

LOUISIANA BOARD OF MASSAGE THERAPY

**IN THE MATTER OF:
MELVIN L. URSIN, III, License No. LMT9454**

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, of Massage Therapist License No. LMT9454 issued to Melvin L. Ursin, III:

Present were: Kathryn Lea Love, Chair; Toshii Cooper; Donna M. Green; Karla Swacker; Memry Hodum, and Rosemary H. Wilkinson, Board Members;
Sheri M. Morris, Counsel for the Board;
James Raines, Complaint Counsel; and
Melvin L. Ursin, III (“Licensee”).

Memry Hodum was recused from participating in the hearing, deliberations and vote.

FINDINGS OF FACT

1. MELVIN L. URSIN, III (“URSIN”), was licensed as a massage therapist by the Board as evidenced by License No. LMT9454, (Board Exhibit, p. 71).
2. On January 7, 2025, pursuant to La. R.S. 49:977.3(C), the Board issued an Order for Summary Suspension to URSIN and set a hearing for February 10, 2025, (Board Exhibit, pp. 75-80).
3. The Order of Summary Suspension was sent to URSIN via email to the address on his application and via regular and Certified U.S. Mail No. 9589 0710 5270 2367 1644 77, to his mailing address of record. The notice sent by Certified U.S. Mail was returned marked “REFUSED,” (Board Exhibit, p. 82-83).
4. The Board’s Executive Assistant testified as follows:
 - A. On November 14, 2024, the Board received a complaint advising URSIN was providing sexually oriented services to clients in his home and in clients' homes.
 - B. On URSIN’s Instagram page, with the username shadow_work_24, he posted a video reposted from Snapchat where he is shown shirtless, embracing an undressed female not properly draped on a massage table.
 - C. In association with this video, URSIN posted the following text:

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: "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; 80 mins massage \$\$145 Raw Shit \$210;110 mins massage \$185; Raw Shit \$250; Make a video and save 25%."

- D. URSIN referenced his Instagram account "shadow_work_24" on his Facebook account under username "Melvin Ursin III," indicating he is a licensed massage therapist, (Board Exhibit, pp. 68-70).
5. MELVIN URSIN testified under oath as follows:
- A. The pictures on his Instagram page related to a music video.
 - B. He deleted account about a week after the post.
 - C. The text on his Instagram page was meant as a joke.
 - D. He shut down this page in January before the Board's letter was sent.
 - E. The ads were on random social media pages and not on his business pages.
 - F. He had been working at a licensed establishment but business has been slow.
 - G. His mobile massage business has been slow as well.
 - H. He has experience with deep tissue massage, cupping, and hot stone massages.
 - I. He admits that he needs to brush-up on ethics training.

CONCLUSIONS OF LAW

MELVIN L. URSIN, III violated:

La. R.S. 37:3564(A) 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."

ORDER

Considering the applicable laws and the evidence;

IT IS ORDERED, ADJUDGED AND DECREED that MELVIN L. URSIN, III is fined \$500.00 for violating La. R.S. 37:3564(A);

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that Licnse No. LMT9454 issued to MELVIN L. URSIN, III shall be placed on probation for a period of one year from the date of this Order during which MELVIN L. URSIN, III shall only perform massage therapy services at an establishment licensed by the Louisiana Board of Massage Therapy and shall not

perform any massage therapy services at his home or perform any mobile massage therapy services;

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that during probation MELVIN L. URSIN, III shall report his place of employment and any change of employment within five days of employment and shall provide a quarterly report from each employer where massage therapy services are offered;

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that during probation MELVIN L. URSIN, III shall complete 4 hours of continuing education in ethics in addition to the continuing education required for license renewal;

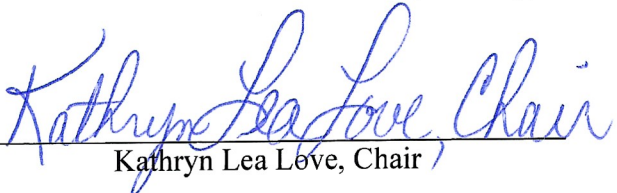
IT IS FURTHER ORDERED, ADJUDGED AND DECREED that MELVIN L. URSIN, III shall remove all advertisements and references to massage therapy on his social media account which are not compliant with law;

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that the costs of this proceeding are assessed to MELVIN L. URSIN, III; and

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that MELVIN L. URSIN, III shall be ineligible to renew License No. LMT9454 until the fines and costs are paid in full.

Signed this 6th day of March, 2025.

For the Louisiana Board of Massage Therapy


Kathryn Lea Love, Chair

Please notify via email to: MRURSIN24@GMAIL.COM and via Certified U.S. Mail and Regular Mail:

Melvin L. Ursin, III
401 Westbank Expressway
Gretna, LA 70053