

OFFICE OF THE ATTORNEY GENERAL
LAS VEGAS, NEVADA

MAY 27 2025

ADMINISTRATION

BEFORE THE NEVADA STATE BOARD OF COSMETOLOGY

NEVADA STATE BOARD OF
COSMETOLOGY,

Case No. C-2024-1030

Petitioner,

vs.

ASIAN MASSAGE, License No. S-
709220

Yue Jia, License No. NV20232996170;

FINDINGS OF FACT, CONCLUSIONS
OF LAW & ORDER OF DISCIPLINE

Respondent..

WHEREAS on Monday, March 24, 2025, the administrative hearing held relative to the Complaint in the above-captioned matter dated and signed March 4, 2025, having come before Nevada State Board of Cosmetology hereinafter "the Board". The hearing was held at 8945 West Russell Road, Suite 200 Las Vegas, Nevada 89148.

I. INTRODUCTION

1. Board members present were Molly O'Bryant, Karen Moreno, Anita Douglas, William Dettrey, Sierra Wold, and Roxanne Pruitt Harris.

2. Deputy Attorney General, Matthew Feeley, was present and appeared as Counsel for the Board. Deputy Attorney General, Joseph Peter Ostunio, was present as prosecutor on behalf of Executive Director, Steven McDonald, who was also present.

3. Yue Jia made an appearance on behalf of Asian Massage for the Respondents.

II. JURISDICTION

4. Respondent currently and at all times mentioned herein, holds a Cosmetology license in the State of Nevada and is, therefore, subject to the jurisdiction of the Board and the provisions of NRS Chapter 644A.

III. FINDINGS OF FACT

The Board, having considered all the evidence presented, the testimony of witnesses, and the arguments of counsel, finds sufficient quantity and/or quality of evidence sufficient to meet the preponderance of the evidence standard of proof as set forth by NRS 622A.370, NRS 233B.121(5), and by *Nassiri v. Chiropractic Physicians' Board of Nevada*, 130 Nev. Adv. Op, 27, at 8-9 (April 3, 2014).

The Board by adopted motion finds:

General Allegations

1. Asian Massage is owned and operated solely by Yue Jia. *See Exhibit 1.*
2. Asian Massage represented itself as a cosmetological establishment offering cosmetology services; however, it did not provide such services and instead engaged in the solicitation of prostitution.
3. The establishment operated under Lingxiao Wang's license, License No. C-51330. Upon information and belief, Ms. Wang has never been observed working at the establishment. *See Exhibits 3 and 4.*

October 30, 2024, Incident

4. On or about October 30, 2024, an undercover officer from the Las Vegas Metropolitan Police Department visited Asian Massage. *See Exhibit 2.*
5. While receiving a massage at Asian Massage, an employee identified as Erica Bai solicited the undercover officer for a sex act in exchange for a fee. *See id.*
6. Erica Bai was cited for soliciting prostitution by the Las Vegas Metropolitan Police Department. *See id.*

1 7. Upon inspection of the premises, Asian Massage was cited for soliciting
2 prostitution. *See Exhibit 3.*

3 **November 5, 2024, Incident**

4 8. On or about November 5, 2024, Board staff conducted a routine
5 inspection of the

6 establishment, resulting in Citation No. 3156115 for failing to have a licensee in
7 charge present, as required by NRS 644A.625 and NAC 644A.505. The displayed license
8 indicated Lingxiao Wang as the licensee in charge. *See Exhibit 3.*

9 9. Upon investigation, it was confirmed by Lingxiao Wang that she has
10 no employment with or for the Respondent, was not present or overseeing the
11 establishment, and was not personally, actively, or continuously engaged with
12 Respondent. *See id.*

13 **February 10, 2025, Incident**

14 10. On or about February 10, 2025, the Nevada State Board of
15 Cosmetology conducted a hearing at which Respondent was notified to appear. During
16 the hearing, an individual identified as Vaughn Gilbert Frost appeared on behalf of
17 Respondent, claiming to be a partial owner of Asian Massage. However, Mr. Frost is not
18 licensed as an owner by the Board. *See Exhibit 1.*

19
20 **IV. CONCLUSIONS OF LAW**

21 The Board, having considered all the evidence presented, the testimony of
22 witnesses, and the arguments of counsel, finds sufficient quantity and/or quality of
23 evidence sufficient to meet the preponderance of the evidence standard of proof as set
24 forth by NRS 622A.370, NRS 233B.121(5), and by *Nassiri v. Chiropractic Physicians'*
25 *Board of Nevada*, 130 Nev. Adv. Op. 27, at 8-9 (April 3, 2014).

26 42. The Board has jurisdiction over the Respondent, Yue Jia, of Asian Massage.
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28

43. The Board finds that Respondent is subject to discipline before the Board pursuant to NRS 644A.850(1)(a) for failure to comply with the requirements of NRS 644A and the applicable regulations under NAC 644A, adopted by the Board, wherein the establishment allowed prostitution and solicitation of sexual acts at Asian Massage.

