

**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 On review, an administrative penalty may be upheld, rescinded or reduced.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: June 28, 2012

Catherwood Limited operating as Theatrix School of Makeup (A Division of Catherwood Limited) and/or TSOM (A Division of Catherwood Ltd.)  
165 Geary Avenue, 2<sup>nd</sup> Floor  
Toronto, ON M6H 2B8

and

29 Chalk Well Close  
Mississauga, ON L5J 2C1

<b>Description:</b>	<b>Original Amount:</b>	<b>Review Decision:</b>
<p>Act, s. 11 – Restrictions on advertising and soliciting</p> <p>The School's website <a href="http://www.theatrixschoolofmakeup.com">www.theatrixschoolofmakeup.com</a> contains advertising representing itself as an unregistered private career college and unapproved vocational programs, including a physical address for the School, contact information, opening hours, an announcement for the grand opening, a description of the School's vision, information on</p>	<p>Daily penalty of \$1,000</p>	<p>Penalty of \$1,000 per day is upheld. The penalty accumulated for one day, June 28, 2012.</p> <p>The balance of the evidence indicates Catherwood Limited o/a Theatrix School of Makeup was advertising three unapproved vocational programs and actively soliciting students to enroll</p>

Description:	Original Amount:	Review Decision:
<p>educators and advertising of the School's three unapproved vocational programs, namely Makeup and Hairstyling for the Stage, Global Beauty and Bridal Beauty. These three programs were over \$1,000 and over 40 hours in duration. The School also had advertising and a link to the School's website on its facebook page.</p> <p>Accordingly, the Superintendent came to the reasonable belief that this School was advertising an unregistered private career college and unapproved vocational programs that require approval, in contravention of subsections 11(1) &amp; 11(2) of the Act.</p>		<p>in these programs. Evidence supports that Catherwood Limited o/a Theatrix School of Makeup was aware of the legislative requirements to register and obtain program approval. Registration and program approval must be obtained prior to advertising.</p> <p>Original penalty: \$1,000 Penalty following review: \$1,000</p>
	<b>Total:</b>	\$1,000