

LOUISIANA BOARD OF MASSAGE THERAPY

IN THE MATTER OF

MELVIN URSIN

LICENSE NO. LA9454

ORDER OF SUMMARY SUSPENSION

Pursuant to La. R.S. 49:977.3(C), the Louisiana Board of Massage Therapy (“LBMT”) summarily suspends License number 9454 issued to Melvin Ursin (“Mr. Ursin”) pending an administrative hearing scheduled for **February 10, 2025**, at **9:30 a.m.**

This Order of Summary Suspension is effective as of January 7th, 2025. Upon execution of this Order, Mr. Ursin 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, Mr. Ursin must cease and desist from referring to himself 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 Mr. Ursin.

Mr. Ursin is registered as a licensed massage therapist at Serenity in the Marigny (License #E4573); however, his business cards indicate that he is a mobile massage therapist, providing massage therapy services on an “outcall” and “in call” basis. On November 14, 2024, the LBMT office received a complaint by phone wherein the complainant advised that Mr. Ursin was providing sexual services (happy endings) both in his home and in client’s homes. Based on the information provided in the complaint, an investigation was initiated into the allegations against Mr. Ursin.

The initial investigation into the allegations revealed that Mr. Ursin advertised on Instagram under the usernames “shadow_work_24” and “shadow_self_therapy_”. On the Instagram page for username shadow_work_24, Mr. Ursin posted a video that he reposted from Snapchat in which he is shown shirtless and embracing a topless female on a massage table whose torso was not draped and also giving her a massage while he is shirtless. In association with this video, he posted:

Ladies free yourself! I will be going private 11/14/24 at noon and uploading full video. This page will be kept private and be by referral only after I eliminate followers from my list. No men unless you're part of my team. (No sex will ever be involved in this, I'm just providing a fantasy so please be respectful) NDA will have to be sign. \$250 a hr and \$200 a hr with content.

He also stated the following in a post:

(Video posted) Woke up this morning to my main page being reported and now I can't access it. So go add me on snap chat while I adjust my prices to turn shit up. Come see me for me for 50 mins massage \$85 Raw Shit \$150
80mins massage \$\$145 Raw Shit \$210
110mins massage \$185 Raw Shit \$250
Make a video and save 25%

Mr. Ursin also made a reference to his Instagram account “shadow_work_24” on his Facebook account under username “Melvin Ursin III”. On December 4, 2024, on Instagram account “Shadow_Self_Therapy_” Mr. Ursin posted regarding an offer for a “50min full body massage” and stated that one could “add sugar foot scrub, butter treatment, and wine \$20”. On December 20, 2024, Mr. Ursin posted his pricing for booking, and indicated his fees varied based upon the time of day, and provided higher prices for massages given between 8 p.m. and 7 a.m.

Based on the foregoing, it is alleged that Mr. Ursin 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, §101, et seq.:

LAC 46:XLIV §2501. Safety and Sanitary Requirements.

- B. Draping. Each massage establishment shall maintain a sufficient supply of clean towels, gowns or sheets, for the purpose of covering each client during a massage. Before beginning a massage, each massage therapist shall explain to the client expected draping techniques and provide the client a clean drape for that purpose. At all times during a massage session, reasonable efforts must be made to keep covered the gluteal cleft and genitalia for male clients and the breasts, the gluteal cleft, and genitalia for female clients. The board may establish a protocol for any variation from the above described draping procedures.

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 Mr. Ursin. Accordingly, LBMT License number LA9454 issued to Mr. Ursin, 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 **February 10, 2025, 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.

Mr. Ursin 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. Mr. Ursin 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: 1/7/2025

Complaint Investigation Officer
Louisiana Board of Massage Therapy