

LOUISIANA BOARD OF MASSAGE THERAPY

IN THE MATTER OF APPLICATION FOR ESTABLISHMENT LICENSE:

**Serenity Massage, Inc.
3971 Pontchartrain Drive, Suite 3
Slidell, LA 70458**

FINDINGS OF FACT, CONCLUSIONS OF LAW AND ORDER

Pursuant to La. R.S. 37:3555(B) and applicable provisions of the Louisiana Administrative Procedure Act, an administrative hearing was held before the Louisiana Board of Massage Therapy (“Board”) on November 3, 2023, relative to the Notice of Intent to Deny Application for Establishment License for Serenity Massage, Inc. owned by Yun Lin, also known as Steven, (“Applicant”).

Present were: Toshii K. Cooper; Donna M. Green; Kathryn Lea Love, Chair; and Karla Swacker; Board Members;
Memry Hodum, Complaint Investigation Officer who was recused from the hearing;
Sheri M. Morris, Counsel for the Board; and
James Raines, Complaint Counsel.

FINDINGS OF FACT

1. No representative of Serenity Massage, Inc. appeared for the hearing or responded to the Notice of Intent to Deny Application for Establishment License.
2. Yun Lin sent a letter to the Board dated September 9, 2023, stating a “cease and desist notice was issued to ‘Serenity Spa LA on 08/29/2023 for operating without a license,” (Board Exhibit A).
3. On or about September 11, 2023, Yun Lin submitted a Louisiana Application for Establishment License with Verifying Affidavit for SERENITY MASSAGE, INC., to be located at 3971 Pontchartrain Drive, Suite 3 in Slidell with phone number (985) 778-3014, (“Application”), (Board Exhibit A).
4. The Board’s staff observed advertisements with the phone number and/or location on the Application on websites which advertise sexually oriented websites including ECCIE.net, Rubmaps, New Orleans BedPage, Adult Outlook, Call Escort Girls, RubsGuides, SumoSearch and SkiptheGames advertising massage and sexually oriented services. Advertisements on website advertising sexually oriented businesses with the phone number on the application included photographs of women in lingerie and customer reviews, (Board Exhibit B).

5. On or about September 20, 2023, the Board sent a Notice of Intent to Deny Establishment Application to Applicant via email and U.S Regular and Certified Mail with notice of an Administrative Hearing for November 3, 2023.
6. A lease agreement dated September 1, 2023 for 3971 Pontchartrain Drive, Unit 3 in Slidell, the location in the Application, was executed by Jing Wang as tenant for September 1, 2023 through August 31, 2026.
7. An Application for Occupancy dated October 10, 2023 was filed with the Department of Building Safety for 3971 Pontchartrain Drive, Unit 3 in Slidell by Jing Wang for Slidell Sunshine, Inc. The application states “Not vacant. Still occupied” and “will not do any renovation.”

CONCLUSION OF LAW

La. R.S. 37:3558(D) prohibits licensure of a sexually oriented businesses as a massage establishment.

ORDER

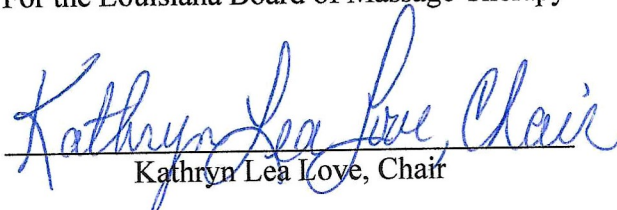
Considering the applicable law and evidence;

IT IS ORDERED, ADJUDGED AND DECREED that the Application for Establishment License of SERENITY MASSAGE, INC. submitted by Yun Lin, also known as Steven, is hereby DENIED; and

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that Yun Lin and SERENITY MASSAGE, INC. are ineligible for licensure by the Louisiana Board of Massage Therapy until Applicant appears before the Board.

Signed this 5th day of March 2024.

For the Louisiana Board of Massage Therapy


Kathryn Lea Love, Chair

Please notify via Certified U.S. Mail and Regular Mail:

Serenity Massage, Inc.
3971 Pontchartrain Drive, Suite 3
Slidell, LA 70458

Yun Lin, also known as, Steven
427 Red Maple Drive
Mandeville, LA 70448