

**Ministry of Training,  
Colleges and Universities**  
Office of the Superintendent  
Private Career Colleges Branch  
77 Wellesley Street West  
Box 977  
Toronto ON M7A 1N3

**Ministère de la Formation  
et des Collèges et Universités**  
Bureau du Suprintendent  
Direction des colleges  
privés d'enseignement professionnel  
77, rue Wellesley Ouest  
Boîte 977  
Toronto ON M7A 1N3



## Particulars of Notice of Contravention and Review Decision

*S. 49 (1) Private Career Colleges Act, 2005 (“Act”)*

September 30, 2013

These particulars are posted following the issuance of an administrative penalty for which a review was requested. Penalties may be reviewed upon request within 15 days of receipt of a Notice of Contravention. The review decision is made considering not only the information originally available at the time the Notice of Contravention was issued, but also any new information not previously available that may have been supplied in support of the request for a review. On review, an administrative penalty may be upheld, rescinded or reduced. A review decision is final.

Original service date: January 31, 2012

Balnea Therapeutic Day Spa Products Inc. operating as The Balnea Institute, School of Complimentary Therapies  
5100 South Service Road, Unit 49  
Burlington, ON L7L 6A5

Description:	Original Amount:	Review Decision:
<p>Act, s. 11 – Restrictions on advertising and soliciting</p> <p>The School voluntarily ceased being a registered Private Career College on July 31, 2011.</p> <p>Following its closure, the website of the School was observed to advertise an unapproved program, Esthetics &amp; Spa Therapies Diploma program with fees at \$6,800 and 1,100 hours. The School’s website also advertised that the School was “registered and approved as a Private Career College” despite the fact that the School surrendered its registration on July 31, 2011.</p>	<p>Daily penalty of \$1,000</p>	<p>Penalty of \$1,000 per day is reduced to a total of \$200 for the period of January 31, 2012 to February 3, 2012 (inclusive).</p> <p>While the balance of the evidence indicates that Balnea Therapeutic Day Spa Products Inc. o/a The Balnea Institute, School of Complimentary Therapies did advertise an unapproved vocational program after ceasing its registration as a PCC, evidence also supports</p>

Description:	Original Amount:	Review Decision:
<p>Accordingly, the Superintendent came to the reasonable belief that this School was advertising an unregistered private career college and an unapproved vocational program, in contravention of section 11 of the Act.</p>		<p>that the School did not intend to (and did not actually) derive any economic benefit from the illegal advertisement. From the School's submission, the advertisement was not taken down due to extenuating circumstances.</p> <p>Original penalty: \$4,000 Penalty following review: \$200</p>
	<b>Total:</b>	\$200