

**BEFORE THE DIRECTOR
DEPARTMENT OF CONSUMER AFFAIRS
BUREAU FOR PRIVATE POSTSECONDARY EDUCATION
STATE OF CALIFORNIA**

In the Matter of the Accusation Against:

CINTA AVEDA INSTITUTE

305 Kearny Street

San Francisco, CA 94108

Institution Code: 87449475

BPPE Case No. BPPE22-511

Respondent.

DECISION AND ORDER

The attached Stipulated Settlement and Disciplinary Order is hereby accepted and adopted by the Director of the Department of Consumer Affairs as the Decision in the above-entitled matter.

This Decision shall become effective on September 26,, 2026.

It is so ORDERED August 25,, 2026.

"Original Signature on File"

RYAN MARCROFT
DEPUTY DIRECTOR, LEGAL AFFAIRS DIVISION
DEPARTMENT OF CONSUMER AFFAIRS

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8 **BEFORE THE**
9 **DEPARTMENT OF CONSUMER AFFAIRS**
10 **FOR THE BUREAU FOR PRIVATE POSTSECONDARY EDUCATION**
11 **STATE OF CALIFORNIA**

12 In the Matter of the Accusation Against:

Case No. BPPE22-511

13 **CINTA AVEDA INSTITUTE**
14 **305 Kearny Street**
San Francisco, CA 94108

STIPULATED SETTLEMENT
AND DISCIPLINARY ORDER

15 **Approval to Operate Institution Code No. 87449475**

16 Respondent.

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18 IT IS HEREBY STIPULATED AND AGREED by and between the parties to the above-
19 entitled proceedings that the following matters are true:

20 **PARTIES**

21 1. Deborah Cochrane was the Chief of the Bureau for Private Postsecondary Education
22 (Bureau) and brought this action solely in her official capacity. Elizabeth Elias (Complainant) is
23 the Deputy Chief of the Bureau and is represented in this matter by Rob Bonta, Attorney General
24 of the State of California, by Neva L. Tassan, Deputy Attorney General.

25 2. Respondent Cinta Aveda Institute (Respondent) is representing itself in this
26 proceeding and has chosen not to exercise its right to be represented by counsel.

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3. On or about April 6, 2012, the Bureau issued an Approval to Operate an Accredited Private Postsecondary Institution, Institution Code No. 87449475, to Respondent. On or about May 29, 2026, the Bureau received from Respondent a Renewal Application for Approval to Operate for an Accredited Institution, dated May 27, 2026. The Approval to Operate expired on May 30, 2026. However, pursuant to California Code of Regulations, title 5, section 71480, subdivisions (a) and (f), Respondent's Approval to Operate shall continue until the Bureau has acted upon the renewal application.

JURISDICTION

4. Accusation No. BPPE22-511 was filed before the Director of the Department of Consumer Affairs (Director). The Accusation and all other statutorily required documents were properly served on Respondent on May 2, 2025. Respondent timely filed Respondent's Notice of Defense contesting the Accusation. The First Amended Accusation was served on May 1, 2026, and is currently pending against Respondent.

5. A copy of First Amended Accusation No. BPPE22-511 is attached as Exhibit A and incorporated herein by reference.

ADVISEMENT AND WAIVERS

6. Respondent has carefully read, and understands, the charges and allegations in First Amended Accusation No. BPPE22-511. Respondent has also carefully read, and understands, the effects of this Stipulated Settlement and Disciplinary Order.

7. Respondent is fully aware of its legal rights in this matter, including the right to a hearing on the charges and allegations in the First Amended Accusation; the right to be represented by counsel at its own expense; the right to confront and cross-examine the witnesses against it; the right to present evidence and to testify on its own behalf; the right to the issuance of subpoenas to compel the attendance of witnesses and the production of documents; the right to reconsideration and court review of an adverse decision; and all other rights accorded by the California Administrative Procedure Act and other applicable laws.

8. Respondent voluntarily, knowingly, and intelligently waives and gives up each and every right set forth above.

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CULPABILITY

9. Respondent understands and agrees that the charges and allegations in First Amended Accusation No. BPPE22-511, if proven at a hearing, constitute cause for imposing discipline on its Approval to Operate.
10. For the purpose of resolving the First Amended Accusation without the expense and uncertainty of further proceedings, Respondent agrees that, at a hearing, Complainant could establish a factual basis for the charges in the First Amended Accusation, and Respondent hereby gives up its right to contest those charges.
11. Respondent agrees that its Approval to Operate is subject to discipline and agrees to be bound by the Director's probationary terms as set forth in the Disciplinary Order below.

CONTINGENCY

12. This stipulation shall be subject to approval by the Director or the Director's designee. Respondent understands and agrees that counsel for Complainant and the staff of the Bureau for Private Postsecondary Education may communicate directly with the Director and staff of the Department of Consumer Affairs regarding this stipulation and settlement, without notice to or participation by Respondent. By signing the stipulation, Respondent understands and agrees that Respondent may not withdraw its agreement or seek to rescind the stipulation prior to the time the Director considers and acts upon it. If the Director fails to adopt this stipulation as the Decision and Order, the Stipulated Settlement and Disciplinary Order shall be of no force or effect, except for this paragraph, it shall be inadmissible in any legal action between the parties, and the Director shall not be disqualified from further action by having considered this matter.
13. The parties understand and agree that Portable Document Format (PDF) and facsimile copies of this Stipulated Settlement and Disciplinary Order, including PDF and facsimile signatures thereto, shall have the same force and effect as the originals.

