



Press release – 09.10.2017

## **Anti-Slavery charity, Unseen, launches *Let's Nail It!* campaign to highlight and tackle the issue of modern slavery in nail bars, in partnership with British Association of Beauty Therapy and Cosmetology (BABTAC).**

The Government estimates that there are 13,000 victims of slavery in the UK. Justine Currell, Executive Director of Unseen, has commented this could be just the tip of the iceberg. A recent report from the Anti-Slavery Commissioner into trafficking routes from Vietnam, highlights the problem of human trafficking into nail bars throughout the UK.

This is no surprise to anti-slavery charity, Unseen, who run the Modern Slavery Helpline, as they are getting calls about this very issue on a regular basis. Since launching in October 2016, the Modern Slavery Helpline has received reports of slavery in nail bars from at least 18 cities across the UK, indicating over 70 victims. 11 of which have been children. Within these cases, Vietnam is the largest known nationality of survivors, but victims come from all over the world.

Crucial to tackling slavery in nail bars is making sure potential customers are aware of the issue. Many customers don't know the reasons why some salons are so cheap to visit. That's why Unseen is launching the *Let's Nail It* campaign, highlighting this insidious crime within the beauty industry.

Happening from the 16<sup>th</sup> – 23<sup>rd</sup> of October, over Anti-Slavery Day, *Let's Nail It!* aims to empower people with information to spot the signs of slavery in nail bars and report it. Unseen is partnering with The British Association of Beauty Therapy and Cosmetology (BABTAC) and nail salons across the country. These nail salons are talking to their customers about the signs of modern slavery and telling people it's crucial to stay vigilant. Unseen is also launching a *Let's Nail It!* social media campaign, encouraging people to paint their nails neon in colour and put two fingers up to modern slavery.

So, this October Unseen is asking you to take a stand against slavery in nail bars. Trust your instinct, spot the signs and report it to the Modern Slavery Helpline. Together, Lets Nail It.

Campaign manager Hannah Young says, "The success of *Let's Nail It!* will lie with people who are going about their day as normal, and suddenly get a feeling that something they've seen isn't quite right. Do prices seem 'too good to be true'? Is the vibe you're getting making you feel uncomfortable? If you can't quite put your finger on it but you feel that something isn't right, you can report suspicions online



at: <https://www.modernslaveryhelpline.org/report> or call the 24/7 confidential helpline on **08000 121 700.**”

You can read the signs of slavery in nail salons, find out how to get involved in *Let's Nail It!* and see what Unseen is doing to target modern slavery, at: [www.unseenukorg/lni](http://www.unseenukorg/lni)

## **ENDS**

### **Notes for editors**

Anti-Slavery Day is on October 18<sup>th</sup> and Unseen's *Let's Nail It* campaign is running between October 16<sup>th</sup> and October 23<sup>rd</sup>.

#### **About Unseen and the Modern Slavery Helpline:**

Unseen is a charity that operates across three main areas: supporting survivors of human trafficking and modern slavery; equipping frontline staff and businesses with the tools to correctly identify victims and take appropriate action; and influencing governments at a strategic level to create long-lasting solutions to modern slavery. In 2015, Unseen was awarded, Charity of the Year: with an income of less than £1 million, by Charity Times Awards.

The new UK-wide Modern Slavery Helpline and Resource Centre established in October 2016 provides victims, the public, statutory agencies and businesses with access to information and support on a 24/7 basis. Potential victims who call the helpline can talk to fully trained call handlers who will guide and assist them to access relevant services, including Government-funded support through the National Referral Mechanism. Statutory agencies calling the helpline will be supported in dealing with potential victims and signposted to the range of information, guidance and tools available through the associated resource centre. To raise awareness of the helpline and ensure that it provides the services that potential callers want, we are working closely with a range of diverse stakeholders including law enforcement agencies, non-governmental organisations, businesses, media and faith organisations.

#### **The indicators of slavery in nail salons being shared by Unseen are:**

##### **What does the person look like?**

Do they appear withdrawn and neglected or unwilling to engage? Do they appear younger than you'd expect? Are they avoiding eye contact, or is the presence or behaviour of another individual making them appear frightened? Are they resistant to being paid directly?



Is there a manager who takes the money and is overbearing or abusive?

Are there living quarters upstairs or attached to the nail salon? Are the workers brought to work at the same time and dropped off?

### **What do they sound like?**

Do they seem hesitant to talk? Do they speak to others in the salon? Can they speak English? Being unable to speak English can increase people's vulnerability.

### **How do you feel?**

It's difficult to quantify, but trust your gut instinct. Do prices seem 'too good to be true'? Is the vibe you're getting making you feel uncomfortable? If you can't quite put your finger on it but you feel that some of the above indicators are present, you can report suspicions online at:

<https://www.modernslaveryhelpline.org/report> or call the 24/7 confidential helpline on **08000 121 700**.

### **Press contact details:**

For further information or to arrange interviews with Unseen's frontline team please contact the press office.

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#### **Unseen**

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#### **Modern Slavery Helpline**

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