

COVER PAGE

IN THE CIRCUIT COURT OF PULASKI COUNTY, ARKANSAS
CIVIL DIVISION

STATE OF ARKANSAS, *ex rel.*
LESLIE RUTLEDGE, ATTORNEY GENERAL

PLAINTIFF

v.

CASE NO. _____

CARLA JORDAN

DEFENDANT

COMPLAINT

EXHIBIT A

RECEIPT

*Arkansas Department of Health
Cosmetology Section*

Carla J. Salon & Boutique
9851 Brockington Suite 5
Sherwood, AR 72120

Receipt No.:
Date:
Description:
Amount:
Total:



License No: 162338

License Issue Date: 8/11/2020

Expiration: 12/31/2021

*Arkansas Department of Health
Cosmetology Section*

Carla J. Salon & Boutique

9851 Brockington Suite 5

Sherwood, AR 72120

is hereby granted a license by the State Board of Health to
maintain and operate an

Establishment

In Witness Whereof we have hereunto set our hands and seal of the State
Board of Health.

Signature

8/2/2021

Date

Signature

8/2/2021

Date

Arkansas Department of Health
Keeping Your Hometown Healthy

RECEIVED
ASMB

EXHIBIT A

License No: 125238

License Issue Date: 12/21/2020

Arkansas Department of Health
Cosmetology Section

Carla Jordan

has demonstrated knowledge and ability to be certified as a

COSMETOLOGIST

and has been licensed as such by the Arkansas Department of Health in
accordance with defined standards.

Expiration **12/5/2022**

Signature

Joe P. Romy, MD

Signature

8/2/2021

Date

8/2/2021

Date

Arkansas Department of Health
Keeping Arkansians Healthy

2021 NOV 15 PM 1:38

RECEIVED
ASMB

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COMPLAINT

EXHIBIT B

Edith Collins

From: consumer@arkansasag.gov
Sent: Wednesday, August 19, 2020 5:09 PM
To: Consumer Division
Subject: Consumer Complaint Form Submission

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Billing Dispute/Purchase

Prefix

Your name Della M. Rogers

Age 26

Your address 2607 #9

City W 58 th. Street

State Arkansas

Zip code North Little Rock

**Home phone (input as shown
000-000-0000)**

Mobile phone 501-240-7794

Work phone

Email dellarogers212@yahoo.com

No email communication Not checked

Military history

Do you have a disability? No

**Who are you filing a
complaint against?** Doctor Carla Jordan Salon & Boutique

Company/individual address 9851 Brockington Rd.

EXHIBIT B

City	Sherwood
State	Arkansas
Zip code	72120
Phone (input as shown 000-000-0000)	501-454-4285
Email	
Website	Facebook
Salesperson, serviceperson or other employee	Alan I, Samuel
Product or service involved	Teeth Whitening Coarse
Account number (if known)	N/A
Transaction date	July 20, 2020
Did you sign a contract?	No
Estimated amount paid	
Payment method	Debit card Bank account debit
How did you first encounter this business?	Phone call from business Responded to radio/television advertisement Responded to printed advertisement Responded to website or email solicitation
If other, how did you encounter the business?	Facebook Advertisement
If solicitation is in language other than English, what language?	
Where did the transaction or purchase take place?	At the business's location Over the phone
Have you contacted another agency about this complaint?	Yes

If yes, list name and address of the agency.	Arkansas Dental Board
If yes, what action was taken by this agency?	None as of yet !
Have you complained directly to the business?	Yes
If yes, when and by what means (phone, email, etc.)?	Today August 19 20 tried talking to her she over talks me every time trying to rush off phone or either doesn't respond!!
What was the business's response?	She either don't' respond back or either over talk me & that gets me no where ...
Explain the circumstances surrounding your complaint.	I seen Carla advertisement on Facebook month's ago asked questions about it and decided to go ahead and take the teeth whitening course, I was told that I was a certificate of completion and I am certified . Carla also told me that I could make my money back by whitening teeth since she already has given me the proper training, but after looking for work and researching more I found out it is illegal to whitening teeth . If u are not a hygienist or dental assistant working under a doctor in the dental dentistry. I also called Arkansas State Dental Board and they informed me that the information was correct and a person could be fined if doing that ex-specially using a Led light in hand is off limits as well. Carla also told me I could go mobile or open up my own business by whitening teeth but found out mobile is not a option either .
Your view of a fair resolution to the matter	I feel like Carla Jordan is using her knowledge and abusing her authority by taking advantage of people wordng it in a way where a person like me really don't understand. I thought this was a legit business but apparently not so I'm highly disappointed I feel like a fair solution would be a payment of a big fine , Shutting down her business for now until she gets the proper or correct education and business licenses for it , On top of making her refund me my full amount I paid for the class and paying me for emotional distress as well. I'm already having hard time finding word because of Covid-19 and I could have been sued , fined or even charged for doing this not knowing anything but she did , I really want her to be charged as well since she knew what she was doing was doing scamming by lying !!!!
Do you have supporting documentation?	carla_jordan_pictures.jpg 150 kB
Additional document upload #2 (if needed)	doc_cj.jpg 83 kB
Additional document upload #3 (if needed)	carla_j.jpg 172 kB

