



**Bureau for Private Postsecondary Education**  
1747 N. Market Blvd. Ste 225 Sacramento, CA 95834  
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**CITATION: ASSESSMENT OF FINE AND ORDER OF ABATEMENT**

To: Maya Moore, Owner  
Jamar Moore, Owner  
MooreBeautyLove  
4200B Klose Way  
Richmond, CA 94806

**INSTITUTION CODE: Unapproved**  
**CITATION NUMBER: 2122074**  
**CITATION ISSUANCE/SERVICE DATE: October 14, 2021**  
**DUE DATE: November 13, 2021**  
**FINE AMOUNT: \$ 50,000.00**  
**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 Maya Moore and Jamar Moore, Owners of MooreBeautyLove, (Institution) located at 4200B Klose Way, Richmond, CA 94806 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 May 13, 2021, the Bureau received an anonymous complaint alleging that the Institution operates as a private postsecondary institution 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

#	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 May 13, 2021, the Bureau received a complaint that the Institution was operating without Bureau approval.

On June 18, 2021, Bureau staff reviewed the Institution's website and found the following courses offered:

- Brows Deluxe Course for \$3,095.00
- Lavish Nano Deluxe Course for \$3,095.00

On June 21, 2021, Bureau staff sent email correspondence to the Institution requesting documentation verifying the cost of the courses.

On July 2, 2021, Bureau staff received email correspondence from Institution in response to the Bureau's request and stated the following:

- The pricing on the Institution's website reflected the cost of the course plus the student kits which were optional.
- Course Instruction \$2,495.00
- Optional Course Kit \$600.00

On July 29, 2021, Bureau staff sent email correspondence to the Institution offering the Institution two options:

- Submit an application for an approval to operate or
- Lower the price of the Brows Deluxe Course and Lavish Nano Deluxe Course (i.e. if a student should purchase a kit, the charges for completion of these courses total less than \$2,500).

The Bureau informed the Institution that if they chose to lower their prices in order to continue to operate, the price changes needed to be reflected on the website as soon as possible, but no later than August 12, 2021.

As of August 18, 2021, the Institution did not respond to the email and the Brows Deluxe Course and Lavish Nano Deluxe Course costs were not changed on the Institution's website.

On August 19, 2021, Bureau staff reviewed the Institution's Instagram (social media) pages and found multiple posts advertising the Brows Deluxe Course and Lavish Nano Deluxe Course.

As of October 14, 2021, the Institution is continuing to offer courses over \$2,500 and is therefore 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.moorebeautylove.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, (510) 974-0602, 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 \$50,000.00

**TOTAL ADMINISTRATIVE FINE DUE: \$50,000.00**

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 **\$50,000.00** 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 **November 13, 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 **October 14, 2021**. Payment of the administrative fine and evidence of compliance with the order(s) of abatement shall be due by **November 13, 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:**

Cheryl Lardizabal, 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 Cheryl Lardizabal, Citation Analyst, at (916) 574-8968 or [Cheryl.Lardizabal@dca.ca.gov](mailto:Cheryl.Lardizabal@dca.ca.gov).

“Original Signature on File”

“10/14/2021”

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

\_\_\_\_\_  
**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