LOUISIANA BOARD OF MASSAGE THERAPY

IN THE MATTER OF

GINA TOWNZEL **LICENSE NO. LA 7658**

CONSENT AGREEMENT AND ORDER

WHEREAS, GINA TOWNZEL ("Ms. Townzel") was a licensed massage therapist in the State of Louisiana with the Louisiana Board of Massage Therapy ("LBMT") beginning on February 10, 2014, and her license, license number LA 7658, most recently expired on March 31, 2023;

WHEREAS, on August 4, 2026, the LBMT received Ms. Townzel's Application for Reinstatement of Massage Therapy License, thus subjecting Ms. Townzel to the jurisdiction of the Louisiana Massage Therapists and Massage Establishments Act (La. R.S. 37:3551, *et seq*. and the Professional and Occupational Standards for Massage Therapists (LAC Title 46:XLIV §101, *et seq*.);

WHEREAS, by correspondence dated August 12, 2026, the LBMT advised Ms. Townzel of its intention to deny her application for licensure based on publicly available information indicating that Ms. Townzel operated a massage therapy business and advertised and provided massage therapy services after her license lapsed. Specifically, the August 12, 2026 notice to Ms. Townzel advised the following facts:

1. On July 1, 2026, Ms. Townzel posted on her Facebook and Instagram accounts ("gina.poise" and "poiseholisticstudio") that she had "been blessed to serve as a massage therapist" for the past eleven years, that she founded "Poise Massage & Holistic" in September 2019, and that she was "officially accepting clients again" as she rebranded and prepared to open a new location in Mid-City, New Orleans.

That post included photographs of Ms. Townzel performing massage services on a client and drew client comments referencing recent deep tissue massage sessions. At that time, Ms. Townzel did not hold a current license with the LBMT;

2. A Google Business listing for "Equipoise Massage & Holistic," located at 4011 St. Claude Avenue, New Orleans, Louisiana 70117, was reviewed, reflecting a 5.0 star rating based on client reviews, including one posted approximately on or around August 2025, stating that Ms. Townzel had been the reviewer's massage therapist "for the past year";
3. An active online booking page through Acuity Scheduling for "Poise Massage and Holistic" was reviewed, which permitted the public to book and pay for massage services directly with Ms. Townzel, including a 90 minute "Yang No Yin with Gina" session priced at $200.00 and a 90 minute in home "The Haus Call" session priced at $225.00, with open appointment availability for the week of August 7 through August 13, 2026;

WHEREAS, Ms. Townzel has indicated her desire to resolve this matter through a Consent Agreement and Order provided for in LAC 46:XLIV §5901 and La. R.S. 49:975(D) of the Louisiana Administrative Procedure Act;

WHEREAS, Ms. Townzel has admitted to the following:

1. Relative to the complaint, Ms. Townzel provided massage therapy services after the expiration of her license on March 31, 2023;
2. Ms. Townzel is and was at all times pertinent to the facts and matters alleged herein, the sole owner of Equipoise Massage & Holistic, located at 4011 St. Claude

Avenue, New Orleans, Louisiana 70117 and operated and advertised as a massage therapist without a valid license;

3. Ms. Townzel acknowledges that her conduct violated the following rules and regulations of the LBMT: La. R.S. 37:3556(A), La. R.S. 37:3563(A)(3)(6)(7), and LAC 46:XLIV §5301(A)(15).

WHEREAS, Ms. Townzel recognizes her right to have an administrative adjudication of the charges outlined in this Consent Agreement and Order, at which time Ms. Townzel would be entitled to be represented by legal counsel, to call witnesses, and to present witnesses on her behalf in defense or in mitigation of the charges made, and to a decision thereon by the Board based upon written findings of fact and conclusions of law in accordance with the Louisiana Administrative Procedure Act. Ms. Townzel nonetheless waives her right to formal adjudication and, pursuant to La. R.S. 49:975(D), consents to the entry of the Consent Agreement and Order set forth hereinafter. Ms. Townzel also acknowledges that she waives any rights to which she may be entitled pursuant to the Louisiana Administrative Procedure Act, La R.S. 49:951, *et. seq.*, or which she otherwise may be afforded by any law, to contest her agreement to, or the force and effect of this Consent Agreement and Order, in any Court or other forum.

IT IS HEREBY ORDERED that in consideration of the foregoing and pursuant to the authority vested in the Board by La R.S. 49:975(D), the Board orders and GINA TOWNZEL accepts the following administrative action, which is a final decision pursuant to La. R.S. 49:977:

1. LBMT License No. LA7658 issued to Ms. Townzel is hereby REINSTATED and placed on PROBATION for a period of three (3) years from the date that all parties sign this Consent Agreement and Order by the LBMT. Ms. Townzel shall remain on

probation with the Board until receipt by Ms. Townzel of correspondence from the LBMT stating that she is released from probation.

