

LOUISIANA BOARD OF MASSAGE THERAPY

IN THE MATTER OF

YU JIA

LICENSE NO. 10306

ORDER OF SUMMARY SUSPENSION

Pursuant to La. R.S. 49:977.3(C), the Louisiana Board of Massage Therapy (“LBMT”) summarily suspends License number 10306 issued to YU JIA (“Ms. Jia”) pending an administrative hearing scheduled for **February 23, 2026**, at **9:30 a.m.**

I. INITIAL FINDINGS

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

Ms. Jia was licensed by the LBMT as a licensed massage therapist on May 29, 2025. At some point after her licensure, Ms. Jia added The Windy Spa¹ to her LBMT profile. At that time, The Windy Spa was not a licensed massage establishment. On July 9, 2025, LBMT Inspector Jessica Menard conducted an inspection of The Windy Spa and confirmed that no establishment license or registration was present. A license for Ms. Jia was posted within the establishment.

During the inspection, a woman later identified as Xuefei Wang was present at the establishment. Ms. Wang purportedly did not speak English and communicated with Inspector Menard through a man identified as “Gary”, later identified as Gary Holloway, via telephone. Mr. Holloway informed Inspector Menard that the licensed massage therapist was in New York for the week and that Ms. Wang was “babysitting the store.” However, a notebook located on the front desk counter appeared to contain appointment entries for that date and the preceding date. Mr.

¹ The Windy Spa is located at 280 Southfield Road, Shreveport, Louisiana 71105.

Holloway further stated that Ms. Wang did not possess a driver's license or passport but had a green card, and that he did not know the name of the owner. Ms. Wang showed Inspector Menard her permanent resident card. Based on the observed unlicensed activities, Inspector Menard issued a Cease and Desist Notice to The Windy Spa and Ms. Wang. Ms. Jia was given a \$400.00 violation for working at an unlicensed massage establishment and allowing an unlicensed therapist to use her license.

A short time later, Mr. Holloway called the LBMT and became quite irate, arguing that "his wife" should not be held accountable for a violation of Louisiana law because she does not speak English. Mr. Holloway advised that his wife would be purchasing the business.

Thereafter, Ms. Jia submitted an application for The Windy Spa, which was submitted on or about July 17th, 2025. In the application, Ms. Jia was identified as the owner and the sole licensed massage therapist of the establishment. She indicated that there had been no change in ownership or sale of the establishment. The application included the following documentation: (1) a lease agreement for 280 Southfield Road between Champ Properties, LLC and The Windy Spa and Ms. Jia, with a term from July 15, 2025 through June 30, 2026; (2) an occupational license issued by the City of Shreveport, effective July 16, 2025; (3) a certificate from the Louisiana Secretary of State reflecting that the Articles of Organization and Initial Report for The Windy Spa, domiciled in Baton Rouge, Louisiana, were filed and recorded on March 19, 2024; and (4) a Notice of Change of Address filed with the Louisiana Secretary of State on July 22, 2025. The phone number and email address for Mr. Holloway were listed on the application, and a Request for Third Party Authorization was submitted by Ms. Jia listing Mr. Holloway as her significant other and authorized party.

After receipt of the application, LBMT staff searched websites where businesses offering illicit services and/or illegal prostitution regularly advertise. Board staff reviewed these websites for information and found contact information associated with The Windy Spa on publicly accessible online platforms that allow individuals to post classified advertisements for sexually-oriented services, including massage services. Mr. Holloway advised that the advertisements had been posted prior to Ms. Jia “opening the business” on July 15, 2025, and that the prior phone number had been retained. LBMT approved the license on July 22, 2025.

On October 29, 2025, LBMT Inspector Melissa Tucker conducted a new business inspection of The Windy Spa. Following the inspection, Inspector Tucker issued a Violation Notice identifying the following violations: (1) the business cards did not list an establishment license number; (2) the establishment advertised “couples massages” despite having only one licensed massage therapist; and (3) there was evidence that individuals were residing on the premises. Mr. Holloway subsequently responded to the cited violations.

Following the inspection, the LBMT staff again conducted a search of websites commonly used to advertise businesses offering illicit services and/or illegal prostitution. During this review, Board staff identified contact information associated with The Windy Spa on publicly accessible online platforms that permit individuals to post classified advertisements for sexually oriented services, including massage services, including Adult Fantasy, Skip the Games, XEscort Hub, and TrystPage. These advertisements included photographs of scantily-clad Asian women and included statement such as, “New Asian Girls,” “Friendly lovely beauty,” “Passion,” “Beautiful,” “Sweet, sexy, and beautiful Asian girls,” “I’m proud of my appearance and curves.”

Based on the foregoing, it is alleged that Ms. Jia 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:
 - (1) Obtaining a license by means of fraud, misrepresentation, or concealment of material facts, including making false statements on an application or other documents required by the board.

 - (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.

 - (6) Violating or aiding and abetting in the violation of any provisions of this Chapter or the rules and regulations promulgated hereunder.
 - (7) Failing to comply with license or renewal requirements.

La. R.S. 37:3564. Regulation of advertising.

- B. 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:

3. aiding, assisting, procuring, or advising any unlicensed person to practice massage therapy, contrary to this Rule or to a rule of the department or the board;

4. engaging in or attempting or offering to engage a client in sexual activity, including any genital contact, as provided in §3101 of this Part....

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....

9. operating any massage establishment unless it has been duly licensed as provided herein;

II. DECISION AND ORDER

To maintain public health, safety, and welfare, emergency action is required due to the allegations set forth above against The Windy Spa and its owner, Ms. Jia. Accordingly, LBMT License number 10306 issued to Ms. Jia, is **SUSPENDED**, 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 **February 23, 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.

Ms. Jia 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 her, to present evidence, to cross-examine witnesses, and to have witnesses subpoenaed. Ms. Jia 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: 1/7/2026

Complaint Investigation Officer
Louisiana Board of Massage Therapy