” the Bottom may help instruct victims, collect money, book hotel rooms, post ads, or inflict punishments on other girls. They can be recruiters too.

Branding — A tattoo or carving on a victim that indicates ownership by a trafficker/pimp/gang.

Brothel (a/k/a Cathouse or Whorehouse) — These establishments may be apartments, houses, trailers, or any facility where sex is sold on the premises. It could be in a rural area or nice neighborhood. Most brothels have security measures to prevent attacks by other criminals or provide a warning if law enforcement are nearby. The security is two sided—to keep the women and children in, as well as robbers out. The places often are guarded (and open) 24 hours a day, but some have closing times in which the victims are locked in from the outside. Victims may be kept in this location for extended periods of time, or rotated to other locations every few days.

Circuit — A series of cities among which prostituted people are moved. One example would be the West Coast circuit of San Diego, Las Vegas, Portland, and the cities between. The term can also refer to a chain of states such as the “Minnesota pipeline” by which victims are moved through a series of locations from Minnesota to markets in New York.

THIS IS A PARTIAL LIST OF KEY TERMS USED IN SEX TRAFFICKING FROM: [HTTPS://SHAREDHOPE.ORG/THE-PROBLEM/TRAFFICKING-TERMS/](https://sharedhope.org/the-problem/trafficking-terms/)

TERMINOLOGY

Daddy — The term a pimp will often require his victim to call him.

Date — Term used for the activity of prostitution. They are said to be “with a date” or “dating.”

Escort Service — An organization, operating chiefly via cell phone and the internet, which sends a victim to a buyer’s location (an “outcall”) or arranges for the buyer to come to a house or apartment (an “in-call”); this may be the workplace of a single woman or a small brothel.

Exit Fee — The money a pimp will demand from a victim who is thinking about trying to leave. It will be an exorbitant sum, to discourage them from leaving. Most pimps never let their victims leave freely.

Family/Folks — The term used to describe the other individuals under the control of the same pimp.

Finesse Pimp/Romeo Pimp — One who controls others primarily through psychological manipulation. Although they may shower victims with affection and gifts (especially during the recruitment phase), the threat of violence is always present.

Gorilla (or Guerilla) Pimp — A pimp who controls victims almost entirely through physical violence and force.

“John” (a/k/a Buyer or “Trick”) — An individual who pays for or trades something of value for sexual acts.

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Quota — A set amount of money that a trafficking victim must make each night before they can come “home.” Quotas are hundreds or thousands of dollars. Punishments for not making quota can include physical abuse, withholding of food, being locked out, and more.

Seasoning — A combination of psychological manipulation, intimidation, gang rape, sodomy, beatings, deprivation of food or sleep, isolation from friends or family and other sources of support, and threatening or holding hostage of a victim’s children. Seasoning is designed to break down a victim’s resistance and ensure compliance.

Squaring Up — Attempting to escape or exit prostitution.

Stable — A group of victims who are under the control of a single pimp.

The Game/The Life — The subculture of prostitution, complete with rules, a hierarchy of authority, and language. Referring to the act of pimping as ‘the game’ gives the illusion that it can be a fun and easy way to make money, when the reality is much harsher. Individuals will say they’ve been “in the life” if they’ve been involved in prostitution for a while.

Trick — Committing an act of prostitution (verb), or the person buying it (noun). A victim is said to be “turning a trick” or “with a trick.”

Wifeys/Wife-in-Law/Sister Wife — What women and girls under the control of the same pimp call each other. (See Family/Folks and Stable.)

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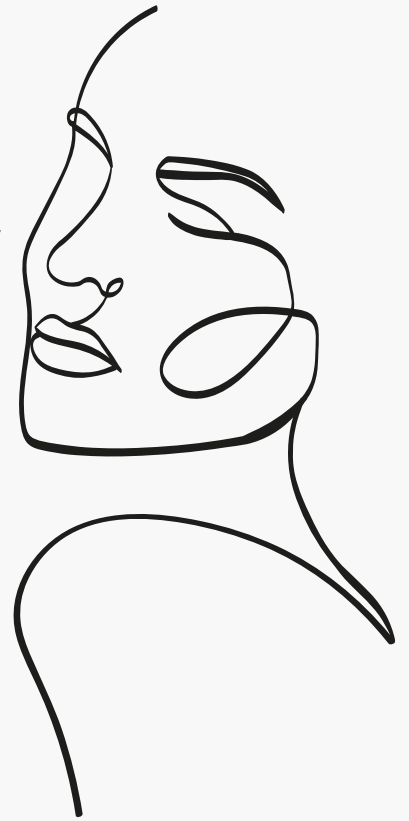
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