



SETTLEMENT OF MODIFIED CITATION ORDER

Citation Issued To: Beverly Hills Hair Free 9301 Wilshire Blvd. #310 Beverly Hills, CA 90210 Institution Code: Unapproved	Citation Number: 23240284
	Total Fine Amount: \$6,500.00
	Order of Abatement Included: No

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

LICENSING HISTORY

- On or about April 15, 2024, the Bureau determined that Beverly Hills Hair Free (hereinafter referred to as the "Institution") is not approved by the Bureau to operate a private postsecondary institution.

DISCIPLINE HISTORY

- The Institution has no prior discipline history.

CITATION JURISDICTION

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

CITATION HISTORY

- On or about May 23, 2024, the Bureau issued Citation No. 23240284. On or about June 20, 2024, the Bureau received a Notice of Appeal requesting both an informal conference and administrative hearing. On July 12, 2024, the Bureau held an informal conference with the Institution and the Citation was modified on July 16, 2024, as a result of the informal conference. On September 13, 2024, the Bureau transmitted the case to the Attorney General's Office for Administrative Hearing as requested by the Institution. However, prior to the administrative hearing, the Institution

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signed a settlement of Modified Citation No. 23240284. As settlement of Modified Citation No. 23240284, the Institution agrees to withdraw its request for an Administrative Hearing and agrees to a Settlement of Modified Citation Order as follows:

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

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

<p>Violation #1:</p> <p>CEC Section 94886 – Approval to Operate Required</p>
<p>Cause for Citation: On or about March 26, 2024, the Bureau initiated an investigation based on information the Bureau received alleged that the Institution is operating without Bureau approval.</p> <p>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 a valid exemption. Bureau investigators conducted a site visit as well as reviewed Bureau records, documents, websites, and advertising to substantiate the allegation(s).</p>
<p>Administrative Fine: Pursuant to 5 CCR section 75020 (b), the Institution is issued a fine of \$25,000.00.</p> <p>Administrative Fine: Pursuant to a settlement agreement, the modified fine amount is reduced from \$12,500.00 to \$6,500.00.</p>
<p>Order of Abatement: Pursuant to 5 CCR section 75020 the Bureau issues the following order of abatement:</p> <p>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.</p> <p>Pursuant to Business and Professions Code (BPC) section 149, the Institution shall cease unlawful advertising and shall notify the telephone company</p>

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: www.beverlyhillshairfree.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: (424) 335-0025

Further, the Institution shall 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.

The Institution shall submit a statement of attestation they have corrected all violations and have complied with the order of abatement. The statement of attestation shall be dated and signed by an authorized representative of the Institution.

Further, pursuant to CEC 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 94917.

Order of Abatement: Modified. Pursuant to a settlement agreement, the Institution shall submit a statement of attestation stating it has corrected all violations and complied with the Order of Abatement above to that effect that the Institution has ceased all operations and removed all advertising and marketing. The Institution will keep its phone number and website associated with its business but will not operate as a postsecondary educational institution that requires an approval to operate. The statement of attestation shall be dated and signed by an authorized representative of the Institution.

The Order of Abatement has been satisfied.

COMPLIANCE WITH ASSESSMENT OF FINE

6. The Bureau hereby modifies the Administrative Fine amount from \$12,500.00 to \$6,500.00. The Institution agrees to pay the administrative fine within 30 days of issuance of the Modified Citation.

Payment must be sent to the Bureau by mail at:

- Bureau for Private Postsecondary Education
Attn: Discipline Unit – Aspen Grambusch
1747 North Market, Blvd., Suite 225
Sacramento, CA 95834

NOTICE OF APPEAL RIGHTS

7. The Institution forfeits their right to appeal by withdrawing their appeal for an administrative hearing.

COMPLIANCE WITH FINE AND/OR ORDER OR ABATEMENT DISCLOSURE

8. Pursuant to 5 CCR section 75050, payment of the 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.

Pursuant to 5 CCR section 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. The Bureau may also enforce the administrative fine as if it were a money judgment pursuant to CEC section 94936.

BUREAU CONTACT INFORMATION

9. If you have any questions regarding this Citation, please contact Aspen Grambusch, Citation Analyst by email at Aspen.Grambusch@dca.ca.gov or by phone at (279) 895-6005.

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“Original Signature on File”

2/3/2025

Elizabeth Elias
Deputy Bureau Chief of Enforcement

Citation Date of Issuance

Enclosures:

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