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14. This Stipulated Settlement and Disciplinary Order is intended by the parties to be an integrated writing representing the complete, final, and exclusive embodiment of their agreement. It supersedes any and all prior or contemporaneous agreements, understandings, discussions, negotiations, and commitments (written or oral). This Stipulated Settlement and Disciplinary Order may not be altered, amended, modified, supplemented, or otherwise changed except by a writing executed by an authorized representative of each of the parties.

15. In consideration of the foregoing admissions and stipulations, the parties agree that the Director may, without further notice or formal proceeding, issue and enter the following Disciplinary Order:

DISCIPLINARY ORDER

IT IS HEREBY ORDERED that Approval to Operate Institution Code No. 87449475, issued to Respondent Cinta Aveda Institute, is revoked. However, the revocation is stayed and Respondent is placed on probation for five (5) years on the following conditions.

1. Obey All Laws

Respondent shall obey all federal, state and local laws and regulations governing the operation of a private postsecondary educational institution in California. Respondent shall submit, in writing, a full detailed account of any and all violations of the law to the Bureau within five (5) days of discovery.

CRIMINAL COURT ORDERS: If respondent is under criminal court orders, including probation or parole, and the order is violated, this shall be deemed a violation of these probation conditions, and may result in the filing of an Accusation and/or Petition to Revoke Probation.

2. Compliance with Probation and Quarterly Reporting

Respondent shall fully comply with the terms and conditions of probation established by the Bureau and shall cooperate with representatives of the Bureau in its monitoring and investigation of the respondent's compliance with probation. Respondent, within ten (10) days of completion of the quarter, shall submit quarterly written reports to the Bureau on a Quarterly Report of Compliance form obtained from the Bureau.

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1 Upon reasonable notice by the Bureau, respondent shall report to and make personal
2 appearances at times and locations as the Bureau may direct.

3 **3. Personal Appearances**

4 Upon reasonable notice by the Bureau, respondent shall report to and make personal
5 appearances at times and locations as the Bureau may direct.

6 **4. Notification of Address and Telephone Number Change(s)**

7 Respondent shall notify the Bureau, in writing, within five (5) days of a change of name,
8 title, physical home address, email address, or telephone number of each person, as defined in
9 section 94855 of the Code, who owns or controls 25% or more of the stock or an interest in of the
10 institution and, to the extent applicable, each general partner, officer, corporate director, corporate
11 member or any other person who exercises substantial control over the institution's management
12 or policies.

13 **5. Notification to Prospective Students**

14 When currently soliciting or enrolling (or re-enrolling) a student for any program,
15 respondent shall provide notification of this action to each current or prospective student prior to
16 accepting their enrollment, and to those students who were enrolled at the time of the conduct that
17 is the subject of this action as directed by the Bureau. This notification shall include a copy of the
18 Accusation, Statement of Issues, Stipulated Settlement, or Disciplinary Decision (whichever
19 applies).

20 **6. Student Roster**

21 Within 15 days of the effective date of this Decision, and with the Quarterly Reports
22 thereafter, provide to the Bureau the names, addresses, phone numbers, email addresses, and the
23 programs in which they are or were enrolled, of all persons who are currently or were students of
24 the institution within 60 days prior to the effective date of the Decision, and those students who
25 were enrolled at the time of the conduct that is the subject of this action.

26 **7. Instruction Requirements and Limitations**

27 During probation, Respondent shall provide approved instruction in the State of California.
28 If respondent is not providing instruction, the period of probation shall be tolled during that time.

1 **8. Record Storage**

2 Within 5 days of the effective date of this Decision, provide the Bureau with the location of
3 the repository for all records as they are required to be maintained pursuant to Title 5, California
4 Code of Regulations, section 71930.

5 **9. Maintenance of Current and Active Approval to Operate**

6 Respondent shall, at all times while on probation, maintain a current and active approval to
7 operate with the Bureau including any period during which approval is suspended or probation is
8 tolled.

9 **10. Comply With Citations**

10 Respondent shall comply with all final orders resulting from citations issued by the Bureau.

11 **11. Restitution**

12 Within 120 days of the effective date of this Decision, respondent shall make restitution to
13 Student H restitution in the amount of \$2,295.00 and shall provide the Bureau with proof from
14 Student H attesting that full restitution has been paid. Restitution shall be made regardless of
15 whether the probation is tolled. In all cases, restitution shall be made before the termination of
16 probation.

17 **12. Cost Recovery Requirements**

18 Respondent shall pay to the Bureau its costs of investigation and enforcement in the amount
19 of \$37,549.75 no later than one year before the termination of probation. Such costs shall be
20 payable to the Bureau and are to be paid regardless of whether the probation is tolled. Failure to
21 pay such costs shall be considered a violation of probation.

22 Except as provided above, the Bureau shall not renew or reinstate the approval to operate of
23 any respondent who has failed to pay all the costs as directed in a Decision.

