

Louisiana Board of Massage Therapy  
State of Louisiana

JOHN BEL EDWARDS  
GOVERNOR



February 21, 2020

Aesha Rasheed/Touch Studio  
2734 "A" Ursulines Ave.  
New Orleans, LA. 70119

Certified Mail R.R.R.

Re: Complaint regarding unlicensed practice of Massage Therapy at home located at 2734 "A" Ursulines Ave., New Orleans 70119

**Cease and Desist Notice**

Dear Ms. Rasheed:

The Louisiana Board of Massage Therapy (Board) is charged with licensing and regulating those persons and businesses in Louisiana engaging in the practice of Massage Therapy.

The regulations are found in the Louisiana Massage Therapists and Massage Establishments Act, La. R.S. 37: Chapter 57.

**Applicable Provisions of Louisiana Revised Statute 37, Chapter 57 are as follows:**

**§3552 Definitions:**

(7) "Massage establishment" means any place of business that offers the practice of massage therapy and where the practice of massage is conducted on the premises of the business. . . . The residence of a therapist or an out call location which is not owned, rented, or leased by a massage therapist or establishment shall not be considered a massage establishment, unless the location is advertised as the therapist's or establishment's place of business. . . ."

**§3556. Licensure; qualifications**

A. No person shall engage in the practice of massage therapy without a current license issued pursuant to this Chapter unless such person is exempt under the provisions of this Chapter.

**§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.

**§3565. Penalties**

A. Violation of the provisions of this Chapter shall be considered a misdemeanor and any person, including the owner or operator of a massage establishment, upon conviction, shall be fined not

less than one hundred or more than one thousand dollars or imprisoned for not more than six months, or both.

The Board received a complaint indicating that you are providing massage therapy sessions and/or operating a massage business under the name of "Touch Studio" out of your home which is located at the above referenced address.

Upon investigating the matter, the Board office has no registration for a massage therapy establishment under the name of "Touch Studio" nor is there an individual massage therapy license issued in the name of "Aesha Rasheed".

Under the Board rules, any location where a therapist provides services at a fixed location, must be registered or licensed as a massage establishment and any person engaging in the practice of massage therapy must be licensed by the Board. As the operator of the business being operated at 2734 "A" Ursulines Ave., New Orleans, Louisiana **you are hereby notified to immediately cease and desist advertising and/or performing massage therapy services at the referenced location.**

Your failure to immediately comply with this notice shall result in the matter being referred to the appropriate police authorities for a criminal investigation for violation of the above statutes. The Board may also elect to pursue civil injunctive remedies which could result in imposition of civil penalties and an award of attorney fees.

If you are not operating business at 2734 Ursulines Ave., New Orleans or if you feel that you or "Touch Studio" are currently licensed or otherwise exempt from the license requirements of the statutes, you need to immediately notify the Board office in writing at 2645 O'Neal Lane, Bldg. C, Suite E, Baton Rouge, La. 70816. The Board office can also advise as to the steps required for you to obtain an individual massage therapy license and/or to have the location for Touch Studio properly licensed in the State of Louisiana to provide massage services.

Should you have any questions concerning this notice, you may contact the Board Office.

Louisiana Board of Massage Therapy

By:   
Kathy Farris, Assistant Director