

BEFORE THE NEVADA STATE BOARD OF
MASSAGE THERAPY

In the Matter of:
J. Luis Diaz-Pina,
Licensed Massage Therapist
Nevada License No. NVMT.8318,
Respondent.

Case No. NVMT-C-23010

**COMPLAINT AND
NOTICE OF HEARING**

The Nevada State Board of Massage Therapy (Board), by and through its Executive Director, Sandra Anderson, hereby notifies J. Luis Diaz-Pina (“Respondent”) of an administrative hearing, which is to be held pursuant to Chapters 233B, 622, 622A of the Nevada Revised Statutes (NRS) and 640C of the Nevada Revised Statutes (NRS) and the Nevada Administrative Code (NAC). The purpose of the hearing is to consider the allegations stated below and to determine if the Respondent should be subject to an administrative penalty as set forth in NRS 640C.710, if the stated allegations are proven at the hearing by the evidence presented.

Respondent is currently and at all times mentioned herein, licensed as a massage therapist in the State of Nevada and is therefore, subject to the jurisdiction of the Board and the provisions of NRS Chapter 640C.

IT IS HEREBY ALLEGED AND CHARGED AS FOLLOWS:

ALLEGED FACTS

1. At all times relevant herein, Respondent is the sole owner without employees of Healing_Mano_Mobilemassage.
2. At all times relevant hercin, Respondent advertises his business on social media.
3. Respondent’s massage license expired on November 30, 2022.
4. Since the expiration of his license, Respondent has sixteen (16) advertisements to perform massage on his social media platforms.
5. Specifically, one advertisement dated April 1, 2023, states, “only a few weeks left to book your massage! DM to schedule your massage today.”
6. Respondent’s Instagram page has nude males in connection with his massage business with the phrase, “the body is a work of art.”

- 1 7. Respondent's social media page has two videos of him performing massages on
2 improperly draped male clients dated August 21, 2021, and June 21, 2022.
3 8. From 2021-2022, Respondent has eight advertisements on social media that include nude
4 males and undraped males and females posing on the massage table.

5
6 **VIOLATIONS OF LAW**

7 **COUNT ONE**

- 8 9. By photographing nude clients, Respondent was soliciting sexual activity during the
9 course of practicing a massage, Respondent violated the provisions of NRS 640C.700(4)
10 as it relates to NAC 640C.400(18), and/or NRS 640C.700(9). This is grounds for
11 discipline pursuant to NRS 640C.700(2).

12 **COUNT TWO**

- 13 10. By filming nude clients, Respondent was soliciting sexual activity during the course of
14 practicing a massage, Respondent violated the provisions of NRS 640C.700(4) as it relates
15 to NAC 640C.400(18), and/or NRS 640C.700(9). This is grounds for discipline pursuant
16 to NRS 640C.700(2).

17 **COUNT THREE**

- 18 11. By advertising massage services without being licensed by the Board as a massage
19 therapist, Respondent violated the provisions of NRS 640C.700(14) and/or (9). This is
20 grounds for discipline pursuant to NRS 640C.700(2).

21 **COUNT FOUR**

- 22 12. By massaging clients without being licensed by the Board as a massage therapist,
23 Respondent violated the provisions of NRS 640C.700(14) and/or (9). This is grounds for
24 discipline pursuant to NRS 640C.700(2).

25 **COUNT FIVE**

- 26 13. By failing to properly drape clients during the course of a massage, Respondent violated
27 the provisions of NAC 640C.400(7) and/or NRS 640C.700(9). This is grounds for
28 discipline pursuant to NRS 640C.700(2).

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

COUNT SIX

14. By making statements regarding the client’s body, such as “the body is a work of art,” other than for legitimate healthcare purposes, Respondent violated the provisions of NAC 640C.400(16) and/or NRS 640C.700(9). This is grounds for discipline pursuant to NRS 640C.700(2).

