



Bureau for Private Postsecondary Education
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APPEAL OF CITATION INFORMAL CONFERENCE
DECISION: CITATION MODIFIED

February 7, 2022

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

Date of Issuance	Citation Number	Institution Code
February 7, 2022	2122074	Unapproved

On January 5, 2022, an informal telephone conference was held in the matter of Citation: Assessment of Fine and Order of Abatement No. 2122074 (Citation) against Maya Moore and Jamar Moore, Owners of MooreBeautyLove (Institution). In attendance were Jason Alley, Acting Enforcement Chief, and Maya Moore and Jamar Moore, Owners.

Pursuant to Business and Professions Code, section 125.9; California Education Code, section 94936; and Title 5 of the California Code of Regulations, section 75020 and section 75040, the Bureau for Private Postsecondary Education (Bureau) renders the following decision relative to your appeal of the Citation No. 2122074.

It is the decision of Acting Enforcement Chief that on January 28, 2022, Citation No. 2122074 is modified and makes the following change(s):

VIOLATION CODE SECTIONS

#	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><u>Violation:</u> CEC Section 94886. Approval to Operate Required <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>CEC Section 94817.5. Approved to Operate or Approved <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> <p>CEC Section 94868. To Offer to the Public <i>“To offer to the public” means to advertise, publicize, solicit, or recruit.”</i></p> <p>CEC Section 94869. To Operate <i>“To operate” means to establish, keep, or maintain any facility or location in this state where, or from</i></p>

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

Reason for modification: New substantive facts were presented at the conference.

The administrative fine for this violation has been modified from \$50,000.00 to \$25,000.00.

TOTAL MODIFIED ADMINISTRATIVE FINE DUE: \$25,000.00

ORDER OF ABATEMENT

The Bureau orders that you comply with the orders described in the 'Violation Code Sections' of this document and submit evidence of compliance within 30 days from the date of this decision.

PENALTY – ASSESSMENT OF A FINE

Payment of the administrative fine is due within 30 days from the date of this decision. Please complete the Payment of Fine form. Payment must be made to the Bureau by check, or money order. Please include the citation number on the payment of the fine assessment. Payment of the administrative fine shall not constitute an admission of the violation(s) charged and shall be represented as satisfactory resolution of the matter for purposes of public disclosure. Payments may be mailed to:

Cheryl Lardizabal, Discipline Citation Program
Bureau for Private Postsecondary Education
1747 N. Market Blvd., Suite 225
Sacramento, CA 95834

APPEAL OF CITATION

You *do not* have the right to request another Informal Conference to appeal this modified Citation. You *do*, however, have the right to appeal this affirmed or modified Citation through an Administrative Hearing. A hearing before an Administrative Law Judge will be scheduled and you will be notified of the hearing date. The hearing will be held pursuant to Chapter 5 (commencing with section 11500) of Part 1 of Division 3 of Title 2 of the Government Code.

If you do not wish to appeal this modified Citation you must withdraw your initial request for an Administrative Hearing, if one was made. Please complete and mail the enclosed Withdrawal – Request for Administrative Hearing within **30 Days** of the date of this decision.

EFFECTIVE DATE OF CITATION AND FINE ASSESSMENT

This modified Citation is effective on **February 7, 2022**. The Order of Abatement and payment are due by **March 9, 2022**.

Failure to abate the violation or to pay the administrative fine within the time allowed is grounds for denial of an application for an approval to operate or discipline. The Bureau will promptly take all appropriate action to enforce the Modified 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 decision or desire further information, please contact Cheryl Lardizabal, Citation Analyst, at (916) 574-7427 or at Cheryl.Lardizabal@dca.ca.gov.

“Original Signature on File”

“2/7/2022”

Christina Villanueva
Discipline Manager

Date

Enclosures

- Payment of Fine – Waiver of Appeal Rights
- Withdrawal- Request for Administrative Hearing
- Declaration of Service by Certified and First-Class Mail