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1 **13. Violation of Probation**

2 If respondent violates probation in any respect, the Bureau, after giving respondent notice
3 and opportunity to be heard, may revoke probation and carry out the disciplinary order which was
4 stayed. If an Accusation or a Petition to Revoke Probation is filed against respondent during
5 probation, the Bureau shall have continuing jurisdiction until the matter is final, and the period of
6 probation shall be extended, and respondent shall comply with all probation conditions, until the
7 matter is final.

8 **14. Future Approvals to Operate**

9 If respondent subsequently obtains other approvals to operate during the course of this
10 probationary order, this Decision shall remain in full force and effect until the probationary period
11 is successfully terminated. Future approvals shall not be granted, however, unless respondent is
12 currently in compliance with all of the terms and conditions of probation.

13 **15. Comply with All Accreditation Standards**

14 As applicable, respondent shall comply with all standards set by its accreditor in order to
15 maintain its accreditation. Respondent shall submit to the Bureau, in writing, a full detailed
16 account of any and all actions taken by any accrediting agency against respondent regarding any
17 institution operated by respondent, including an order to show cause, or conditions or restrictions
18 placed on accreditation, within five (5) days of occurrence.

19 **16. Completion of Probation**

20 Upon successful completion of probation, respondent's approval to operate will be fully
21 restored.

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ACCEPTANCE

I am authorized to sign on behalf of and bind Cinta Aveda Institute. I have carefully read the Stipulated Settlement and Disciplinary Order. I understand the stipulation and the effect it will have on the Approval to Operate issued to Cinta Aveda Institute. I enter into this Stipulated Settlement and Disciplinary Order voluntarily, knowingly, and intelligently, and agree to be bound by the Decision and Order of the Director of the Department of Consumer Affairs.

DATED: 7/3/2026

Jacinta Gibbons

CINTA GIBBONS
CINTA AVEDA INSTITUTE
Respondent

ENDORSEMENT

The foregoing Stipulated Settlement and Disciplinary Order is hereby respectfully submitted for consideration by the Director of the Department of Consumer Affairs.

DATED: July 23, 2026

Respectfully submitted,

ROB BONTA
Attorney General of California
JOSHUA A. ROOM
Supervising Deputy Attorney General

Neva L. Tassan

NEVA L. TASSAN
Deputy Attorney General
Attorneys for Complainant

SF2024401980

Exhibit A

First Amended Accusation No. BPPE22-511

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14 **305 Kearny Street**
15 **San Francisco, CA 94108**

FIRST AMENDED ACCUSATION

16 **Institution Code No. 87449475**

17 **Respondents.**

18
19 **PARTIES**

20 1. Deborah Cochrane (Complainant) brings this First Amended Accusation solely in her
21 official capacity as the Chief of the Bureau for Private Postsecondary Education (BPPE),
22 Department of Consumer Affairs.

23 2. On or about April 6, 2012, the BPPE issued an Approval to Operate an Accredited
24 Private Postsecondary Institution, Institution Code No. 87449475 to Cinta Aveda Institute
25 (Respondent). The Approval to Operate will expire on May 30, 2026, unless it is renewed.

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1 **JURISDICTION**

2 3. This Accusation is brought before the Director of the Department of Consumer
3 Affairs (Director) for the BPPE under the authority of the following laws. All section references
4 are to the Education Code unless otherwise indicated.

5 4. Business and Professions Code section 118 states, in part:

6 . . .

7 (b) The suspension, expiration, or forfeiture by operation of law of a license issued by a
8 board in the department, or its suspension, forfeiture, or cancellation by order of the board or by
9 order of a court of law, or its surrender without the written consent of the board, shall not, during
10 any period in which it may be renewed, restored, reissued, or reinstated, deprive the board of its
11 authority to institute or continue a disciplinary proceeding against the licensee upon any ground
12 provided by law or to enter an order suspending or revoking the license or otherwise taking
13 disciplinary action against the licensee on any such ground.

12 (c) As used in this section, 'board' includes an individual who is authorized by any
13 provision of this code to issue, suspend, or revoke a license, and 'license' includes 'certificate,'
14 'registration,' and 'permit.'"

14 5. Business and Professions Code section 477 states:

15 As used in this division:

16 (a) 'Board' includes 'bureau,' 'commission,' 'committee,' 'department,' 'division,'
17 'examining committee,' 'program,' and 'agency.'

18 (b) 'License' includes certificate, registration or other means to engage in a business or
19 profession regulated by this code.

20 **STATUTORY AND REGULATORY PROVISIONS**

21 6. Section 94896 states:

22 (a) An institution that has been granted an approval to operate by means of accreditation
23 shall only make a substantive change in accordance with the institution's accreditation standards.

24 (b) The institution shall notify the bureau of the substantive change on a form provided by
25 the bureau.

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1 7. Section 94897 states, in part:

2 An institution shall not do any of the following:

3 ...

4 (j) In any manner make an untrue or misleading change in, or untrue or misleading
5 statement related to: a test score, grade or record of grades, attendance record, record indicating
6 student completion, placement, employment, salaries, or financial information; a financial report
7 filed with the bureau; information or records relating to the student's eligibility for student
8 financial aid at the institution; or any other record or document required by this chapter or by the
9 bureau.

10 (k) Willfully falsify, destroy, or conceal any document of record while that document of
11 record is required to be maintained by this chapter.

12 ...

