



## CITATION ORDER

<p><b>Citation Issued To:</b>          Luxe Beauty &amp; Body Co          2701 Del Paso Rd #130-281          Sacramento, CA 95835</p> <p><b>Institution Code:</b>          Unapproved</p>	<p><b>Citation Number:</b>          24250273</p>
	<p><b>Total Fine Amount:</b>  <span style="color: red; font-weight: bold;">\$25,000.00</span></p>
	<p><b>Order of Abatement Included:</b> Yes</p>

Elizabeth Elias issues this citation in her official capacity as Deputy Bureau Chief of Enforcement at the Bureau for Private Postsecondary Education, California Department of Consumer Affairs (hereinafter referred to as the "Bureau").

### LICENSING HISTORY

1. On or about September 12, 2024, the Bureau determined that Luxe Beauty & Body Co (hereinafter referred to as the "Institution") is not approved by the Bureau to operate a private postsecondary institution.

### DISCIPLINE HISTORY

2. The Institution has no prior discipline history.

### CITATION JURISDICTION

3. This administrative citation is issued to the Institution pursuant to California Education Code (CEC) section CEC 94936 and 94944; and Title 5 of the California Code of Regulations (5 CCR) section 75020 et seq. for the violation(s) described below.

### CAUSE FOR CITATION & ASSESSMENT OF FINE AND/OR ORDER OF ABATEMENT

4. The Institution is in violation of the following Bureau laws and regulations:

**Violation #1:**

**CEC section 94886 – Approval to Operate Required**

**Cause for Citation:** On or about September 12, 2024, the Bureau completed an investigation based on information the Bureau received which alleged that the Institution is operating without Bureau approval.

A Bureau investigation substantiated allegation(s) that the Institution is operating as a private postsecondary educational institution in California without an approval to operate granted by the Bureau or valid exemption. Bureau investigators reviewed documents, statements, websites, and advertising to substantiate the allegation(s).

**Administrative Fine:** Pursuant to 5 CCR section 75020 (b), the Institution is issued a fine of \$25,000.00.

**Order of Abatement:** Pursuant to 5 CCR section 75020 the Bureau issues the following order of abatement:

The Bureau orders the Institution cease to operate as a private postsecondary educational institution, unless the institution qualifies for an exemption under CEC section 94874, or until such time an approval to operate is obtained from the Bureau.

Pursuant to Business and Professions Code (BPC) section 149, the Institution shall cease unlawful advertising and shall notify the telephone company furnishing services to disconnect the telephone numbers contained in any unlawful advertising.

- The Institution shall discontinue recruiting and/or enrolling students and cease all instructional services and advertising in any form or type of media, including: <https://luxebeautyandbodyco.com/>, and any other websites not identified here that are associated with the Institution.
- The Institution shall disconnect all telephone service numbers including, but not limited to: (916) 999-5893.

The Institution shall submit a statement of attestation it has ceased to operate a private postsecondary educational institution unless it is operating under an exemption, and the date it ceased to operate. The statement of attestation shall be dated and signed by an authorized representative of the Institution.

Further, pursuant to CEC section 94917 – Enforceability of Loans:

A note, instrument, or other evidence of indebtedness relating to payment for an educational program is void and not enforceable unless, at the time of execution of the note, instrument, or other evidence of indebtedness, the institution held an approval to operate or valid out-of-state registration with the bureau.

Therefore, the Institution shall not enforce any loans pursuant to CEC section 94917.

### **COMPLIANCE WITH ORDER OF ABATEMENT**

5. In accordance with the provisions of CEC section 94936 and 94944, and 5 CCR section 75020, the Bureau issues the order(s) of abatement described above. Evidence of compliance with the order of abatement must be submitted to the Bureau within 30 days from the date of issuance of this citation. Evidence of compliance with the order of abatement may sent by mail or email to:
  - Mail: Bureau for Private Postsecondary Education  
Attn: Discipline Unit – Tessa Barron  
1747 North Market, Blvd., Suite 225  
Sacramento, CA 95834
  - Email: [bppe.discipline@dca.ca.gov](mailto:bppe.discipline@dca.ca.gov)
    - In the subject line, please include the Institution name and citation number.

### **COMPLIANCE WITH ASSESSMENT OF FINE**

6. In accordance with the provisions of CEC section 94936 and 94944, and 5 CCR sections 75020 and 75030, the Bureau hereby orders this assessment of fines in the total amount of \$25,000.00 for the violations described above. Payment of the fines must be made to the Bureau within 30 days from the date of service of this citation unless an informal conference or hearing is requested. To assist the Bureau in processing the payment of fines, please submit the enclosed *Payment of Fine – Waiver of Appeal* form.

Payment must be sent to the Bureau by mail at:

- Bureau for Private Postsecondary Education

Citation Number: 24250273  
Institution: Luxe Beauty & Body Co  
Institution Code: Unapproved

Attn: Discipline Unit – Tessa Barron  
1747 North Market, Blvd., Suite 225  
Sacramento, CA 95834

### **NOTICE OF APPEAL RIGHTS**

7. You have the right to contest this citation through an informal conference with the Bureau pursuant to 5 CCR section 75020 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, the Bureau must receive a written request within 30 days from the date of issuance of this citation asking for an informal conference and/or administrative hearing or you may also submit the enclosed *Notice of Appeal of Citation – Request for Informal Conference and/or Administrative Hearing* form.

The written request may be sent by email or mail to the addresses below:

- Mail: Bureau for Private Postsecondary Education  
Attn: Discipline Unit – Tessa Barron  
1747 North Market, Blvd., Suite 225  
Sacramento, CA 95834
- Email: [bppe.discipline@dca.ca.gov](mailto:bppe.discipline@dca.ca.gov)
  - In the subject line, please include the Institution name and citation number.

Failure to submit a written request for an informal conference and/or administrative hearing within 30 days from the date of issuance of this citation will forfeit your ability to appeal the citation.

If a hearing is requested, you are not required to comply with this citation until a final order is entered against you.

### **COMPLIANCE WITH FINE AND/OR ORDER OR ABATEMENT DISCLOSURE**

8. Pursuant to BPC section 125.9 and 5 CCR 75050, payment of fine and/or compliance with any order of abatement does not constitute an admission of the violation charged and shall be represented as satisfactory resolution of the matter for the purposes of public disclosure.

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Pursuant to 5 CCR 75050, failure to comply with this citation order, its order of abatement, and/or administrative fine by the required due date is grounds for denial or discipline of an approval to operate. Where a citation is not contested and fine is not paid, the full amount of the assessed fine shall be added to the fee for renewal of the approval to operate. An approval to operate shall not be renewed without payment of the renewal fee and fine.

### **BUREAU CONTACT INFORMATION**

9. If you have any questions regarding this Citation, please contact Tessa Barron, Citation Analyst by email at [Tessa.Barron@dca.ca.gov](mailto:Tessa.Barron@dca.ca.gov) or by phone at (916) 574-7791.

“Original Signature on File”

3/13/2025

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Elizabeth Elias  
Deputy Bureau Chief of Enforcement

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Citation Date of Issuance

Enclosures:

- 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