

LOUISIANA BOARD OF MASSAGE THERAPY

IN THE MATTER OF

YANCHUN SUN

LICENSE NO. LA9318

ORDER OF SUMMARY SUSPENSION

Pursuant to La. R.S. 49:977.3(C), the Louisiana Board of Massage Therapy (“LBMT”) summarily suspends License number 9318 issued to Yanchun Sun (“Ms. Sun”) 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, Ms. Sun is not authorized to engage in the practice of massage therapy and must immediately cease and desist from the practice of massage therapy, as defined by La. R.S. 37:3552. Further, Ms. Sun must cease and desist from referring to herself as a licensed massage therapist.

I. INITIAL FINDINGS

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

Ms. Sun is registered as a licensed massage therapist at Yang Yang Massage (License #E5152). 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 Yang Yang Massage on several websites. Specifically, Investigator Kimball identified the following information:

A review of “RubMaps,” a subscription-based website dedicated to Asian Massage Parlor (AMP) reviews, lists Yang Yang Massage with an address at 13847 Coursey Blvd, Ste C1, Baton Rouge, LA 70817, and a contact number (225) 256-6676. A reverse search links this number to Liping Yuan. Yang Yang Massage has four user-submitted reviews, dated from April 24, 2024, to August 28, 2024, each allowing users to specify the “provider” and the services offered or received. All four reviews report sexual services being provided in exchange for payment, identifying three providers: Jessica, Cindy, and Lily.

The most recent review, dated August 28, 2024, was posted by "appleforange!" who reported paying \$60 to the “House” and tipping \$100 to “Lily,” described as an Asian woman aged 31–35, with an average build, black hair, and standing between 5'0" and 5'5". The reviewer reported receiving a “HJ” (handjob).

A review from July 12, 2024, by "fankgang" reported paying \$60 to the “House” and a \$40 tip to “Cindy,” described as an Asian woman aged 25–30, petite with black hair, and standing 5'0" to 5'5". The reviewer reported receiving a “CBJ” (condom blowjob) and participating in “69” (simultaneous mutual oral sex).

A review from May 29, 2024, by "excitedjunior" reported paying \$60 to the “House” and a \$40 tip to “Jessica,” described as a Chinese woman aged 25–30 with an average build, black hair, and height of 5'0" to 5'5". The reviewer reported receiving a “HJ” (handjob).

A review dated April 24, 2024, by “James777777” reported paying \$60 to the “House” and a \$60 tip to “Jessica,” described as an Asian woman aged 25–30, petite, with black hair, and height between 5'0" and 5'5". The reviewer reported a “happy ending” with additional details including a “greased hand,” “teasing on my balls,” and an “iced tongue with a little twirling.”

Eccie.net is a forum-based website where members can post reviews of various types of sex workers, including a section labeled "Encounters AMP/Spa" organized by city and state. One posting for Yang Yang Massage was found on Eccie.net.

Based on the foregoing, it is alleged that Ms. Sun violated the following rules and regulations applicable to the LBMT:

La. R.S. 37:3546. 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.

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.

Code of Conduct for Massage Therapists, La. Admin Code. tit. 46, Pt XLIV, §3101, et seq.:

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—including:
 - 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

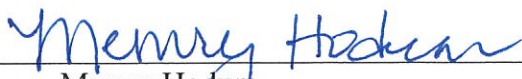
To maintain public health, safety, and welfare, emergency action is required due to the allegations set forth in the allegations in the complaint against Ms. Sun. Accordingly, LBMT License number E5152 issued to Ms. Sun, is SUSPENDED, effective immediately, pending proceedings for revocation of licensure 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.

Ms. Sun 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. Ms. Sun 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