

**LOUISIANA BOARD OF MASSAGE THERAPY**

**IN THE MATTER OF:  
LOMI SPA, INC., License No. E5245**

**REVISED**

**FINDINGS OF FACT, CONCLUSIONS OF LAW AND ORDER**

Pursuant to La. R.S. 37:3555(A)(1), LAC 46:XLIV.6101 and the Louisiana Administrative Procedure Act, an administrative hearing was held before the Louisiana Board of Massage Therapy (“Board”) on February 10, 2025, following the issuance of the Order of Summary Suspension on January 7, 2025 for License No. E5245 issued to Lomi Spa, Inc. to operate at 10979 Coursey Boulevard, Suite J, Baton Rouge, Louisiana 70816.

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

Sheri M. Morris, Counsel for the Board;

James Raines, Complaint Counsel; and

Monique Fields, Attorney for LOMI SPA, INC. (“Respondent”).

Memry Hodum, Investigative Officer, was recused and did not participate in the hearing, deliberations or vote.

**FINDINGS OF FACT**

1. The application for Establishment License filed with the Board indicated Xiao Lei Song and Xing Fu Qui were the owners of LOMI, INC. and Xiao Lei Song, licensed by the Board as a massage therapist as evidenced by LMT9530 would be the massage therapist for the establishment, that no previous massage establishment operated at this address and there was no change of ownership. The mailing address provided was 1250 SW 67<sup>th</sup> Avenue, Plantation, FL 33317, (Board Exhibit, pp. 25-30).
2. The Louisiana Secretary of State’s records show Xing Fu Qui as the registered agent, president, treasurer, director and officer of LOMI SPA, INC. incorporated on November 13, 2023. Xing Fu Qui’s address was listed as “10979 Courses BLVD STE J, Baton Rouge, LA 70816.” (Board Exhibit, p. 31).
3. License No. E5245 was issued by the Board to Xiao Lei Song and Xing Fu Qiu for the operation of LOMI SPA, INC. at 10979 Coursey Boulevard, Suite J, Baton Rouge, Louisiana 70816 through March 31, 2025, (Board Exhibit, pp. 37-37-39).
4. On or about September 4, 2024, the Board received a request from Xiaolei Song, LMT9530 indicating that she decided to relocate to California and request that her name be removed from the licenses issued to LOMI SPA, INC. located at 10979 Coursey Blvd, (Suite J), Baton Rouge, LA 70816, License No. E5245 and from Lavender 666 Inc., 5145 Maine Street (Suit E), Zachary, LA 70791 with “Establish # TBD.”
5. On November 14, 2024, a Board Inspector reported:
  - A. Two females were at the facility when she arrived but one left the facility abruptly.

- B. Massage therapist licenses were not posted in plain sight and upon information and the two individuals were not licensed massage therapists.
  - C. The individuals at the facility were wearing very little clothing, spoke very little English and appeared to be living on the premises.
  - D. The sign at the establishment did not match the name on the massage establishment license and advertising materials for New Fusion Massage and Bio Wellness Center were at the premises.
  - E. The individual at the facility refused to sign the inspection report. (Board Exhibit, pp. 3-16).
  - F. She delivered a Cease and Desist Notice advising the individual to “cease and desist advertising and/or performing massage therapy services until any/all violations are cleared.” (Board Exhibit, pp. 34-36).
6. On January 7, 2025, an Order for Summary Suspension for License No. E5245 was issued to LOMI SPA, INC. and a hearing was set for February 10, 2025, (Board Exhibit, pp. 48-55). The Order of Summary Suspension was sent to LOMI SPA, INC. via email to JOSEPH1235@HOTMAIL.COM (Board Exhibit p. 56), the email address listed on the application and sent by U.S. regular and Certified Mail No. 9589 0710 5270 2367 1644 84 and was delivered to the address of record in Plantation Florida (Board Exhibit, pp. 57-58).
7. The Board’s Executive Assistant testified as follows:
- A. New Fusion’s license was revoked by the Board.
  - B. An Inspector for the Board’s contacted her via telephone during the November 14, 2024 inspection and advised that the individual at the facility, named Cici, who she was communicating with through a translation app did not know the owner’s name.
8. The Board’s Investigator testified as follows:
- A. He searched the open web for the addresses, phone numbers and names as requested by the Board’s staff.
  - B. He searched sites with restricted access and observed advertisements on sites advertising illicit services including Eccie, Tubmaps, Bodyrubmassage, Hornethub, Escortrush and Backpage for New Fusion with the address and phone numbers of LOMI SPA, Cin. He observed reviews for CiCi indicating sexual services.
  - C. He observed advertisements including the phone number and address of LOMI SPA, INC. with pictorial representations of persons represented to be massage therapists attired and posed in manners to appeal to the prurient interests on websites, (Board Exhibit pp. 17-24).

**CONCLUSIONS OF LAW**

1. LOMI SPA, INC. violated:
- A. La. R.S. 37:3564(A) requiring, “[a]ny advertisement by a massage therapist or a massage establishment including but not limited to building signs, a website, and other promotional materials shall contain the name and number of the licensed therapist or establishment on file with the board.”
  - B. La. R.S. 37:3564(C) requiring “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.”

- C. La. R.S. 37:3564(C) prohibiting licensed therapists and establishments from advertising “in any publication or any website marketing services appealing to the prurient interest.”
  - D. L.A.C. 46:XLIV.5301(A)(4) by “offering to engage a client in sexual activity.”
  - E. L.A.C. 46:XLIV.5301(A)(8) by violating rules of the Board.
2. La. R.S. 37:3558(D) prohibits licensure of a sexually oriented businesses as a massage establishment.

**ORDER**

Considering the applicable law, testimony and the evidence;

IT IS ORDERED, ADJUDGED AND DECREED that License No. E5245 issued to LOMI SPA, INC., to operate at 10979 Coursey Boulevard, Suite J, Baton Rouge, Louisiana 70816 is hereby REVOKED;

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that LOMI SPA, INC. is fined \$1,000 for violating La. R.S. 37:3564(A) and \$1,000 for violating La. R.S. 37:3564(C);

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that costs of this proceeding in the amount are assessed to LOMI SPA, INC.; and

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that LOMI SPA, INC., Inc. and Xing Fu Qui shall be ineligible for licensure by the Louisiana Board of Massage Therapy until the fines totaling \$2,000 and costs of the proceeding are paid in full and Xing Fu Qui appears before the Board.

Signed this 27<sup>th</sup> day of February, 2025.

For the Louisiana Board of Massage Therapy

  
Kathryn Lea Love, Chair

**Please notify via Email:** \_\_\_\_\_

Xing Fu Qui, owner and registered agent for LOMI SPA, INC. through Counsel of Record:

**Via email: mhfieldslaw@gmail.com and Regular Mail**

Monique Fields  
3022 Ray Weiland Drive  
Baker, LA 70704

**Via email: JOSEPH11235@HOTMAIL.COM and Certified U.S. Mail and Regular Mail**

Xing Fu Qui, owner and registered agent for  
LOMI SPA, INC.  
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