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Reset180 Applauds Fairfax County's New Ordinance to Combat Trafficking in Massage Businesses

Reston, Virginia - Reset180, a Virginia based anti-trafficking organization, commends the recent unanimous decision by the Fairfax County Board of Supervisors to amend chapter 28.1 of the Fairfax County Code. The amended massage ordinance strengthens regulations around massage therapy businesses, curbing illicit activity and protecting vulnerable individuals.

The Fairfax County Board of Supervisors unanimously approved a revised ordinance that:

- Prohibits controlled entry, with exemptions for sole proprietors and businesses where the lobby is viewable from outside the establishment.
- Bans on-site sleeping quarters in massage establishments
- Forbids sexually suggestive advertising tied to massage-therapy businesses
- Requires disclosure of past violations by the business owner

These measures come in response to concerns that some illicit massage parlors are used as fronts for human trafficking operations. Credible estimate that there are more than 160 illicit massage establishments in Fairfax County alone.

"This is a huge milestone in eradicating illicit massage businesses in northern Virginia and we look forward to seeing other jurisdictions follow Fairfax's lead. We congratulate Chairman McKay, the Board of Supervisors and Dy. Director Jessica L. Werder, Public Health Operation for their excellent commitment to protecting our communities and the vulnerable. I want to thank Supervisor Pat Herrity whose motion in 2020 got this whole process underway," said Esther Daniel, Executive Director of Reset180.

Trafficking victims are often hidden behind the façade of legitimate businesses, and the new ordinance increases transparency, oversight, and accountability to better protect them. It also ensures that law-abiding businesses can operate on a fair playing field without competing against illegal operations. These policy changes directly support our mission of protecting the vulnerable and strengthening community efforts to prevent trafficking and exploitation.

Together, we look forward to continued collaboration with county leaders, partners, and the community to create lasting change and safer futures for survivors.

Reset180 exists to build safe communities by preventing trafficking, disrupting exploitation, and restoring survivors to wholeness and independence.

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