



**Bureau for Private Postsecondary Education**  
1747 N. Market Blvd. Ste 225 Sacramento, CA 95834  
P.O. Box 980818, West Sacramento, CA 95798-0818  
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**CITATION: ASSESSMENT OF FINE AND ORDER OF ABATEMENT**

To: Alena Nyrkova, Owner  
Pretty Woman School  
215 S. La Cienega Blvd., Suite 200  
Beverly Hills, CA 90212

**INSTITUTION CODE: Unapproved**  
**CITATION NUMBER: 2021278**  
**CITATION ISSUANCE/SERVICE DATE: July 1, 2021**  
**DUE DATE: July 31, 2021**  
**FINE AMOUNT: \$ 5,000.00**  
**ORDER OF ABATEMENT INCLUDED: Yes**

Christina Villanueva issues this Citation: Assessment of Fine and Order of Abatement (Citation) in her official capacity as Discipline Manager for the Bureau for Private Postsecondary Education (Bureau) of the California Department of Consumer Affairs.

CITATION

A Citation is hereby issued to Alena Nyrkova, Owner of Pretty Woman School (Institution) located at 215 S. La Cienega Blvd., Suite 200, Beverly Hills, CA 90212 pursuant to Business and Professions Code section 125.9 and 149; California Education Code (CEC) section 94944; and Title 5 of the California Code of Regulations (5, CCR) section 75020 for the violation(s) described below.

BACKGROUND

On October 13, 2020, the Bureau received a complaint alleging that the Institution was operating without Bureau approval. Through the course of the investigation and evidence obtained, it was determined that the Institution is operating without Bureau approval or a valid exemption.

VIOLATION(S)

#	Below you will find the California Education Code (CEC) and/or Title 5 of the California Code of Regulations (5, CCR code) section(s) of law you are charged with violating.
1.	<p><b><u>Violation:</u></b>  <b>CEC Section 94886. Approval to Operate Required</b>  <i>“Except as exempted in Article 4 (commencing with Section 94874) or in compliance with the transition provisions in Article 2 (commencing with Section 94802), a person shall not open, conduct, or do business as a private postsecondary educational institution in this state without obtaining an approval to operate under this chapter.”</i></p> <p><b>CEC Section 94817.5. Approved to Operate or Approved</b>  <i>“Approved to operate” or “approved” means that an institution has received authorization pursuant to this chapter to offer to the public and to provide postsecondary educational programs.”</i></p>

**CEC Section 94868. To Offer to the Public**

*“To offer to the public” means to advertise, publicize, solicit, or recruit.”*

**CEC Section 94869. To Operate**

*“To operate” means to establish, keep, or maintain any facility or location in this state where, or from which, or through which, postsecondary educational programs are provided.”*

On October 13, 2020, the Bureau received a complaint alleging that the Institution was operating without Bureau approval.

On November 4, 2020, Bureau staff reviewed the Institution’s website and found the following courses being offered:

- Three (3) Day Microblading Course: Limited Time Offer: \$1,800.00, Regular Price: \$2,800.00
- Two (2) Day Individual Permanent Makeup Training: Limited Time Offer: \$2,500.00, Regular Price: \$3,500.00

In addition, Bureau staff attempted to reach the Institution and sent email correspondence with questions regarding enrollment, tuition prices, and programs offered.

The Bureau did not receive a response to the email dated November 4, 2020.

On November 10, 2020, November 17, 2020, and December 23, 2020, Bureau staff attempted to reach the Institution by phone and spoke to various Institution staff members, however they all stated that they were unable to answer the Bureau’s questions.

On November 24, 2020, the Bureau sent correspondence to the Institution by mail requesting that the Institution send their Enrollment Agreements and School Catalog, however the Bureau did not receive a response.

On January 15, 2021, Bureau staff contacted the Institution by phone and were informed that the Institution’s owner was out of the country until February 2021 but could be reached via the Institution’s email address.

On March 24, 2021, Bureau staff reviewed the Institution’s website and found the following courses being offered:

- 3-Day Microblading Course: Limited Time Offer: \$2,000.00, Regular Price: \$3,000.00
- 2-Day Scalp Micropigmentation Course: Limited Time Offer: \$3,000.00, Regular Price: \$3,500.00
- Individual/Group Arreola Reconstruction Course: Limited Time Offer: \$3,000.00, Regular Price: \$3,500.00
- 2-Day Eyelash Extension Training Course: Limited Time Offer: \$1,800.00, Regular Price: \$2,800.00

On April 1, 2021, Bureau staff conducted an investigation at the Institution. Bureau staff obtained the Institution’s attorney’s contact information and contacted the attorney by phone. The attorney stated that the Institution had not been able to conduct classes due to the COVID-19 Pandemic and that the

Institution does not offer classes over \$2,500.00. Bureau staff inquired about the Institution's website including advertisements of classes with prices above \$2,500.00. The Institution's attorney stated that they would need time to acquire some information.

