

# LOUISIANA BOARD OF MASSAGE THERAPY

IN THE MATTER OF

SOFT HANDS LLC

LICENSE NO. E4990

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## ORDER OF SUMMARY SUSPENSION

Pursuant to La. R.S. 49:977.3(C), the Louisiana Board of Massage Therapy (“LBMT”) summarily suspends License number E4990 issued to SOFT HANDS LLC (“Soft Hands”) pending an administrative hearing scheduled for **August 11, 2025**, at **9:30 a.m.**

This Order of Summary Suspension is effective as of **7/8/2025** Upon execution of this Order, Soft Hands must immediately cease and desist from providing massage therapy services.

### **I. INITIAL FINDINGS**

To protect public health, safety, and welfare, emergency action is required due to the nature of the allegations against Soft Hands.

On April 16, 2025, Navar Pete submitted a complaint to the LBMT stating that his father-in-law visited ViVi Massage located at 891 Sam Houston Jones Parkway in Moss Bluff, Louisiana on the afternoon of April 15, 2025. After his wife was not able to reach him, Mr. Pete and his wife tracked his father-in-law’s vehicle and cellphone to the massage establishment. The massage establishment appeared closed, but they were let in by an Asian woman who did not speak English. Mr. Pete located his father-in-law in one of the massage rooms. His father-in-law was unconscious and was struggling to breathe. Mr. Pete immediately called 911, and his wife began CPR. Mr. Pete later learned that his father-in-law had been at the massage establishment for at least four hours after suffering from a stroke, and no one at the massage establishment called 911, notified law enforcement at the Sheriff’s Office substation located across the street, or otherwise tried to help

him. The LBMT later learned that the individual passed away following the medical emergency. In the course of its investigation, the LBMT learned that Vivi Massage was not a licensed massage establishment and that no massage establishment was licensed at the address. The LBMT issued a Cease and Desist Notice on April 17, 2025.

On May 2, 2025, Mr. Pete submitted a complaint to the LBMT in which he stated that the owner of ViVi Massage, Huiying Du, also owns Soft Hands. Soft Hands is located at 425 W. McNeese Street, Lake Charles, Louisiana, 70605. A renewal application for Soft Hands was submitted by its owner, Huiying Du, on or about April 24, 2025. The renewal application was approved on May 7, 2025. In the renewal application, the phone number for the establishment is listed as 337-707-9618. Steven Clemons (LA 10249) is listed on the renewal application as the sole licensed massage therapist at the establishment and is an authorized agent for Soft Hands.

As part of the LBMT's review of licensed massage establishments, LBMT staff regularly search websites where businesses offering illicit services and/or illegal prostitution regularly advertise. The LBMT searches these websites to compare the names, addresses, and phone numbers of its licensed massage establishments. Board staff reviewed these websites for information and found contact information associated with Soft Hands on several websites. Specifically, Board staff identified the following information:

OneBackPage.com is a search engine dedicated to sexually oriented businesses. A review of this site shows that Soft Hands has an ad on it that uses the address 425 W. McNeese Street, Lake Charles, Louisiana. The ad contains the following language: "New Asian hot girl," "Bring you a brand new massage enjoyment..." "The new face is definitely what you like..." "Our masseurs have unique massage techniques..." "Looking for a unique Asian massage center?" and "Don't miss it here, we are confident to make you satisfied..."

Ads for Soft Hands were also located on RubsGuide.com, another search engine dedicated to sexually oriented businesses. The ad contained images of scantily-clad Asian women and stated, “Brand new Asian beauties, some are petite and cute, some are plump and sweet, their massage techniques will make you linger.”

Ads for Soft Hands were also located on TrystPage, another search engine dedicated to sexually oriented businesses. The ad contained images of nude and scantily-clad Asian women and stated, “Asian babe, bbj, cbj, fullservice, gfe.”

Ads for Soft Hands were also located on XEscortHub and Xlamma, other search engines dedicated to sexually oriented businesses, with the same type of images and language as the above referenced ads.

