

LOUISIANA BOARD OF MASSAGE THERAPY

IN THE MATTER OF:

BEAUTY ORIENTAL, LLC Application for:

Establishment License at:

9126 Jefferson Highway

Baton Rouge, LA 70809

FINDINGS OF FACT, CONCLUSION OF LAW AND ORDER

Pursuant to La. R.S. 37:3555(B)(1) and applicable provisions of the Louisiana Administrative Procedure Act, an administrative hearing was held before the Louisiana Board of Massage Therapy (“Board”) on March 11, 2024, relative to the Notice of Intent to Deny Application for Establishment License to Kiet The Su for the operation of BEAUTY ORIENTAL at 9126 Jefferson Highway, Baton Rouge, LA 70809.

Present were: Toshii Cooper; Donna M. Green; Memry Hodum; Kathryn Lea Love, Chair; Karla Swacker; and Rosemary H. Wilkinson, Board Members;

Sheri M. Morris, Counsel for the Board;

James Raines, Complaint Counsel;

Mandarin Chinese Language Interpreter, Yang Mei Hong;
and

Kiet The Su, owner of Beauty Oriental, LLC (“Applicant”).

FINDINGS OF FACT

1. On or about December 20, 2023, Kiet The Su submitted an Application for Massage Establishment License with Verifying Affidavit for BEAUTY ORIENTAL, LLC to be located at 9126 Jefferson Highway in Baton Rouge with phone number (225)256-0263, (Board Exhibit 1).
2. Records filed with the Louisiana Secretary of State on October 18, 2023, show Kiet The Su is the registered agent and Manager of BEAUTY ORIENTAL, LLC (Board Exhibit 1).
3. Advertisements with the address on the Application were found on websites advertising sexually-oriented services including, AdultGirlsMap, Asian Massage, New Arrival Girls, xEscortHub, BackPageGals, SkiptheGames, AdultListMap, SumoSearch, BodyRubsPage, and BedPage. Ads on websites for sexually-oriented businesses with the address on the Application included women in lingerie represented to be massage therapists, (Board Exhibit 2).
4. Kiet The Su was listed on Establishment License Application for Meme Spa, Inc., as the owner of the establishment, (Board Exhibit 2).

5. On or about April 13, 2023, Kiet The Su submitted an Application for Massage Establishment License with Verifying Affidavit for MEME SPA, LLC., to be located at 803 E. Prien Lake Road in Lake Charles with phone number (713) 842-2540, (Board Exhibit 2).
6. Records filed with the Louisiana Secretary of State on February 1, 2023, show Kiet The Su as the registered agent of MEME SPA, LLC, (Board Exhibit 2).
7. The phone number and location listed on the Establishment Application for MEME SPA, LLC, were also listed on sexually oriented websites including WorldEscortsHUB, SkipTheGames.com, backpageGals.com, ScretHostess, WorldescortsPage, RubMaps, ScarletArmour.com, AdultSearch, BedPage, EscortsAffair, OnDate, TopEscorts24, and HarlotHub. The advertisements including the establishment's phone number advertised sexually oriented services and include women in inappropriate attire, (Board Exhibit 2).
8. On August 25, 2023, the Board's Investigator observed and photographed a "for rent" sign in the window of the location for MEME SPA, LLC. The Investigator's Report indicates there was no sign for the establishment at the location, (Board Exhibit 2).
9. On September 25, 2023, an administrative hearing and the Establishment Application for MEME SPA, LLC., was denied by the Board.
10. On or about January 12, 2024, the Board sent a Notice of Intent to Deny establishment application for BEAUTY ORIENTAL and Notice of Hearing to Applicant via email and U.S. regular and Certified Mail No. 9589 0710 5270 0133 4388 90 and advised an administrative hearing would be held on March 11, 2024, (Board Exhibit 3).
11. Kiet The Su testified under oath with the assistance of the Language Interpreter:
 - a. He has no knowledge of the information provided by the Board's staff. He submitted an application for a legitimate business.
 - b. He is still the process of taking the ads down but does not understand the internet process.
 - c. He manages the finances of the business and takes care of the bills. He does not pay for advertisements of the establishment. He is willing to change the phone number of the establishment in order to separate the establishment from the ads.
 - d. He owns two businesses. He lives in Pennsylvania and his cousin manages his business in Baton Rouge. He does not recall his cousin's name.
 - e. Chung Fu Li is listed as the licensed therapist for the establishment. Ms. Li lives in Baton Rouge and shares an apartment with others while she works during the week. Ms. Li sometimes work in Alexandria when there is no work available in Baton Rouge. Ms. Li is available by appointment only since she is the only massage therapist working at the establishment.
 - f. He is relocating his business to another location to be called Smooth Body Relax near Sherwood Forest Boulevard near Hunan.

- g. He has been working on the establishment application for some time now due to issues with previous owners.
- h. He has never paid for advertisements and has no knowledge of the advertisements.
- i. He hopes the Board can approve his application as soon as possible so he is able to pay rent and does not have to close permanently.

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 Massage Establishment License of BEAUTY ORIENTAL, LLC submitted by Kiet The Su is hereby DENIED; and

IT IS FURTHER ORDERED, ADJUDGED and DECREED that Kiet The Su and BEAUTY ORIENTAL, LLC are ineligible for licensure by the Louisiana Board of Massage Therapy until Applicant demonstrates compliance with all applicable laws.

Signed this ____ day of September 2024.

For the Louisiana Board of Massage Therapy

Kathryn Lea Love, Chair

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

BEAUTY ORIENTAL
9126 Jefferson Highway
Baton Rouge, LA 70809

Kiet The Su
1304 McKean Street
Philadelphia, PA 19148

Via email: yangmeihong38@gmail.com