13 (u) Fail to maintain policies related to compliance with this chapter or adhere to the
14 institution's stated policies.

15 8. Section 94900 states, in pertinent part:

16 ...

17 (b) An institution shall maintain, for each student granted a degree or certificate by that
18 institution, complete and accurate permanent records of all of the following:

19 (1) The degree or certificate granted and the date on which that degree or certificate was
20 granted.

21 (2) The courses and units on which the certificate or degree was based.

22 (3) The grades earned by the student in each of those courses.

23 9. Section 94902 states:

24 (a) A student shall enroll solely by means of executing an enrollment agreement. The
25 enrollment agreement shall be signed by the student and by an authorized employee of the
26 institution.

27 (b) An enrollment agreement is not enforceable unless all of the following requirements are
28 met:

 (1) The student has received the institution's catalog and School Performance Fact Sheet
 prior to signing the enrollment agreement.

1 (2) At the time of the execution of the enrollment agreement, the institution held a valid
2 approval to operate.

3 (3) Prior to the execution of the enrollment agreement, the student and the institution have
4 signed and dated the information required to be disclosed in the School Performance Fact Sheet
5 pursuant to subdivisions (a) to (d), inclusive, of Section 94910. Each of these items in the School
6 Performance Fact Sheet shall include a line for the student to initial and shall be initialed and
7 dated by the student.

8 (c) A student shall receive a copy of the signed enrollment agreement, in writing or
9 electronically, regardless of whether total charges are paid by the student.

10 10. Section 94911 states, in pertinent part:

11 An enrollment agreement shall include, at a minimum, all of the following:

12 (a) The name of the institution and the name of the educational program, including the total
13 number of credit hours, clock hours, or other increment required to complete the educational
14 program.

15 (b) A schedule of total charges, including a list of any charges that are nonrefundable and
16 the student's obligations to the Student Tuition Recovery Fund, clearly identified as
17 nonrefundable charges.

18 (c) In underlined capital letters on the same page of the enrollment agreement in which the
19 student's signature is required, "THE TOTAL CHARGES FOR THE CURRENT PERIOD OF
20 ATTENDANCE," "THE ESTIMATED TOTAL CHARGES FOR THE ENTIRE
21 EDUCATIONAL PROGRAM," and "THE TOTAL CHARGES THE STUDENT IS
22 OBLIGATED TO PAY UPON ENROLLMENT," followed by the relevant amounts of charges in
23 bold, underlined type.

24 ...

25 11. Section 94934.5 states:

26 (a) An institution with an approval to operate that knows that it is being investigated by an
27 oversight entity other than the bureau shall report that investigation, including the nature of that
28 investigation, to the bureau in writing within 30 days of the institution's first knowledge of the
investigation. An institution with an approval to operate that is the subject of a judgment by, a
regulatory action by, increased oversight or monitoring by, or a settlement with, any oversight
entity other than the bureau shall report it to the bureau within 30 days. Failure to comply with
this section may subject the institution to an administrative citation pursuant to Section 94936.

(b) For the purposes of this section, "investigation" means any inquiry into possible
violations of any applicable laws or accreditation standards.

(c) For the purposes of this section, "oversight entity" means all of the following:

(1) Any governmental agency.

(2) Any accrediting agency.

1 (3) Any professional licensing entity that exercises any programmatic or institutional
2 approval over the institution.

3 12. Section 94937 states, in part:

4 (a) As a consequence of an investigation, which may incorporate any materials obtained or
5 produced in connection with a compliance inspection, and upon a finding that an institution has
6 committed a violation, the bureau may place an institution on probation or may suspend or revoke
an institution's approval to operate for:

7 ...

8 (2) A material violation or repeated violations of this chapter or regulations adopted
9 pursuant to this chapter that have resulted, or may result, in harm to students. For purposes
10 of this paragraph, "material violation" includes, but is not limited to, misrepresentation,
11 fraud in the inducement of a contract, and false or misleading claims or advertising, upon
which a student reasonably relied in executing an enrollment agreement and that resulted,
or may result, in harm to the student.

12 ...

13 (c) The bureau may seek reimbursement pursuant to Section 125.3 of the Business and
14 Professions Code.

15 13. California Code of Regulations, title 5, section 71750 states:

16 (a) Every institution shall make refunds that are no less than the refunds required under the
17 Act and this Division.

18 (b) An institution may not enforce any refund policy that is not specified in the catalog as
19 required pursuant to section 94909(a)(8)(B) of the Code, and must refund all institutional charges
upon a student's withdrawal. Withdrawal policy procedures pursuant to section 94909(a)(8)(B)
20 of the Code shall include, at a minimum: the acceptable methods of delivery of a notice to
21 withdraw; whether withdrawal can be accomplished by conduct, and if so, how; the position or
positions to whom the notice to withdraw must be delivered; and the date that the notice to
withdraw is considered effective, which shall be no later than the date received by the institution.

22 (c) A pro rata refund pursuant to section 94919(c) or 94920(d) or 94927 of the Code shall
23 be no less than the total amount owed by the student for the portion of the educational program
provided subtracted from the amount paid by the student, calculated as follows:

24 (1) The amount owed equals the daily charge for the program (total institutional
25 charge, divided by the number of days or hours in the program), multiplied by the number
26 of days student attended, or was scheduled to attend, prior to withdrawal.

