

Louisiana Board of Massage Therapy



John Bel Edwards
Governor

CEASE AND DESIST NOTICE

To: Gina A Townzel
1500 Westwood Drive Apt 2C
Marrero LA 70072

Equipoise Massage & Holistics
4011 St. Claude Ave
New Orleans, LA 70117

GTownzqt@gmail.com

Date: November 18th, 2022

Re: Unauthorized Practicing and Advertising Massage Therapy

Dear Ms. Townzel:

The Louisiana Board of Massage Therapy (Board) is charged with licensing and regulating those persons who engage in the practice of Massage Therapy. The regulations are found in Louisiana Massage Therapists and Massage Establishments Act, La R.S. 37: Chapter 57.

The Board has received several complaints regarding the fact that you have again, been practicing with an expired license (expired 3/31/2022) and or advertising massage services (<https://www.equipoisemhs.com>). The Board office shows that both your professional and establishment license have expired and you are advertising and/or providing massage therapy services without a current license. **You are hereby notified to immediately cease and desist advertising and/or performing massage therapy services.**

Your failure to immediately comply with this notice shall result in the matter being directed to the Board for a formal hearing on **January 30th, 2023 unless resolved within 14 business days of the date on this notice.** Unless resolved, the Board may also elect to pursue civil injunctive remedies which could result in imposition of civil penalties and an award of attorney fees.

The Board office recommends that you bring your licenses current to avoid a formal hearing and can advise as to the steps required to do so to be properly licensed in the State of Louisiana to engage in the practice of massage therapy. You can renew each license online or fill out the appropriate paperwork located on the LABMT.org website and mail to the office.

If you feel that you are currently licensed or otherwise exempt from possessing a license from the license requirements of the statutes, you need to immediately notify the Board office in writing within 14 days at 9619 Interline Avenue, Suite B, Baton Rouge, LA 70809 or via email at admin@labmt.org. At that time the Board office will put you in contact with the Chief Complaint Officer of the Board to discuss the current case files for resolution.

9619 Interline Avenue, Suite B
Baton Rouge, LA 70809

225-756-3488

www.labmt.org

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

§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.

B. A person convicted of a violation of the provisions of this Chapter shall additionally be ineligible for licensure as a massage therapist or as a massage establishment for a period of up to five years from the date of conviction.

Chapter 53. Misconduct and Negligence in the Practice of Massage Therapy

5301. 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.

6. practicing or offering to practice beyond the scope permitted by law or accepting and performing professional responsibilities which the licensee knows or has reason to know that he is not competent to perform;

7. delegating professional responsibilities to a person when the licensee delegating such responsibilities knows or has reason to know that such person is not qualified by training, experience, or licensure to perform them;

12. practicing massage therapy when a license to practice massage therapy has expired, been revoked, suspended or otherwise acted against, including the denial of licensure by the licensing authority of another state, territory or country;

15. engaging in the practice of massage therapy without a current massage license;

18. engaging in the practice of reflexology without a current massage therapy license.

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

Sincerely,

Louisiana Board of Massage Therapy

9619 Interline Avenue, Suite B
Baton Rouge, LA 70809

225-756-3488

www.labmt.org