Skipthegames.EU is another search engine dedicated to sexually oriented businesses. To advertise on this platform, businesses are required to create an account. Soft Hands has advertisements on Skipthegames, which contain numerous images of scantily-clad Asian women, and language similar to that which is quoted above.

AdultFantasy.com is another search engine dedicated to sexually oriented businesses. To advertise on this platform, businesses are required to create an account. Soft Hands has advertisements on AdultFantasy, which include the same type of images and language as the above ads.

Adult Look is another search engine dedicated to sexually oriented businesses. To advertise on this platform, businesses are required to create an account. Soft Hands has advertisements on Adult Look, which include the same type of images and language as the above ads.

Based on the foregoing, it is alleged that Soft Hands violated the following rules and regulations applicable to the LBMT:

**La. R.S. 37:3558. Massage establishments**

- C. For purposes of this Chapter, "sexually oriented business" means a sex parlor, massage parlor, nude studio, modeling studio, love parlor, adult bookstore, adult movie theater, adult video arcade, adult motel, or other commercial enterprise which has as its primary business the offering of a service or the sale, rent, or exhibit of devices or any other items intended to provide sexual stimulation or sexual gratification to the customer.
- D. A sexually oriented business shall be ineligible for registration as a massage establishment and shall not operate as a massage establishment.

**La. R.S. 37:3563. Grounds for discipline.**

- A. The board may suspend, revoke, or refuse to issue or renew a license after notice and opportunity for hearing pursuant to the Administrative Procedure Act, upon proof of any of the following:
  - (3) Engaging in unprofessional conduct that has endangered or that is likely to endanger the health, welfare, or safety of the public, as further defined by rules of the board.

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- (6) Violating or aiding and abetting in the violation of any provisions of this Chapter or the rules and regulations promulgated hereunder.

**La. R.S. 37:3564. 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.
- B. No sexually oriented business, as defined in R.S. 37:3558(C), shall use the word "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.

- C. In 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. Persons representing clients shall be appropriately draped and posed. No licensed therapist or establishment shall advertise in any publication or any website marketing services appealing to the prurient interest.

**LAC 46:XLIV §5301. Unprofessional Conduct**

- 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:

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- 8. violating any provision of any rule of the board, or a lawful order issued at a board hearing, or, failing to comply with a lawfully issued subpoena....

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**II. DECISION AND ORDER**

To maintain public health, safety, and welfare, emergency action is required due to the allegations set forth in the allegations in the complaint against Soft Hands. Accordingly, LBMT License number E4990 issued to Soft Hands is **SUSPENDED**, effective immediately, pending proceedings for revocation of licensure or other action as the Louisiana Board of Massage Therapy deems fit.

Proceedings before the Louisiana Board of Massage Therapy shall be promptly instituted and determined. Accordingly, an administrative hearing before the Louisiana Board of Massage Therapy is scheduled for **August 11, 2025**, at **9:30 a.m.**, at the **Jones Creek Library, 6222 Jones Creek Rd., Baton Rouge, Louisiana, 70817**. The hearing panel will consist of current Board Members. The hearing will be conducted in accordance with the Administrative Procedure Act, the Louisiana Massage Therapists and Establishments Act, and the rules promulgated by the Louisiana Board of Massage Therapy.

Soft Hands will be given a full opportunity to appear and be heard, with or without counsel, and is entitled to hear a statement of what accusations have been made against it, to present evidence, to cross-examine witnesses, and to have witnesses subpoenaed. Soft Hands may request that subpoenas be issued by the Louisiana Board of Massage Therapy and must send a request to the Louisiana Board of Massage Therapy office at least 10 days prior to the hearing, listing the names and addresses of the individuals to be subpoenaed, along with a brief summary of what the individual will testify to. The testimony will be under oath and a court reporter will record the proceedings at the hearing, and any party wishing to obtain a transcript of the hearing may do so at their expense.

This Order is entered pending review and written approval by the Louisiana Department of Justice. If approved, the date of the final Order shall be the date the Louisiana Department of Justice issues written approval of the Order.

Date: 7/8/2025

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Complaint Investigation Officer  
Louisiana Board of Massage Therapy