27 (2) Except as provided for in subdivision (a)(3) of this section, all amounts paid by
the student in excess of what is owed as calculated in subdivision (a)(1) shall be refunded.
28

1 (3) Except as provided herein, all amounts that the student has paid shall be subject to
2 refund unless the enrollment agreement and the refund policy outlined in the catalog
3 specify amounts paid for an application fee or deposit not more than \$250.00, books,
4 supplies, or equipment, and specify whether and under what circumstances those amounts
5 are non-refundable. Except when an institution provides a 100% refund pursuant to section
6 94919(d) or section 94920(b) of the Code, any assessment paid pursuant to section 94923
7 of the Code is non-refundable.

8 (4) For purposes of determining a refund under the Act and this section, a student
9 shall be considered to have withdrawn from an educational program when he or she
10 withdraws or is deemed withdrawn in accordance with the withdrawal policy stated in its
11 catalog.

12 (d) If an institution has collected money from a student for transmittal on the student's
13 behalf to a third party for a bond, library usage, or fees for a license, application, or examination
14 and the institution has not paid the money to the third party at the time of the student's withdrawal
15 or cancellation, the institution shall refund the money to the student within 45 days of the
16 student's withdrawal or cancellation.

17 (e) An institution shall refund any credit balance on the student's account within 45 days
18 after the date of the student's completion of, or withdrawal from, the educational program in
19 which the student was enrolled. For purposes of this subdivision and section 94919(d) of the
20 Code, "day" means calendar day.

21 ...
22 14. California Code of Regulations, title 5, section 71760 states:

23 Each institution shall develop and maintain adequate procedures used by the institution to
24 assure that it is maintained and operated in compliance with the Act and this Division.

25 15. California Code of Regulations, title 5, section 71920 states:

26 (a) The institution shall maintain a file for each student who enrolls in the institution
27 whether or not the student completes the educational service.

28 (b) In addition to the requirements of section 94900, the file shall contain all of the
following pertinent student records:

(1) Written records and transcripts of any formal education or training, testing, or
experience that are relevant to the student's qualifications for admission to the institution or the
institution's award of credit or acceptance of transfer credits including the following:

(A) Verification of high school completion or equivalency or other documentation
establishing the student's ability to do college level work such as successful
completion of an ability-to-benefit test if required by the institution. For the purposes
of this section an "ability-to-benefit test" means an independently administered
examination from the list of examinations prescribed by the United States Department

1 of Education pursuant to Section 484(d) of the federal Higher Education Act of 1965
2 (20 U.S.C. Sec. 1070a et seq.) as it is, from time to time, amended, that is designed to
3 help identify students who possess the basic skills necessary to succeed in a post-
4 secondary education program, but who lack a high school diploma;

5 (B) Records documenting units of credit earned at other institutions that have been
6 accepted and applied by the institution as transfer credits toward the student's
7 completion of an educational program;

8 (C) Grades or findings from any examination of academic ability or educational
9 achievement used for admission or college placement purposes;

10 (D) All of the documents evidencing a student's prior experiential learning upon
11 which the institution and the faculty base the award of any credit;

12 (2) Personal information regarding a student's age, gender, and ethnicity if that information
13 has been voluntarily supplied by the student;

14 (3) Copies of all documents signed by the student, including contracts, instruments of
15 indebtedness, and documents relating to financial aid;

16 (4) Records of the dates of enrollment and, if applicable, withdrawal from the institution,
17 leaves of absence, and graduation; and

18 (5) In addition to the requirements of section 94900(b) of the Code, a transcript showing all
19 of the following:

20 (A) The courses or other educational programs that were completed, or were
21 attempted but not completed, and the dates of completion or withdrawal;

22 (B) Credit awarded for prior experiential learning, including the course title for which
23 credit was awarded and the amount of credit;

24 (C) Credit for courses earned at other institutions;

25 (D) Credit based on any examination of academic ability or educational achievement
26 used for admission or college placement purposes;

27 (E) The name, address, website address, and telephone number of the institution.

28 (6) For independent study courses, course outlines or learning contracts signed by the
faculty and administrators who approved the course;

(7) The dissertations, theses, and other student projects submitted by graduate students;

(8) A copy of documents relating to student financial aid that are required to be maintained
by law or by a loan guarantee agency;

(9) A document showing the total amount of money received from or on behalf of the
student and the date or dates on which the money was received;

1 (10) A document specifying the amount of a refund, including the amount refunded for
2 tuition and the amount for other itemized charges, the method of calculating the refund, the date
the refund was made, and the name and address of the person or entity to which the refund was
sent;

3 (11) Copies of any official advisory notices or warnings regarding the student's progress;
4 and

5 (12) Complaints received from the student.

6 **COST RECOVERY**

7 16. Business and Professions Code section 125.3 provides, in part, that the BPPE may
8 request the administrative law judge to direct a licensee found to have committed a violation or
9 violations of the licensing act to pay a sum not to exceed the reasonable costs of the investigation
10 and enforcement of the case, with failure of the licensee to comply subjecting the license to not
11 being renewed or reinstated. If a case settles, recovery of investigation and enforcement costs
12 may be included in a stipulated settlement.

