

**Particulars of Notice of Contravention and Review Decision**  
S. 49(1) *Private Career Colleges Act, 2005*

Tuesday March 2, 2010

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 On review, an administrative penalty may be upheld, rescinded or reduced.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 19, 2010

Barbara Mathison  
Pet Beautiful (Toronto) Inc. and Pets Beautiful Inc.  
both operating as Pets Beautiful Grooming School  
509 Commissioners Rd. West  
London, ON  
N6J 1Y5

Description:	Original Amount:	Review Decision:
<p>Act. s. 11 – Restrictions on advertising and soliciting</p> <p>On January 14, 2010 the Pets Beautiful website <a href="http://www.petsbeautiful.ca/">www.petsbeautiful.ca/</a>, was advertising the following program which requires registration under the PCCA, 2005:</p> <ul style="list-style-type: none"> <li>Professional Pet Styling Course at a cost of \$6,978.50 +GST/PST</li> </ul>	<p>\$1,000 per day</p>	<p>Penalty of \$1,000 per day is reduced to \$500 per day. The penalty accrued for January 19, 2010.</p> <p>The balance of evidence available indicates Pets Beautiful was advertising an unapproved vocational program. Pets Beautiful has come into compliance as its website no longer advertises the Professional Pet Styling Course.</p>
<p>Act. s. 11 – Restrictions on advertising and soliciting</p> <p>A phone call made by Ministry staff to Pets Beautiful on January 14, 2010 at 2:58 pm</p>	<p>\$1,000 per day</p>	<p>Penalty of \$1,000 per day is reduced to \$500 per day. The penalty accrued for January 19, 2010.</p>

<p>determined that the Professional Pet Styling Course program started the first Monday of every month, that space was still available for Feb 1, 2010, and clarified payment schedule requirements for a prospective enrollee. Similar information was confirmed on two subsequent calls on January 14, 2010 at 3:05 pm and January 15<sup>th</sup> at 2:58 pm.</p>		<p>The balance of evidence available indicates Pets Beautiful was soliciting students for an unapproved vocational program.</p> <p>Pets Beautiful has come into compliance as its website no longer advertises the Professional Pet Styling Course.</p>
<p>Act. s. 7 – Prohibition against operating a private career college</p> <p>A phone call made by Ministry staff to Pets Beautiful on January 14, 2010 at 2:58 pm determined that the Professional Pet Styling Course program started the first Monday of every month, that space was still available for Feb 1, 2010, and clarified payment schedule requirements for a prospective enrollee. Similar information was confirmed on two subsequent calls on January 14, 2010 at 3:05 pm and January 15<sup>th</sup> at 2:58 pm.</p>		<p>Penalty of \$1,000 per day is reduced to \$500 per day. The penalty accrued for January 19, 2010.</p> <p>The balance of evidence available indicates Pets Beautiful was operating an unregistered private career college. Pets Beautiful has come into compliance and ceased offering the Professional Pet Styling Course.</p>
<p>Act, s. 8 (1) – Prohibition against providing vocational programs</p> <p>A phone call made by Ministry staff to Pets Beautiful on January 14, 2010 at 2:58 pm determined that the Professional Pet Styling Course program started the first Monday of every month, that space was still available for Feb 1, 2010, and clarified payment schedule requirements for a prospective enrollee. Similar information was confirmed on two subsequent calls on January 14, 2010 at 3:05 pm and January 15<sup>th</sup> at 2:58 pm.</p>		<p>Penalty of \$1,000 per day is reduced to \$500 per day. The penalty accrued for January 19, 2010.</p> <p>The balance of evidence available indicates Pets Beautiful was providing unapproved vocational programs. Pets Beautiful has come into compliance and ceased offering the Professional Pet Styling Course.</p>
<b>Total:</b>		<b>\$2,000</b>