BUSINESS AND CONSUMER SERVICES AGENCY • GAVIN NEWSOM, GOVERNOR
DEPARTMENT OF CONSUMER AFFAIRS • BUREAU FOR PRIVATE POSTSECONDARY EDUCATION
1747 N. Market Blvd., Suite 225, Sacramento, CA 95834
P (916) 574-8900 | Toll-Free (888) 370-7589 | www.bppe.ca.gov

CITATION ORDER

Citation Issued To: Alva Beauty Collective 3139 Lemon Grove Avenue Lemon Grove, CA 91945 **Institution Code:** 16191418	**Citation Number:** 26270151 **Total Fine Amount:** **$2,501.00** **Order of Abatement Included:** Yes

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

LICENSING HISTORY

1. On or about December 15, 2023, the Bureau renewed an Approval to Operate a Non-Accredited Private Postsecondary Institution, Institution Code 16191418, to Alva Beauty Collective, hereinafter referred to as the "Institution." This Approval to Operate will expire on or about December 14, 2028, unless renewed.

DISCIPLINE HISTORY

2. The Institution has the following discipline history:
   - Citation No. 23240288, issued on May 30, 2024
     - Evidence of compliance; citation satisfied June 24, 2024
   - Citation No. 25260096, issued on September 17, 2025
     - Evidence of compliance; citation satisfied October 6, 2025

CITATION JURISDICTION

3. 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.

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: **5 CCR section 74110 – Annual Report and CEC section 94934 – Annual Report**
Cause for Citation: A review of the Bureau's records confirm the Institution failed to submit a complete 2024 annual report. The completed report was due to the Bureau by December 1, 2025. To date, the Institution has failed to submit financials statements as required.
Administrative Fine: Pursuant to 5 CCR section 75030, the Bureau has determined this to be a "Class A" violation. The Institution is issued a fine of $2,501.00.
Order of Abatement: Pursuant to 5 CCR section 75020, the Bureau issues the following order of abatement: The Bureau orders the Institution to submit all components of the 2024 Annual Report, pursuant to 5 CCR section 74110 and CEC section 94934.

COMPLIANCE WITH ORDER OF ABATEMENT

5. In accordance with the provisions of CEC section 94936 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 be 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
        - 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 5 CCR sections 75020 and 75030, the Bureau hereby orders this assessment of fines in the total amount of $2,501.00 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
     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
     - 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 section 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.

   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.

BUREAU CONTACT INFORMATION

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

"Original Signature On File" — 11/10/2026

Elizabeth Elias
Bureau Chief

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