13 **FACTUAL ALLEGATIONS**

14 17. On or about December 14, 2021, the Board of Barbering and Cosmetology (BBC)
15 notified all schools by email that a new 1000-hour course (for barbering or for cosmetology) must
16 be approved by both the BPPE and the BBC.

17 18. On or about December 15, 2021 the BBC sent a letter to Respondent to notify
18 Respondent that the BBC approved their new 1000-hour cosmetology course and 1000-hour
19 barbering course. The letter also set forth that each new 1000-hour course must be approved by
20 both the *Bureau of Private Postsecondary Education (BPPE)* and the [BBC]. The letter included
21 the following: "Approval from the Bureau of Private Postsecondary Education (BPPE) must be
22 obtained before a new program can be offered to students."

23 19. On or about January 12, 2022, the BBC notified all schools by email that the schools
24 must have approval from both the BPPE and the Board to enroll students. Respondent did not
25 receive approval from the BPPE for its 1000-hour cosmetology course until December 7, 2023,
26 and for its 1000-hour barbering course until January 31, 2024.

27 20. On or about April 18, 2022, Respondent's employee advertised on social media that
28 they offered a 1000-hour course.

1 21. On or about July 8, 2022, the BPPE received a tip alleging that Respondent was
2 advertising an unapproved program.

3 22. Respondent enrolled five students in the 1000-hour cosmetology program by issuing
4 a contract addendum before the program was approved by the BPPE.

5 a. Respondent issued Proof of Training (POT).¹ documents that showed completion of
6 1,000 training hours to students rather than a transcript even though Respondent's
7 1,000-hour cosmetology program was not accredited or approved by the BPPE.

8 b. These POT documents were signed under penalty of perjury by Respondent's
9 manager, who certified that the students met the course curriculum requirements.

10 23. On or about July 13, 2023, Student H signed an enrollment form to enroll in
11 Respondent's 1500-hour cosmetology program for the San Jose campus.

12 a. On or about July 13, 2023, Student H signed a form titled *Addendum to Contract,*
13 *Change in Contract Hours & Tuition.* It included the following language: *As of*
14 *7/10/2023, student's contract has been revised to reflect the newly approved*
15 *Cosmetology Program with a requirement of 1000 hours to graduate. Student may*
16 *graduate at 1000 hours.*

17 b. Respondent did not execute a new Enrollment Agreement with Student H for the
18 1000-hour program.

19 c. When Respondent provided Student H's file to the BPPE in response to BPPE's
20 request, Respondent did not include the contract addendum which changed her
21 program to a 1000-hour cosmetology program.

22 d. Student H believed she had switched to the 1000-hour cosmetology program,
23 completed the 1000-hour cosmetology program, and graduated on June 12, 2024.

24 e. Student H's ledgers dated on or about June 10, 2024 and September 12, 2024,
25 showed that she was charged the fee amounts for the 1500-hour cosmetology
26 program.

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28 ¹ Proof of Training documents include student identification information, school identification information,
date training began, date training concluded, hours of training completed, and the type of program completed.

1 24. On or about April 11, 2023, Student G withdrew from Respondent school. Student
2 G's account had a balance of \$150.00, which Respondent did not refund until on or about
3 February 29, 2024.

4 25. At all relevant times, Respondent's Student Catalog contained the following:

5 *All instructors must be currently licensed by the Board of Barbering and Cosmetology and*
6 *have a minimum 3 years of experience, education and training. No less than 1 instructor*
7 *per 30 students will be with students at all times.*

8 26. In approximately January of 2024, the cosmetology instructor at Respondent school
9 left students unattended on the salon floor during class, which resulted in a student giving another
10 student a chemical burn on her scalp.

11 27. Between June and December of 2024, the BPPE requested and received
12 approximately fifteen student files from Respondent. A review of these files showed that:

- 13 a. In approximately thirteen files, the student enrollment agreements did not have the
14 following language underlined, "THE TOTAL CHARGES FOR THE CURRENT
15 PERIOD OF ATTENDANCE," "THE ESTIMATED TOTAL CHARGES FOR
16 THE ENTIRE EDUCATIONAL PROGRAM," and "THE TOTAL CHARGES THE
17 STUDENT IS OBLIGATED TO PAY UPON ENROLLMENT," as required;
- 18 b. The student file for Student B did not have a copy of written records or transcripts of
19 600 completed hours from another institution that were transferred to Respondent,
20 Leave of Absence (LOA) records, the second enrollment agreement, and official
21 transcript and certificate of completion for massage program;
- 22 c. The student file for Student S did not have a copy of the Record of Conversation
23 regarding special accommodations which was signed on May 13, 2024, by Cinta
24 Aveda Institute and Student S. A copy was provided to the BPPE by Student S; and
- 25 d. The student file for Student Z did not include a copy of Student Z's granted degree
26 or certificate, or the date it was issued.

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1 28. On or about September 18, 2023, the National Accrediting Commission of
2 Cosmetology Arts and Science (NACCAS) placed Respondent school on probation status due to
3 low outcome results. Respondent did not notify the BPPE of this change in accreditation status.

