



**APPEAL OF CITATION INFORMAL CONFERENCE**  
**DECISION: CITATION AFFIRMED**

November 27, 2019

Daria Chuprys LLC., A Permanent Make-up Academy, Owner  
 Daria Chuprys Permanent Makeup Studio and Academy  
 8500 Wilshire Blvd., Suite 527  
 Beverly Hills, CA 90211

Date of Issuance	Citation Number	Institution Code
October 21, 2019	1920119	Unapproved

On November 1, 2019, an informal telephone conference was held in the matter of Citation: Assessment of Fine and Order of Abatement No. 1920119 (Citation) against Daria Chuprys LLC., A Permanent Make-up Academy, Owner of Daria Chuprys Permanent Makeup Studio and Academy (Institution). In attendance were Beth Danielson, Enforcement Chief; Douglas Smith, DCA Legal Counsel, Daria Chuprys, Owner, and Eleanor Avi, Business Manager.

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. 1920119.

It is the decision of the Enforcement Chief that on November 13, 2019, Citation No. 1920119 is affirmed for the following reason(s):

- No new substantive facts were presented at the conference.

**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><b>Violation:</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</i></p>

*this chapter to offer to the public and to provide postsecondary educational programs.”*

**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 February 20, 2019, Bureau staff reviewed the Institution’s website, [www.dariapermanentmakeup.com](http://www.dariapermanentmakeup.com) and found that the Institution is offering the following educational programs to the public:

- Microblading & Ombre Brows Techniques- 7 days \$5,500
- Eyeliner- 1 day \$1,600
- Microblading Eyebrows- 1 day \$1,400
- Ombre Brows- 1 day \$1,600
- Tattoo Removal- 1 day \$700
- Tinted Lips- 1 day \$1,400

Based on the pricing for the Microblading & Ombre Brows Techniques educational program exceeding \$2,500, the institution does not qualify for exemption under CEC section 94874(f).

**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 [www.dariapermanentmakeup.com](http://www.dariapermanentmakeup.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, (310) 855-9558, 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.

**Assessment of Fine**

The fine for this violation is \$25,000.00

**TOTAL MODIFIED ADMINISTRATIVE FINE DUE: \$25,000.00**

**ORDER OF ABATEMENT**

**The Bureau orders that you comply with the orders described in the ‘Violation Code Sections’ of this document and submit evidence of compliance within 30 days from the date of this decision.**

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  
2535 Capitol Oaks Drive, Suite 400  
Sacramento, CA 95833

APPEAL OF CITATION

You *do not* have the right to request another Informal Conference to appeal this affirmed Citation. You *do*, however, have the right to appeal this affirmed Citation through an Administrative Hearing. A hearing before an Administrative Law Judge will be scheduled and you will be notified of the hearing date. The hearing will be held pursuant to Chapter 5 (commencing with section 11500) of Part 1 of Division 3 of Title 2 of the Government Code.

EFFECTIVE DATE OF CITATION AND FINE ASSESSMENT

This affirmed Citation is effective on November 27, 2019. The order of abatement and payment are due by **December 27, 2019**.

Failure to abate the violation or 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 Affirmed 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) 621-2593 or at Gabriella.Perez@dca.ca.gov.

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

\_\_\_\_\_  
**Date**

Enclosures

- Payment of Fine – Waiver of Appeal Rights
- Withdrawal – Request for Administrative Hearing
- Declaration of Service by Certified and First-Class Mail

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Citation No. 1920119 – AFFIRMED

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