



Bureau for Private Postsecondary Education
1747 N. Market Blvd. Ste 225 Sacramento, CA 95834
P.O. Box 980818, West Sacramento, CA 95798-0818
P (916) 574-8900 F (916) 263-1897 www.bppe.ca.gov



APPEAL OF CITATION INFORMAL CONFERENCE
DECISION: CITATION MODIFIED

June 10, 2021

Linda Hong, Owner
Hello Beautiful Face/Institute of American Aesthetics
653 Milford Street
Los Angeles, CA 90042-2799

Date of Issuance	Citation Number	Institution Code
June 10, 2021	2021232	Unapproved

On May 21, 2021 an informal telephone conference was held in the matter of Citation: Assessment of Fine and Order of Abatement No. 2021232 (Citation) against Linda Hong, Owner of Hello Beautiful Face/Institute of American Aesthetics (Institution). In attendance were Yvette Johnson, Administrative Chief, and Linda Hong, Owner.

Pursuant to Business and Professions Code, section 148; California Education Code (CEC), section 94944; and Title 5 of California Code of Regulations (5, CCR), section 75020 and section 75040, the Bureau for Private Postsecondary Education (Bureau) renders the following decision relative to your appeal of the Citation No. 2021232.

It is the decision of the Administrative Chief that on May 21, 2021, Citation No. 2021232 is modified and makes the following change(s):

VIOLATION CODE SECTIONS

#	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>Violation:</p> <p>CEC Section 94886. Approval to Operate Required <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>CEC Section 94817.5. Approved to Operate or Approved <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> <p>CEC Section 94868. To Offer to the Public <i>“To offer to the public” means to advertise, publicize, solicit, or recruit.”</i></p>

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 March 4, 2020, the Bureau received a complaint alleging that the Institution was operating without Bureau approval. The complaint also contained a printout of the Institution’s website which advertised microblading and permanent makeup courses for over \$2,500.00.

On October 6, 2020, Bureau staff reviewed the Institution’s website and found the following courses being offered:

- 3-day Microblading for \$3,495.00
- 4-day Microblading for \$4,595.00

Furthermore, Bureau staff found that the training is performed on five models and takes place at the Institution Owner’s home.

On January 6, 2021, Bureau staff reviewed the Institution’s website and found a photograph of a student holding a Certificate of Completion for a 30-hour microblading course dated November 8, 2020.

On January 15, 2021, Bureau staff attempted to contact Institution staff by sending email correspondence to two email addresses listed on the Institution’s website requesting a list of courses and pricing, however, both emails were returned as undeliverable.

As of April 14, 2021, the Institution is operating without Bureau approval or a valid exemption.

Order of Abatement:

The Bureau orders that the Institution cease to operate as a private postsecondary educational institution, unless the Institution qualifies for an exemption under CEC section 94874. The Institution must discontinue recruiting or enrolling students and cease all instructional services and advertising in any form or type of media, including <http://www.hellobeautifulface.com>, and any other websites not identified here that are associated with the Institution, until such time as an approval to operate is obtained from the Bureau. The Institution must disconnect all telephone service numbers including, but not limited to, (323) 404-5643, that are associated with the Institution until such time as an approval to operate is obtained from the Bureau. To comply with the Order of Abatement the Institution must submit a school closure plan to the Bureau pursuant to California Education Code section 94926. The Institution must provide a roster of each student currently enrolled at the Institution. The roster must include the names of the students, their contact information (including phone number, email address, and physical address), the programs in which they are enrolled, the amount paid for the programs.

New Modified Order of Abatement:

New substantive facts were presented at the informal conference. The Order of Abatement has been satisfied.

Assessment of Fine

The fine for this violation is \$25,000.00

The administrative fine has been modified from \$25,000.00 to \$500.00.
TOTAL MODIFIED ADMINISTRATIVE FINE DUE: <u>\$500.00</u>

PENALTY – ASSESSMENT OF A FINE

Payment of the administrative fine is due within 30 days from the date of this decision. Please complete the Payment of Fine form. Payment must be made to the Bureau by check, or money order. Please include the citation number on the payment of the fine assessment. Payment of the administrative fine shall not constitute an admission of the violation(s) charged and shall be represented as satisfactory resolution of the matter for purposes of public disclosure. Payments may be mailed to:

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

APPEAL OF CITATION

You *do not* have the right to request another Informal Conference to appeal this modified Citation. If you did not initially request an Administrative Hearing within 30 days from when the original citation was issued, you can no longer request one.

EFFECTIVE DATE OF CITATION AND FINE ASSESSMENT

This modified Citation is effective on **June 10, 2021**. Payment of the administrative fine is due by **July 10, 2021**.

Failure to pay the administrative fine within the time allowed is grounds for denial of an application for an approval to operate or discipline. The Bureau will promptly take all appropriate action to enforce the Modified 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 decision or desire further information, please contact Gabriella Perez, Citation Analyst, at (916) 574-8969 or at Gabriella.Perez@dca.ca.gov.

“Original signature on file”

“6/10/2021”

Christina Villanueva
Discipline Manager

Date

Enclosures

- Payment of Fine
- Declaration of Service by Certified and First-Class Mail