PRAYER FOR RELIEF

WHEREFORE, Executive Director, Sandra Anderson, prays as follows:

15. That the Board conduct a hearing on this complaint as provided by statute, and after such hearing, that the Board impose upon Respondent the discipline permitted by NRS 640C.710, which may include the following, (a) the imposition of an administrative fine of not more than \$5,000.00 per violation, (b) recovery of reasonable investigative fees and costs incurred, (c) recovery of attorney fees pursuant to NRS 622.400, (d) licensee be publicly reprimanded, (e) suspend, revoke or place conditions on the licensee’s license, (f) place the licensee on probation, and/or (g) such other impositions as may be permitted by Nevada law.

PLEASE TAKE NOTICE that a disciplinary hearing has been set to consider this Administrative Complaint against the above-named Respondent in accordance with Chapters 233B, 622, 622A and 640C of the Nevada Revised Statutes.

THE HEARING WILL TAKE PLACE on **Wednesday, August 9, 2023, commencing at 9:00 a.m.** or as soon thereafter as the Board is able to hear the matter with video conferencing by Zoom or by appearing in person.

Zoom sign-in available at 8:30 a.m.
Register in advance:

<https://us06web.zoom.us/j/83185109960?pwd=NXArOGc1RVBvZmV3SzdvTl13bXp0UT09>

Meeting ID: 831 8510 9960
Password: 838829

Dial by your location
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
+1 669 900 6833 US (San Jose)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

Physical Location: 1755 East Plumb Lane, Suite 254, Reno, Nevada 89502

PURSUANT TO NRS 622A.320, Respondent may, but is not required to, file an answer to this Complaint with the Board.

PURSUANT TO NRS 622A.330, Respondent may seek limited discovery from the Board.

As the Respondents, you are specifically informed that you have the right to appear and be heard in your defense, either personally or through counsel of your choice. You have the right to respond and to present relevant evidence and argument on all issues involved. You have the right to call and examine witnesses, introduce exhibits, and cross-examine opposing witnesses on any matter relevant to the issues involved.

You have the right to request that the Board issue subpoenas to compel witnesses to testify and/or evidence to be offered on your behalf. In making this request, you may be required to demonstrate the relevancy of the witnesses' testimony and/or evidence.

The purpose of the hearing is to determine if the Respondent has violated the provisions of Chapter 640C of NRS and if the allegations contained herein are substantially proven by the evidence presented to further determine what administrative penalty is to be assessed against the Respondent, if any, pursuant to NRS 640C.710.

Should the Respondent fail to appear at the hearing, a decision may still be reached by the Board. As the Respondent, you are further advised that you may be charged with the attorney's fees and/or costs associated with the hearing pursuant to NRS 622.400.

Pursuant to NRS 233B.121(5), informal disposition of this case may be made by stipulation, agreed settlement, consent order, or default. Any attempt to negotiate this case should be made by contacting Sandra Anderson, (775) 687-9951 or sjanderson@hnt.nv.gov.

Pursuant to NRS 241.033(2)(b), the Nevada State Board of Massage Therapy may, without further notice, take administrative action against your license and/or certificate to practice within the State of Nevada if the Board determines that such administrative action is warranted after considering your character, alleged misconduct, professional competence, or physical or mental health.

Dated this 7th day of July, 2023.

NEVADA STATE BOARD OF MASSAGE THERAPY

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28


SANDRA ANDERSON, Executive Director


CERTIFICATE OF SERVICE

I HEREBY CERTIFY that on July 7, 2023, I deposited for mailing at Reno, Nevada, via Certified U.S. Mail, with return receipt and postage prepaid, a true and correct copy of the foregoing **COMPLAINT AND NOTICE OF HEARING**, properly addressed as follows:

J. Luis Diaz-Pina
889 S. Rainbow Blvd. Unit 102
Las Vegas, NV 89145

9489 0090 0027 6461 1191 41

NEVADA STATE BOARD OF MASSAGE THERAPY


Employee