



Bureau for Private Postsecondary Education
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MODIFIED CITATION:
ASSESSMENT OF FINE

To: Deluxe Beauty Group, Inc., Owner
Deluxe Brows Microblading Academy
2535 Camino del Rio S #140
San Diego, CA 92108

INSTITUTION CODE: Unapproved
CITATION NUMBER: 1920239
MODIFIED CITATION ISSUANCE/SERVICE DATE: January 19, 2021
MODIFIED DUE DATE: February 18, 2021
FINE AMOUNT: \$ 1,500.00
ORDER OF ABATEMENT INCLUDED: NO

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

CITATION

A Modified Citation is hereby issued to Deluxe Beauty Group, Inc., Owner of Deluxe Brows Microblading Academy (Institution) located at 2535 Camino del Rio S #140, San Diego, CA 92108, pursuant to Business and Professions Code section 125.9; California Education Code (CEC) sections 94936 and 94932; and Title 5 of the California Code of Regulations (5, CCR) section 75020 for the violations described below.

BACKGROUND

The Bureau previously issued Citation: Assessment of Fine and Order of Abatement No. 1920239 to the Owner of the Institution on February 28, 2020, which was appealed by the Institution and subsequently withdrawn without prejudice on November 30, 2020.

VIOLATION

#	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><u>Violation:</u> 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</i></p>

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 22, 2019, Bureau staff reviewed the Institution’s website (<https://deluxebrows.com>) and found that the Institution advertises the following educational programs with their respective tuition costs:

- 5-days Microblading and Ombre Brows for \$4,600.00;
- Areola Class with Vicky Martin (\$400-\$1,250) for \$1,250.00;
- Deluxe Brows Online Microblading and Manual Ombre Shading for \$1,799.00;
- Aloor Fundamental Training - Basic Package for \$3,600.00;
- Aloor Package for \$4,200.00; Pigment Removal Training for \$1,000.00;
- 6-months Express Online Refresher - Microblading and Manual Shading for \$999.00;
- Manual Shading Techniques (no Device needed) for \$400.00;
- Deluxe Brows @ Brows Sketch Tutorial for \$349.00;
- Pigment Removal Training for \$1,000.00.

Through the course of this investigation and evidence obtained it was substantiated that the Institution is currently operating as a private postsecondary institution and offering educational programs to the public requiring Bureau approval as the 5-days Microblading and Ombre Brows program costs \$4,600.00 which exceeds the \$2,500.00 threshold within 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 <https://deluxebrows.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 (888) 623-1263 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.

	<p>Reason for modification: New substantive facts were presented at the conference. The Order of Abatement has been satisfied.</p> <p>Assessment of Fine The fine for this violation is \$50,000.00</p> <p>The administrative fine for this violation has been modified from \$50,000.00 to \$1,500.00.</p>
	<p>TOTAL MODIFIED ADMINISTRATIVE FINE DUE: <u>\$1,500.00</u></p>

ASSESSMENT OF A FINE

In accordance with CEC section 94936; and 5, CCR sections 75020 and 75030, the Bureau hereby orders this assessment of fine in the amount of **\$1,500.00** for the violations described above.

Payment must be made to the Bureau by February 18, 2021.

PAYMENT OF ADMINISTRATIVE FINE

The Institution shall pay the civil penalty in the amount of \$1,500.00 by way of cashiers' check or money order. The payment shall be mailed to:

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

The civil penalty must be paid to the Bureau by February 18, 2021. Payment of an administrative citation is not an admission of guilt or liability.

The Institution gives up the right to an administrative hearing and all other rights accorded by the California Administrative Procedure Act and other applicable laws. The Institution's failure to pay the Modified Citation civil penalty pursuant to the terms of this settlement will result in denial of an application for an approval or renewal to operate; disciplinary action, and/or collection action. The Bureau for Private Postsecondary Education may file an Amended Modified Citation for the failure of conditions required of the Institution.

CONTACT INFORMATION

If you have any questions regarding this Modified Citation, or desire further information, please contact Cheryl Lardizabal, Citation Analyst, at Cheryl.Lardizabal@dca.ca.gov.

"Original signature on file"

"1/19/2021"

Christina Villanueva
Discipline Manager

Date

Enclosure

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