

LOUISIANA BOARD OF MASSAGE THERAPY

IN THE MATTER OF

NOBLE MASSAGE

LICENSE NO. E4212

ORDER OF SUMMARY SUSPENSION

Pursuant to La. R.S. 49:977.3(C), the Louisiana Board of Massage Therapy (“LBMT”) summarily suspends License number E4212 issued to Noble Massage pending an administrative hearing scheduled for **December 9, 2024, at 9:30 a.m.**

This Order of Summary Suspension is effective as of November 7, 2024. Upon execution of this Order, Noble Massage must immediately cease and desist from providing massage therapy services.

I. INITIAL FINDINGS

To protect public health, safety, and welfare, emergency action is required due to the nature of the allegations against Noble Massage.

As part of the LBMT’s review of licensed massage establishments, the LBMT regularly searches websites where businesses offering illicit services and/or illegal prostitution regularly advertise. The LBMT searches these websites to compare the names, addresses, and phone numbers of its licensed massage establishments. LBMT Investigator Paul Kimball reviewed these websites for information and found contact information associated with Noble Massage on several websites. Specifically, Investigator Kimball identified the following information:

On “RubMaps,” Noble Massage has several reviews posted on a subscription-based website dedicated to Asian Massage Parlor (AMP) reviews. Only paid subscribers have access to these reviews, which are submitted by other subscribers. A review of this site shows that Noble

Massage has 19 user-submitted reviews dated between December 2, 2016, and April 24, 2024. These reviews allow contributors to specify the “provider” and detail services offered or received. Out of the 19 reviews, 17 reported offers or receipt of sexual services in exchange for money, identifying seven different providers.

On April 24, 2024, an individual under the username “hardinbr” reported paying \$60 to the “house” and a \$60 tip to “Ruby”, who was described as a 36-40 year old Chinese female with a slim build, black hair, 5’0” – 5’5” tall. The review indicated the user received a “handjob” to completion. A review submitted on March 28, 2024, by username “wantingmore69” reported paying \$60 to the “house” and a \$40 tip to “Ruby”, who this user describes as a 41-45 year old Chinese female with a slim build, black hair, 5’0” – 5’5” tall. The reviewer reported being a repeat customer of “Ruby” and reported he received a “handjob”, “prostate massage”, and was allowed to touch “Ruby” in her genital area.

On Eccie.net, forum members can post reviews of various types of sex workers, including a section labeled "Encounters AMP/Spa" organized by city and state. Non-premium members have limited access to information. A search on the site for “Noble Massage” and the phone number “225-444-5044” returned five posts dating from December 2, 2020, to November 30, 2021. Each of these posts mentioned sexual services, ranging from Full-Body Sensual Massage (“FBSM”) to Happy Ending (“HE”).

AdultSearch.com is a classified ad website for sexually oriented businesses, providers, and workers. Listings on the site require a paid subscription and are not free. Noble Massage has one listing on AdultSearch.com. Although the ad does not specify any sexual services, it is posted under the category "Erotic Massage." The business is listed with the address 12314 Jefferson Highway, Baton Rouge, LA 70816, and phone number (225) 444-5044.

Hot.com is a search engine dedicated to sexually oriented businesses. To advertise on this platform, businesses are required to create an account and pay for their listing. Noble Massage has an advertisement on Hot.com, accompanied by several reviews dated from December 1, 2016, to May 8, 2023. Upon review, some of these reviews were found to be identical to those listed on RubMaps.

Based on the foregoing, it is alleged that Noble Massage violated the following rules and regulations applicable to the LBMT:

La. R.S. 37:3558. Massage establishments

- C. For purposes of this Chapter, "sexually oriented business" means a sex parlor, massage parlor, nude studio, modeling studio, love parlor, adult bookstore, adult movie theater, adult video arcade, adult motel, or other commercial enterprise which has as its primary business the offering of a service or the sale, rent, or exhibit of devices or any other items intended to provide sexual stimulation or sexual gratification to the customer.
- D. A sexually oriented business shall be ineligible for registration as a massage establishment and shall not operate as a massage establishment.

La. R.S. 37:3563. Grounds for discipline.

- A. The board may suspend, revoke, or refuse to issue or renew a license after notice and opportunity for hearing pursuant to the Administrative Procedure Act, upon proof of any of the following:
 - (3) Engaging in unprofessional conduct that has endangered or that is likely to endanger the health, welfare, or safety of the public, as further defined by rules of the board.

- (6) Violating or aiding and abetting in the violation of any provisions of this Chapter or the rules and regulations promulgated hereunder.

La. R.S. 37:3564. Regulation of advertising.

