

LOUISIANA BOARD OF MASSAGE THERAPY

**IN THE MATTER OF:
BEAUTIFUL BAR, LLC, License No. E5221
1750 Brightside, Unit C, Baton Rouge**

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. E5221 issued to Beautiful Bar, LLC to operate at 1750 Brightside, Unit C in Baton Rouge.

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; and

James Raines, Complaint Counsel.

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

FINDINGS OF FACT

1. The hearing, noticed for 9:30 a.m., began at 1:24 p.m. No representative of BEAUTIFUL BAR, LLC appeared for the hearing or requested a continuance.
2. Xiao Guang Luo is listed as the Registered Agent and Manager of BEAUTIFUL BAR, LLC on the records of the Louisiana Secretary of State, (Board Exhibit, p. 350).
3. The Application for Establishment License for BEAUTIFUL BAR, LLC to operate at 1750 Brightside Drive, Unit C, indicated Xiao Guang Luo resides in Meadows Place, Texas, the massage establishment named Meme Spa and owned by Kiet The Su, previously operated at the facility and there was a change of ownership and Xinge Yin, License No. LMT9764 was listed as the only massage therapist to be employed at the location, (Board Exhibit, pp. 343-346).
4. The Board's Executive Assistant testified as follows:
 - A. There are ads on internet websites marketing services appealing to the prurient interest with the phone number and address of BEAUTIFUL BAR, LLC including women represented to be massage therapists who were attired and posed in a manner as to appeal to the prurient interests.
 - B. A Board Investigator provided copies of advertisements from websites with restricted access including Us.callescortgirls.ca, SecretHostess, Xescorthub Harloithub.com, and Skipthegames.eu, which market sexually oriented services which include the phone number and address of BEAUTIFUL BAR, LLC and pictorial representations of nude

women represented to be massage therapists posed in manners to appeal to the prurient interests including reviews of BEAUTIFUL BAR, LLC indicating sexually oriented services were provided, (Board Exhibit, pp. 327-334).

5. On January 12, 2025, Xinge Yin, LMT9764, requested the Board to remove her name be as a therapist from the license of BEAUTIFUL BAR as she was no longer employed there, (Board Exhibit, p. 367).
6. On January 17, 2025, Xiao Guong Luo advised Jim Raines that she closed BEAUTIFUL BAR, LLC and would surrender the establishment license; however, the establishment license was not returned prior to the hearing.
7. On January 30, 2025, a Board Inspector reported:
 - A. There was a sign on the outside of the establishment for Rainbow Massage and no sign with the name on the establishment license, (Board Exhibit, p. 342);
 - B. No inspection of the facility was completed because the establishment appeared closed, no lights were on and no activity was observed, (Board Exhibit, pp. 335-341).

CONCLUSIONS OF LAW

1. BEAUTIFUL BAR, LLC 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) prohibiting licensure of a sexually oriented businesses as a massage establishment.

ORDER

Considering the applicable laws and the evidence presented:

IT IS ORDERED, ADJUDGED AND DECREED that License No. E5221 issued to Xiao Guang Luo for BEAUTIFUL BAR, LLC to operate at 1750 Brightside, Unit C in Baton Rouge, is hereby revoked;

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that BEAUTIFUL BAR, LLC is fined \$1,000 for violating La. R.S. 37:3564(A) and \$1,000 for violating La. R.S. 37:3564(C) and L.A.C. 46:XLIV.5301(A);

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that costs of this proceeding are assessed to BEAUTIFUL BAR, LLC; and

IT IS FURTHER ORDERED, ADJUDGED AND DECREED that BEAUTIFUL BAR, LLC and Xiao Guuang Luo shall be ineligible for licensure by the Louisiana Board of Massage Therapy until the fines totaling \$2,000 and all costs are paid in full and Xiao Guang Lou appears before the Board.

Signed this 6th day of March, 2025.

For the Louisiana Board of Massage Therapy


Kathryn Lea Love, Chair

Please notify via Email to: LUOXIAGUANG759@GMAIL.COM
and via Certified U.S. Mail and Regular Mail:

XIAO GUANG LUO, Registered Agent and Manager of BEAUTIFUL BAR, LLC	
1750 Brightside Drive, Unit C	12210 Dorrance Lane
Baton Rouge, LA 70820	Meadows Place, TX 77477