

Bureau for Private Postsecondary Education 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834 P.O. Box 980818, West Sacramento, CA 95798-0818 P (916) 574-8900 F (916) 263-1897 www.bppe.ca.gov

DEPARTMENT OF CONSUMER AFFAIRS

MODIFIED CITATION: ASSESSMENT OF FINE

To: Vicki Nguyen, Owner
The Brows Academy
14266 Beach Blvd.
Westminster, CA 92683

INSTITUTION CODE: Unapproved CITATION NUMBER: 2021211

MODIFIED CITATION ISSUANCE/SERVICE DATE: June 2, 2021

MODIFIED DUE DATE: July 2, 2021 FINE AMOUNT: \$ 1,000.00

ORDER OF ABATEMENT INCLUDED: YES

Christina Villanueva issues this Modified Citation: Assessment of Fine (Citation) in her official capacity as Discipline Manager of the Bureau for Private Postsecondary Education (Bureau) of the California Department of Consumer Affairs.

CITATION

A Modified Citation is hereby issued to Vicki Nguyen, Owner of The Brows Academy (Institution) located at 14266 Beach Blvd., Westminster, CA 92863, pursuant to Business and Professions Code section 125.9; California Education Code (CEC) sections 94936 and 94932; and Title 5 of the California Code of Regulations (5, CCR) section 75020 for the violations described below.

BACKGROUND

The Bureau previously issued Citation: Assessment of Fine and Order of Abatement No. 2021211 to the Owner of the Institution on March 25, 2021, which was appealed by the Institution and subsequently withdrawn without prejudice on May 24, 2021.

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. **Violation:**

CEC Section 94886. Approval to Operate Required

"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."

CEC Section 94817.5. Approved to Operate or Approved

"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."

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 March 4, 2020, the Bureau received a complaint alleging that the Institution was operating without Bureau approval. The complaint also contained a printout of the Institution's website which advertised a 4-Day Microblading course for \$4,500.00.

On October 1, 2020, Bureau staff reviewed the Institution's website and found the following courses being offered for over \$2,500.00:

- Microblading for \$4,500.00
- Ombre Shading for \$4,400.00
- Microblading and Ombre Mastery for \$4,500.00
- Full Face Permanent Makeup Master for \$5,500.00

Furthermore, Bureau staff reviewed YELP's website and found the following comments pertaining to the Institution:

- On October 11, 2019, a comment was made stating that the person received hands on training from Institution Owner at the Institution.
- On October 14, 2019, the Institution Owner responded a message left on the site "one session is not enough to get the best results and that students receive one to five days of training and unlimited mentorship after completing the program."
- Between July 30, 2019 January 9, 2021, comments were left from individuals stating that they sat as a model for the Institution.

Additionally, Bureau staff conducted a search of the Institution Owner and found an additional website, bbrows.com, for booking microblading services. The website included the Institution's address and contact information for microblade training.

On January 15, 2021, Bureau staff emailed the Institution requesting a list of courses and pricing. On January 18, 2021, the Institution responded to the email and stated that there were available spots on February 5-8 and March 5-8 for the following courses:

- Microblading and Ombre Shading for \$3,500.00 (4 days)
- Full Face (Microblading, Ombre Shading, Lips, Eyeline for \$5,500.00 (5 days)
- Microblading for \$3,000.00 (3 days)
- Ombre Shading for \$2,500.00 (2 days)

On January 29, 2021, Bureau staff reviewed the Institution's social media page and found photos dated from September 2020 to January 2021 that included advertisements for class dates, students shown working on models, and students holding certificates of completion for courses.

As of March 25, 2021, the Institution is 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 thebrowsacademy.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, (714) 501-8626, 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.

<u>Modified Order of Abatement:</u> New substantive facts were presented. Order of Abatement has been satisfied.

Assessment of Fine

The fine for this violation is \$25,000.00

The administrative fine for this violation has been modified from \$25,000.00 to \$1,000.00.

TOTAL MODIFIED ADMINISTRATIVE FINE DUE: \$1,000.00

ASSESSMENT OF A FINE

In accordance with CEC section 94936; and 5, CCR sections 75020 and 75030, the Bureau hereby orders this assessment of fine in the amount of **\$1,000.00** for the violations described above.

Payment must be made to the Bureau by July 2, 2021.

PAYMENT OF ADMINISTRATIVE FINE

The Institution shall pay the civil penalty in the amount of \$1,000.00 by way of cashiers' check or money order. The payment shall be mailed to:

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

The civil penalty must be paid to the Bureau by July 2, 2021. Payment of an administrative citation is not an admission of guilt or liability.

The Institution gives up the right to an administrative hearing and all other rights accorded by the California Administrative Procedure Act and other applicable laws. The Institution's failure to pay the Modified Citation civil penalty pursuant to the terms of this settlement will result in denial of an application for an approval or renewal to operate; disciplinary action, and/or collection action. The Bureau for Private Postsecondary Education may file an Amended Modified Citation for the failure of conditions required of the Institution.

CONTACT INFORMATION

If you have any questions regarding this Modified Citation, or desire further information, please contact Gabriella Perez, Citation Analyst, at Gabriella.Perez@dca.ca.gov.

"Original signature on file"	"6/2/2021"
Christina Villanueva Discipline Manager	Date

Enclosure

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