4 29. On or about December 6, 2024, Respondent's employee informed the BPPE that
5 Student B's complete file was sent to the BPPE;

6 **FIRST CAUSE FOR DISCIPLINE**

7 **(Failure to Comply with Accreditation Standards and/or**
8 **Failure to Notify BPPE of Substantive Change)**

9 30. Respondent has subjected its approval to operate to disciplinary action pursuant to
10 Code section 94937, subdivision (a)(2), by reference to Code section 94896, subdivisions (a) and
11 (b), in that Respondent failed to make a substantive change in accordance with the institution's
12 accreditation standards and/or failed to notify the BPPE of the substantive change on a form
13 provided by the BPPE, in that Respondent:

- 14 a. Enrolled five students in the 1000-hour cosmetology program by issuing a contract
15 addendum before the program was approved by the BPPE; and
16 b. Issued Proof of Training documents recording 1,000 training hours to students when
17 Respondent's 1,000-hour cosmetology program was not accredited or approved by
18 the BPPE.

19 **SECOND CAUSE FOR DISCIPLINE**

20 **(Prohibited Business Practices)**

21 31. Respondent has subjected its approval to operate to disciplinary action pursuant to
22 Code section 94937, subdivision (a)(2), by reference to Code section 94897, subdivisions (j)
23 and/or (k), and/or California Code of Regulations, title 5, section 71920, subsection (b)(3), as
24 described in paragraphs 23 to 27, in that Respondent:

- 25 a. Made an untrue or misleading change in, or untrue or misleading statement related to
26 a test score, grade or record of grades, attendance record, record indicating student
27 completion, placement, employment, salaries, or financial information; a financial
28 report filed with the bureau; information or records relating to the student's eligibility

1 for student financial aid at the institution; or any other record or document required
2 by this chapter or by the BPPE, including statements by Respondent's employees'
3 that the student files they provided to the BPPE were complete;

4 b. Willfully falsified, destroyed, or concealed a document of record while that document
5 of record is required to be maintained by this chapter; and/or

6 c. Failed to maintain a file for each student who enrolls in the institution, whether or not
7 the student completes the educational service, that included copies of all documents
8 signed by the student, including contracts, instruments of indebtedness, and
9 documents relating to financial aid, including that Respondent:

10 i. Failed to maintain written records or transcripts of 600 completed hours from
11 another institution that were transferred to Respondent, Leave of Absence
12 (LOA) records, second enrollment agreement and official transcript and
13 certificate of completion for massage program in Student B's file;

14 ii. Failed to maintain a contract addendum in Student H's file;

15 iii. Failed to maintain a document signed by Student S regarding special
16 accommodations in their student file; and/or

17 iv. Failed to maintain a copy of Student Z's granted degree or certificate.

18 **THIRD CAUSE FOR DISCIPLINE**

19 **(Failure to Comply with Enrollment Requirements)**

20 32. Respondent has subjected its approval to operate to operate to disciplinary action
21 pursuant to Code section 94937, subdivision (a)(2), in that:

22 a. Respondent failed to execute an enrollment agreement to enroll Student H into a
23 course, as required by Code section 94902, subdivision (a);

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- 1 b. Respondent failed to underline "THE TOTAL CHARGES FOR THE CURRENT
2 PERIOD OF ATTENDANCE," "THE ESTIMATED TOTAL CHARGES FOR THE
3 ENTIRE EDUCATIONAL PROGRAM," and "THE TOTAL CHARGES THE
4 STUDENT IS OBLIGATED TO PAY UPON ENROLLMENT" in student
5 enrollment agreements, as required by Code section 94911, subdivision (c); and
6 c. Student B's School Performance Fact Sheet (SPFS) was signed and dated by Student
7 B, but not by an employee of Respondent, as required by Code section 94902,
8 subdivision (b)(3) and Code section 94912.

9 **FOURTH CAUSE FOR DISCIPLINE**

10 **(Failure to Comply with Recordkeeping Requirements)**

11 33. Respondent has subjected its approval to operate to operate to disciplinary action
12 pursuant to Code section 94937, subdivision (a)(2), in that:

- 13 a. Respondent failed to maintain a copy of Student Z's granted degree or certificate, and
14 their student file did not include the date it was issued, as required by Code section
15 94900, subdivision (b)(1);
16 b. Respondent failed to maintain a copy of Student B's certificates and transcripts for
17 education at Respondent's institution in their student file, as required by Code section
18 94900, subdivision (b), in conjunction with California Code of Regulations, title 5,
19 section 71920, subdivision (b)(5); and
20 c. Student B's student file did not contain written records or transcripts of 600
21 completed hours from another institution that were transferred to Respondent, as
22 required by California Code of Regulations, title 5, section 71920, subdivision
23 (b)(1)(B).

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1 **FIFTH CAUSE FOR DISCIPLINE**

2 **(Failure to Comply with Withdrawals and Refunds)**

3 34. Respondent has subjected its approval to operate to operate to disciplinary action
4 pursuant to Code section 94937, subdivision (a)(2), by reference to California Code of
5 Regulations, title 5, section 71750, subsection (c)(4) and (e), in that Respondent failed to refund
6 the credit balance on a student's account within 45 days after the date of the student's completion
7 of, or withdrawal from, the educational program in which the student was enrolled, as described
8 in paragraph 24.