- A. A person or an entity that does not hold a license as a massage therapist, physical therapist, or chiropractor, a certificate to practice athletic training, or a license as

a massage establishment shall not use the words "massage", "body work", or any derivative or variation of the word "massage", including specific bodywork or massage modalities, on any sign or other form of advertising. Any advertisement by a massage therapist or a massage establishment shall contain the license number of such therapist or establishment. Building signs with promotional material shall also include the professional or establishment number.

- B. No sexually oriented business, as defined in R.S. 37:3558(C), shall use the word "massage", "body work", or any derivative or variation of the word "massage", including specific bodywork or massage modalities, on any sign or other form of advertising.
- C. In all pictorial representations for any advertisement representing massage therapy, including such representations through video, all persons representing massage therapists shall be attired and posed in a manner as to avoid appealing to the prurient interest. Persons representing clients shall be appropriately draped and posed. No licensed therapist or establishment shall advertise in any publication or any website marketing services appealing to the prurient interest.

LAC 46:XLIV §3101. Prohibition of Sexual Activity.

- A. All sexual activity by any person or persons in any massage establishment is absolutely prohibited.
- B. No massage establishment owner or operator shall engage in, or permit any person or persons to engage in, sexual activity in a massage establishment or to use that establishment to make arrangements to engage in sexual activity in any other place.
- C. No massage therapist shall engage in sexual activity with a current client of the therapist.
- D. No massage therapist shall engage in sexual activity with a former client of the therapist within three months after cessation of professional services.
- E. As used in this Rule and §5301 of this Part:
 - a. sexual activity—includes:
 - i. coital sexual intercourse;
 - ii. anal sexual intercourse;
 - iii. fellatio, cunnilingus;
 - iv. masturbation;
 - v. passionate kissing and acts of sadomasochistic abuse;
 - vi. flagellation; or
 - vii. torture in the context of sexual conduct;

- b. the purposeful touching of the genitals of another person and the purposeful erotic stimulation of the anus, the male or female nipple, or the female breast, whether through draping or clothing, whether resulting in penetration or orgasm or not, and whether by instrumental manipulation, touching with the hands, or other bodily contact;
 - c. any sexual offenses proscribed by the criminal laws of Louisiana including, but not limited to, R.S. 14:83.3 and 83.4.
- F. For purposes of this rule, the term client means and includes any person receiving massage therapy services provided for compensation (regardless of the source, recipient or nature of the compensation), and any person receiving massage therapy services that are not provided for compensation either because of indigence or because the massage therapy services were provided within the context of a community outreach or other public service program. A massage therapist's own spouse is excluded from the term client under this rule.

LAC 46:XLIV §5301. Unprofessional Conduct

- A. The following acts shall constitute misconduct in the practice of massage therapy or incorrect practice of massage for which disciplinary penalties may be imposed:

- 4. engaging in or attempting or offering to engage a client in sexual activity, including any genital contact, as provided under §3101 of this Part....

- 8. violating any provision of any rule of the board, or a lawful order issued at a board hearing, or, failing to comply with a lawfully issued subpoena....


II. DECISION AND ORDER

To maintain public health, safety, and welfare, emergency action is required due to the allegations set forth in the allegations in the complaint against Noble Massage. Accordingly, LBMT License number E4212 issued to Noble Massage, is SUSPENDED, effective immediately, pending proceedings for revocation of licensure or other action as the Louisiana Board of Massage Therapy deems fit.

Proceedings before the Louisiana Board of Massage Therapy shall be promptly instituted and determined. Accordingly, an administrative hearing before the Louisiana Board of Massage Therapy is scheduled for **December 9, 2024, at 9:30 a.m.**, at the **Jones Creek Library, 6222 Jones Creek Rd., Baton Rouge, Louisiana, 70817**. The hearing panel will consist of current Board Members. The hearing will be conducted in accordance with the Administrative Procedure Act, the Louisiana Massage Therapists and Establishments Act, and the rules promulgated by the Louisiana Board of Massage Therapy.

Noble Massage will be given a full opportunity to appear and be heard, with or without counsel, and is entitled to hear a statement of what accusations have been made against it, to present evidence, to cross-examine witnesses, and to have witnesses subpoenaed. Noble Massage may request that subpoenas be issued by the Louisiana Board of Massage Therapy and must send a request to the Louisiana Board of Massage Therapy office at least 10 days prior to the hearing, listing the names and addresses of the individuals to be subpoenaed, along with a brief summary of what the individual will testify to. The testimony will be under oath and a court reporter will record the proceedings at the hearing, and any party wishing to obtain a transcript of the hearing may do so at their expense.

Date: November 7, 2024



Memry Hodum
Complaint Investigation Officer
Louisiana Board of Massage Therapy