2. Ms. Townzel shall pay a fine for the above-referenced violations in the amount of TWO THOUSAND DOLLARS ($2,000.00) within two (2) years from the date that all parties sign this Consent Agreement and Order. The payment(s) shall be made on a quarterly basis, with the first payment due within thirty (30) days from the date that all parties sign this Consent Agreement and Order. Payment shall be made by certified check or money order.
3. During the probationary period, Ms. Townzel shall continue to renew her license and keep it in active status.
4. Ms. Townzel acknowledges that failure to comply with the terms of this Consent Agreement and Order and any violation of the rules and laws of the LBMT following reinstatement of License No. LA7658 may result in a denial, revocation, or suspension of any license, certificate, or registration issued by the LBMT, or applied for by Ms. Townzel.
5. Ms. Townzel further acknowledges that failure to pay the fine set forth above at paragraph 2 will require the LBMT to take further action in collection of this debt. Respondent has twenty-four (24) months to pay the fine before the det will be considered final and transferred to the Louisiana Office of Debt Recovery (ODR). After transfer, the debt is subject to an additional collection fee of up to twenty-five percent (25%) of the total debt liability, as provided for in La. R.S. 47:1675(E).
6. By agreeing to the terms of this Consent Agreement and Order, Ms. Townzel waives all rights to appeal this adjudication.

7. Ms. Townzel shall report the terms of this Consent Agreement and its approval to any board or agency located in the United States with which she is licensed or credentialed within five (5) days of Board approval.

Effect of Non-Acceptance of Agreement. Ms. Townzel acknowledges that this Consent Agreement and Order is subject to the approval of the Board. She further acknowledges and agrees that if the Board rejects this Consent Agreement and Order, it will be void, and a hearing on the complaint against Ms. Townzel relative to the allegations contained herein may proceed. If this Consent Agreement and Order is rejected by the Board, it will not constitute a waiver of Ms. Townzel's right to a hearing on the matters alleged in this Consent Agreement and Order and will have no effect. Ms. Townzel further agrees that if the Board rejects this Consent Agreement and Order, the members of the Board may decide the matter after a hearing, and their consideration of this Consent Agreement and Order shall not alone be grounds for recusal of any member of the Board, including any claims that the Board is biased against them, that it cannot fairly decide the case, or that it has received *ex parte* communication.

IT IS HEREBY FURTHER ORDERED that this Consent Agreement and Order shall take effect immediately upon its adoption by the Board and is a public record of the Board. The terms of this Consent Agreement and Order shall be published and reported in, including but not limited to, the LBMT website.

THIS CONSENT AGREEMENT AND ORDER shall take effect immediately upon adoption by the Board and is a matter of public record.

I, **JAMES R. RAINES**, serving as Prosecutor, do hereby acknowledge negotiation and preparation of this Consent Agreement and Order in order to resolve, with prejudice, the complaint against GINA TOWNZEL, and further certify that this Consent Agreement and Order is consistent with the evidence, adequately addresses the allegations of the Consent Agreement

and Order, and represents a true and correct statement of that which could be proven at a hearing of this matter.

DATED: October 23, 2026

JAMES RAINES

I, **GINA TOWNZEL**, make these acknowledgements and waivers in support of a final disposition of the pending application for licensure by Consent Agreement and Order ("Order") pursuant to La. R.S. 49:975(D), in lieu of the institution and prosecution of formal administrative proceedings, and accordingly consent to the entirety of the Order set forth hereinbefore and further waive any right to which I may be entitled under the Louisiana Administrative Procedure Act or any other law to contest, in any court, my agreement to this Order. By my subscription hereto, I also hereby authorize the Prosecutor to present this Order to the LBMT for its consideration and to disclose to and discuss with the LBMT the nature and results of the investigation of this matter, including in executive session, even in my absence. I herein waive any objection to such disclosure based on due process of law under either the State or Federal Constitution or under State statutory law, including La. R.S. 49:977.2. I expressly acknowledge that the disclosure of such information to the LBMT shall be without prejudice to the Prosecutor's authority to prosecute any issues raised in the Consent Agreement and Order, or the LBMT's capacity to adjudicate the allegations raised in the Consent Agreement and Order, should the LBMT decline to approve this Consent Agreement and Order. I further acknowledge my awareness that should the LBMT approve this Consent Agreement and Order that the Consent Agreement and Order will become a matter of public record.

DATED: 10/22/26

Gina Townzel

GINA TOWNZEL

SUBSCRIBED AND SWORN TO before me this 22nd day of October, 2026, at Marrero Louisiana.

Notary Public

Print Name: Christy Boudreaux

My Commission Expires: At my death

CHRISTY BOUDREAUX - #214799
NOTARY PUBLIC
MY COMMISSION IS FOR LIFE
JEFFERSON PARISH, LA

5733103

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ORDER

By a majority vote of the Board members voting in favor of the Consent Agreement and Order at the Board meeting on October 28, 2026, the Board hereby adopts said Agreement and makes it an Order of this Board.

FOR THE BOARD:

Kathryn Lea Love, Chair

Kathryn Lea Love, Chair