44. The Board finds that Respondent is subject to discipline before the Board pursuant to NRS 644A.850(1)(m) for allowing/engaging in prostitution and solicitation for prostitution in the subject establishment on October 30, 2024.

45. The Board finds that Respondent is subject to discipline before the Board pursuant to NRS 644A.850(1)(o) for unfair or unjust practice, method, or dealing, which in the judgment of the Board justifies discipline, wherein Respondent allowed prostitution at the subject establishment.

46. The Board finds that Respondent is subject to discipline before the Board pursuant to NRS 644A.850(1)(a) for failure to comply with the requirements of NRS 644A.605 and the applicable regulations under NAC 644A.870(h), adopted by the Board, wherein the establishment did not notify the Board of a change in ownership and provided false information on a form prescribed by the Board regarding the ownership information of the cosmetological establishment.

47. The Board finds that Respondent is subject to discipline before the Board pursuant to NRS 644A.850(1)(c) for obtaining practice in cosmetology or any branch thereof, for money or anything of value, by fraudulent misrepresentation wherein Respondent was advertising cosmetology services but not actually providing them.

48. The Board finds that Respondent is subject to discipline before the Board pursuant to NAC 644A.505 and NRS 644A.625 for operating a salon without the required supervision of a licensed individual.

49. The Board finds that Respondent is subject to discipline before the Board pursuant to NRS 644A.850 (h) by permitting a license or certificate of registration to be

used where the holder thereof is not personally, actively and continuously engaged in business.

V. ORDER

Based upon the foregoing Findings of Fact and Conclusions of Law, and good cause appearing therefore,

IT IS HEREBY ORDERED that:

1. Respondent, Yue Jia, of Asian Massage has violated NRS 644A.850(1)(a)(m)(o)(h)(c), NAC 644A.505, NRS 644A.625 and that discipline is warranted.

2. Respondent, Asian Massage's salon license is revoked for ten (10) years from the date of this Order. It is further ordered that the Board will not consider for possible action reinstatement of Respondent's salon license until the following conditions have been met: (1) The Respondent filed a formal petition to the Board requesting reinstatement of its salon license; (2) The Respondent has submitted its renewal fee to operate as a cosmetology establishment for either a two (2) or four (4) year-period; (3) The Respondent remains in good standing with the Board and has no outstanding amounts owed to the Board.

3. Respondent, Yue Jia, of Asian Massage is ordered to pay an administrative fine in the amount of \$2,000.00 for each violation for a total administrative fine of **Fourteen Thousand dollars and Zero cents (\$14,000.00).**

4. Respondent, Yue Jia, of Asian Massage is ordered to reimburse the Board for all costs incurred in the investigation and prosecution of this case. The total costs incurred as of date of this Order are **Five Thousand, Five Hundred Seventy-Five dollars and Seventy-Four cents (\$5,575.74).**

5. Respondent, Yue Jia, of Asian Massage is ordered to reimburse the Board for all attorneys' fees incurred in the investigation and prosecution of this case. The total

attorneys' fees incurred as of date of this Order are **One Thousand Four Hundred Fifty-Two dollars and sixty-two cents (\$1,452.62).**

6. All citations, fines, attorneys' fees, and board costs are to be paid within three months from the date of service of this Order. Respondent, Yue Jia, of Asian Massage may enter into a payment plan with the Board by contacting the Executive Director, Steven McDonald.

7. Upon receipt of credible information that Respondent, Yue Jia, of Asian Massage has failed to comply with any term or condition of this Order, the Board shall prepare and file such documents as are necessary to allow the Board to impose further discipline, up to and including continued revocation of its salon license.

8. Furthermore, any failure to pay any fine, fee or cost ordered herein will also result in such legal action as the Board determines it to be necessary to collect the unpaid fine, fee or cost.

DATED this 22nd day of May, 2025.

NEVADA STATE BOARD OF COSMETOLOGY

DocuSigned by:
Molly O'Bryant
 By: 28C58B0DCDEF460...
 Molly O' Bryant, Chair

Submitted by:
 AARON D. FORD
 Attorney General

By: /s/ Joseph P. Ostunio, Esq.
 JOSEPH P. OSTUNIO, ESQ
 Deputy Attorney General


CERTIFICATE OF SERVICE

I hereby certify that the foregoing is the full and true original FINDINGS OF FACT, CONCLUSIONS OF LAW AND ORDER on file in the office of the Nevada State Board of Cosmetology in the matter of YUE JIA, OF ASIAN MASSAGE, Case No. C-2024-1030. I further certify that I submitted for Certified Mail (RRR) and United States Mail, a true and correct copy of the foregoing addressed to the following:

YUE JIA, OF ASIAN MASSAGE
Asian Massage
3775 Saucedo Ln.
Las Vegas, NV 89103

Yue Jia, Asian Massage
2605 S Decatur Blvd. #213
Las Vegas, NV 89102

(Via Regular and Certified Mail
Return Receipt Requested)

DocuSigned by:

4CDCC43BEDCD435
JANIE HUGGINS
Chief Compliance Officer
Nevada State Board of Cosmetology