On April 23, 2021, Bureau staff received email correspondence from the Institution's attorney which included a Declaration signed and dated by the Institution's owner stating that the Institution never charged nor received any payment over \$2,500.00. In addition, the Declaration listed the following courses and prices:

- Microblading Class: \$2,000.00
- Permanent Makeup Class: \$2,400.00
- Lash-Extension Class: \$1,800.00
- Lamination Class: \$1,000.00
- Hair-Extension Class: \$1,500.00

On May 19, 2021, Bureau staff sent email correspondence to the Institution's attorney inquiring about the cost of the Scalp Pigmentation Class. The Institution's attorney stated that the Institution never conducted the Scalp Pigmentation Class, however, the suggested price of the class was \$2,400.00.

It was determined that the Institution was operating without Bureau approval as they were advertising courses at a cost of over \$2,500.00.

**Order of Abatement:**

The Bureau orders that the Institution obtain Bureau approval to operate unless the Institution qualifies for an exemption under CEC section 94874.

**Assessment of Fine**

The fine for this violation is \$5,000.00

**TOTAL ADMINISTRATIVE FINE DUE: \$5,000.00**

ASSESSMENT OF A FINE

In accordance with CEC section 94944; and 5, CCR section 75020(b), the Bureau hereby orders this assessment of a fine in the amount of **\$5,000.00** for the violations described above. **Payment must be made, to the Bureau, within 30 days from the date of service of the Citation.**

COMPLIANCE WITH ORDER OF ABATEMENT

In accordance with the provisions of 5, CCR section 75020 (b) the Bureau hereby issues the order(s) of abatement described above. In accordance with Business and Professions Code Section 149, the Bureau may disconnect any telephone service numbers used by an unapproved Institution. **Evidence of compliance with the order(s) of abatement must be submitted, to the Bureau, within 30 days from the date of service of the Citation.**

APPEAL OF CITATION

You have the right to contest this Citation through an informal conference with the Bureau; and/or through an administrative hearing in accordance with Chapter 5 (Commencing with Section 11500) of Part 1 of Division 3 of Title 2 of the Government Code.

If you wish to contest this Citation, you must submit the 'Notice of Appeal of Citation – Request for Informal Conference and/or Administrative Hearing' form (enclosed) within 30 days from the date of service of the Citation. *If you do not request an informal conference and/or an administrative hearing within 30 days from the service of the Citation, you will not be able to request one at a later time.*

Unless a written request for an informal conference and/or an administrative hearing is signed by you and delivered to the Bureau by **July 31, 2021**, you will be deemed to have waived or forfeited your right to appeal this matter.

#### EFFECTIVE DATE OF CITATION

If you do not request an informal conference and/or an administrative hearing, this Citation shall become effective on **July 1, 2021**. Payment of the administrative fine and evidence of compliance with the order(s) of abatement shall be due by **July 31, 2021**. Your payment of the administrative fine shall not constitute an admission of the violation(s) charged.

If a hearing is requested, you will not be required to comply with this Citation until 30 days after a final order is entered against you.

#### **Payment of the administrative fine and/or written request for appeal must be mailed to:**

Gabriella Perez, Discipline Citation Program  
Bureau for Private Postsecondary Education  
1747 N. Market Blvd., Suite 225  
Sacramento, CA 95834

Failure for an applicant or institution to abate the violation(s) listed above or to pay the administrative fine within the time allowed may result in denial of an application for an approval or renewal to operate; disciplinary action, and/or collection action. The Bureau will promptly take all appropriate action to enforce this Citation and recover the civil penalties prescribed therein or found to be due after a hearing.

#### CONTACT INFORMATION

If you have any questions regarding this Citation, or desire further information, please contact Gabriella Perez, Citation Analyst, at (916) 574-8969 or [Gabriella.Perez@dca.ca.gov](mailto:Gabriella.Perez@dca.ca.gov).

“Original signature on file”

“7/1/2021”

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**Christina Villanueva**  
**Discipline Manager**

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**Date**

## Enclosures

- Applicable Laws Violated
- Statement of Rights: Appeal Process Information Sheet
- Notice of Appeal of Citation: Request for Informal Conference and/or Administrative Hearing
- Payment of Fine – Waiver of Appeal
- Declaration of Service by Certified and First-Class Mail