

LOUISIANA BOARD OF MASSAGE THERAPY

IN THE MATTER OF:

MMS LI, LLC, Establishment License No. E4842
1503 Gause Boulevard, Suite 7
Slidell, LA 70458

FINDINGS OF FACT, CONCLUSIONS OF LAW AND ORDER

Pursuant to La. R.S. 37:3555(A)(1), LAC 46:XLIV.6101 and the Louisiana Administrative Procedure Act, an administrative hearing was held before the Louisiana Board of Massage Therapy (“Board”) on July 21, 2023 relative to the June 20, 2023 Order of Summary Suspension for Establishment License No. E4842 issued to Sha Li for the operation of MMS Li, LLC at 1503 Gause Boulevard, Suite 7 in Slidell (“Respondent”).

Present were: Kathryn Lea Love, Chair; Donna M. Green, Vice-Chair; Rosemary H. Wilkinson, Secretary; Karla Swacker; and Amie Dudzinski, Board Members;

Memry Hodum, Complaint Investigation Officer, recused from the hearing;

Sha Li, Owner representing Respondent assisted by Chinese language interpreter Liuting Chen;

Sheri M. Morris, Counsel for the Board; and

James Raines, Complaint Counsel.

FINDINGS OF FACT

1. Massage Establishment License No. E4842 was issued to Sha Li for the operation of New Perfect Massage at 1503 Gause Boulevard, Suite 7 in Slidell with phone number (985)726-2952 through March 31, 2024.
2. The Board’s staff observed advertisements with the phone number and/or address of record for Respondent on SkipTheGames.com, CallGirlxGuide, BodyRubPage.com, BackPageGals.com, 2BackPage, Reddit and RubMaps. The advertisements for Respondent’s services include photographs of scantily clad women represented to be massage therapists, (Board Exhibit 1).
3. On June 20, 2023, the Board’s Complaint Investigation Officer issued an Order of Summary Suspension suspending Establishment License No. E4842 and sent notice to Respondent at Respondent’s address of record of the administrative hearing scheduled for

July 21, 2023 at 9:30 a.m. for “revocation of licensure or other action as the Louisiana Board of Massage Therapy deems fit,” (Board Exhibit 2, p. 5).

4. Sha Li testified as follows:
 - A. She lives in Los Angeles;
 - B. She just took over the massage business;
 - C. She is a hair stylist for weddings and the massage business is a new to her;
 - E. She comes to Louisiana about every other month;
 - F. She has not paid for any advertisements for the business;
 - G. The previous owner already paid for advertising for a year;
 - H. She is not sure of the contents of the ads placed by the previous owner; and
 - I. Respondent has two employees, one of the employees is a licensed massage therapist.
5. The advertisements for Respondent on the internet fail to include the license numbers of the massage therapists or of the massage establishment.

CONCLUSIONS OF LAW

1. La. R.S. 37:3558(D) making sexually oriented businesses ineligible for licensure as a massage establishment makes Respondent ineligible for registration as a massage establishment.
2. Respondent and its owner Sha Li, violated:
 - A. La. R.S. 37:3564(A) by failing to include the license number of the massage therapist and massage establishment on advertisements; and
 - B. La. R.S. 37:3564(C) by including pictorial representations on advertisements where massage therapists are attired and posed in a manner as to appeal to the prurient interest.
3. Violations of La. R.S. 37:3558(D) and La. R.S. 37:3564 are sufficient grounds to revoke an establishment license.

ORDER

Considering the applicable laws and the evidence and testimony;

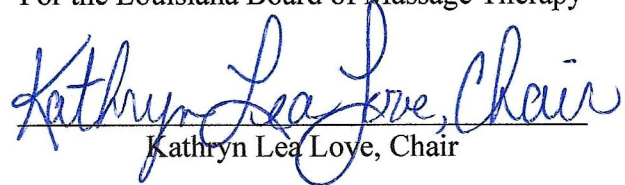
IT IS ORDERED, ADJUDGED AND DECREED that Massage Establishment License No. E4842 issued to Sha Li for the operation of MMS Li, LLC through March 31, 2024 at 1503 Gause Boulevard, Suite 7 in Slidell with phone number (985)726-2952 is hereby revoked;

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that all costs of this proceeding are assessed to Sha Li and MMS Li, LLC; and

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that Sha Li and MMS Li, LLC are ineligible for licensure by the Louisiana Board of Massage Therapy until all costs of this proceeding are paid in full and all advertisements including the address and/or phone number of record for MMS Li, LLC are removed from sexually oriented websites.

Signed this 7th day of August 2023.

For the Louisiana Board of Massage Therapy


Kathryn Lea Love, Chair