9 **SIXTH CAUSE FOR DISCIPLINE**

10 **(Failure to Self-Monitor and/or Adhere to Institution's Policies)**

11 35. Respondent has subjected its approval to operate to operate to disciplinary action
12 pursuant to Code section 94937, subdivision (a)(2), by reference to Code section 94897,
13 subdivisions (u), and/or California Code of Regulations, title 5, section 71760, in that Respondent
14 failed to maintain policies related to compliance, adhere to the institution's stated policies, and/or
15 maintain adequate procedures, as described in paragraphs 25 to 27.

16 **SEVENTH CAUSE FOR DISCIPLINE**

17 **(Failure to Report Investigation to BPPE)**

18 36. Respondent has subjected its approval to operate to operate to disciplinary action
19 pursuant to Code section 94937, subdivision (a)(2), by reference to Code section 94934.5,
20 subdivisions (a), (b), and/or (c)(2), in that Respondent failed to report an investigation by an
21 oversight entity to the BPPE as required, as described in paragraph 28.

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DISCIPLINARY CONSIDERATIONS

37. To determine the degree of discipline, if any, to be imposed on Respondent, Complainant alleges that on or about April 28, 2025, the BPPE issued Citation No. 24250333, that resulted in a \$501.00 fine and Order of Abatement, and is now final, based on the following:

Laws/Regulations Violated	Description
CCR title 5, section 76130	The Institution failed to submit the Student Tuition Recovery Fund (STRF) Assessment Reporting form and the collection of assessment fees, if applicable, for the 4th quarter reporting period of 2024.

38. To determine the degree of discipline, if any, to be imposed on Respondent, Complainant alleges that on or about April 11, 2024, the BPPE issued Citation No. 2324176, that resulted in a \$4,502.00 fine and Order of Abatement, and is now final, based on the following:

Laws/Regulations Violated	Description
CCR title 5, section 74112(m)(1-9) & CCR title 5, section 71930(e)	The Institution failed to provide School Performance Fact Sheet records upon immediate request and failed to maintain the supporting data electronically.
CCR title 5, section 76140(a)(7-13),(b) & CCR title 5, section 71930(e)	The Institution failed to maintain record-keeping requirement for Student Tuition Recovery Fund.
CCR title 5, section 76130	The Institution failed to submit the Student Tuition Recovery Fund Assessment Reporting form and the collection of assessment fees as required for the 2nd, 3rd and 4th quarter reporting period of 2023.

39. To determine the degree of discipline, if any, to be imposed on Respondent, Complainant alleges that on or about February 29, 2024, the BPPE issued Modified Citation No. 2324164, that resulted in a \$2,501.00 fine and Order of Abatement, and is now final, based on the following:

Laws/Regulations Violated	Description
CCR title 5, section 74110	A review of the BPPE's records confirmed the Institution failed to submit the 2022 Annual Report. The report was due to the BPPE by December 1, 2023.

1 40. To determine the degree of discipline, if any, to be imposed on Respondent,
2 Complainant alleges that on or about August 31, 2022, the BPPE issued Citation No. 2223022,
3 that resulted in a \$100.00 fine and Order of Abatement, and is now final, based on the following:

Laws/Regulations Violated	Description
CCR title 5, section 76130 (a-e)	The Institution has failed to submit Student Tuition Recovery Fund (STRF) Assessment Reporting Forms for the following quarters: • First, Second, Third, and Fourth Quarters for 2021 • First and Second Quarters for 2022

9 41. To determine the degree of discipline, if any, to be imposed on Respondent,
10 Complainant alleges that on or about October 5, 2021, in the case titled *In the Matter of the*
11 *Citation Against: CINTA AVEDA INSTITUTE*, Citation No. 1920243, a Decision and Order was
12 issued for Respondent that resulted in a \$3,000.00 fine, and is now final, based on the following:

Laws/Regulations Violated	Description
CCR title 5, section 71717(b)	Records were stored at a satellite location
CCR title 5, section 74112(m)	Respondent failed to provide adequate backup documentation to the BPPE upon request

19 42. To determine the degree of discipline, if any, to be imposed on Respondent,
20 Complainant alleges that on or about March 15, 2021 the BPPE issued Citation No. 2021209, that
21 resulted in a \$50.00 fine and Order of Abatement, and is now final, based on the following:

Laws/Regulations Violated	Description
CCR title 5, section 76130 (a-e)	Collection and Submission of Assessments The Institution has failed to submit STRF Assessment Reporting Forms for the following quarters: • Third and Fourth Quarters for 2019; • Second, Third, and Fourth Quarters for 2020;
Code Section 94931(a)	Late Payment

1 PRAYER

2 WHEREFORE, Complainant requests that a hearing be held on the matters herein alleged,
3 and that following the hearing, the Director of the Department of Consumer Affairs issue a
4 decision:

5 1. Revoking or suspending Approval to Operate Institution Code No. 87449475, issued
6 to Cinta Aveda Institute;

7 2. Ordering Cinta Aveda Institute to pay the Bureau for Private Postsecondary
8 Education the reasonable costs of the investigation and enforcement of this case, pursuant to
9 Business and Professions Code section 125.3; and,

10 3. Taking such other and further action as deemed necessary and proper.

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12 DATED: 4/30/2026

Deborah Cochrane

DEBORAH COCHRANE
Chief
Bureau for Private Postsecondary Education
Department of Consumer Affairs
State of California
Complainant