Submit

Sent by ProcessWire Form Builder • 2020/08/19 5:09pm

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DEFENDANT

COMPLAINT

EXHIBIT C



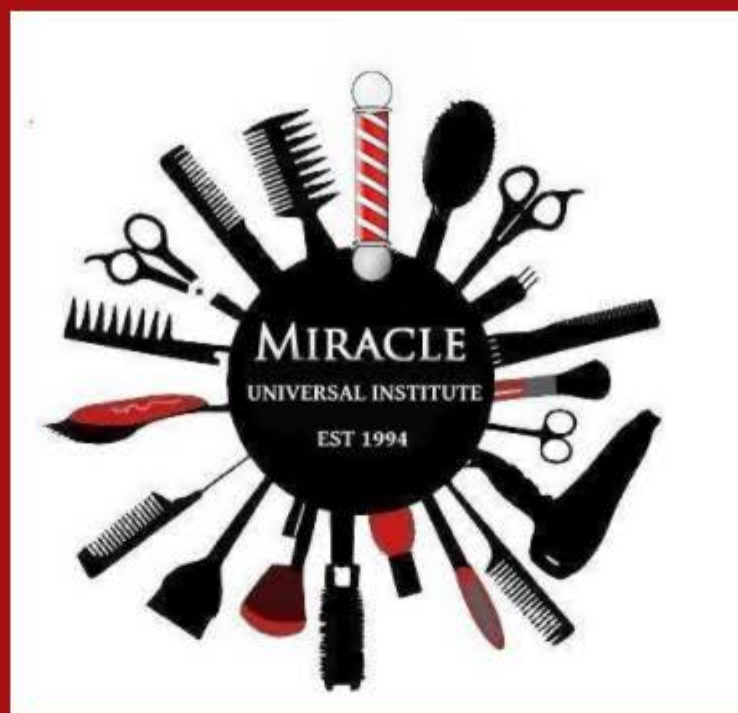
Cosmetic Teeth Whitening Course

*****We set up your entire business*****

Price \$5000/ 5 hour Course

- Theory*
- Sanitation*
- Live Model*
- Patient Consultation/Consent Forms/ Covid*
- LLC*
- Liability Insurance Info*
(*LLC included*)
- Attorney Access (up to 1 year)*
- Teeth Whitening Machine*
- Chair (Mobile Recliner)*
- Tooth Shade Retractor*
- 4 Gels*
- 4 Cheek Retractors*
- Bibs*
- Branding/Marketing*
- Vendors List and Certification*

EXHIBIT C



Miracle Universal Institute Inc.

School of Barbering /Cosmetology

Esthetics/ Master Esthetics

Nail Technology/Waxing Technology

Instructor Courses

Carla Jordan

Intro

Dr.Carla Jordan, DPC Edu/License Insurance Agent

Lives in North Little Rock, Arkansas

From North Little Rock, Arkansas

Followed by 2,567 people

facebook.com/Smiles-Gems-104102064620641

Photos

See All Photos



Friends

See all friends

Carla Jordan
Yesterday at 11:13 AM · 🌐



ADAYWITHDRCJ

WHITENING AND GEMS

TEETH WHITENING \$2200

- Course Theory
- Consent Forms
- Vendors Info
- Business Insurance
- Machine
- Chair And Certification
- Live Modelling
- 4 - 5 Hour Course/training

TOOTH GEMS \$1500

- Theory
- Consent Forms
- Vendor Info
- Business Insurance Kit & Certification
- Live Modelling
- 4 - 5 Hour Course/training

SKIN TAG REMOVAL/POST OP CARE \$2300

- Theory
- Consent Forms
- Vendor Info
- Business Insurance Info
- Machine And Certification
- Live Modelling
- 4 - 5 Hour Course/training

FIBROBLAST SKIN & BODY TIGHTENING/POST OP CARE \$1000

- Theory
- Consent Forms
- Vendor Info
- Business Insurance Info & Certification
- Live Modelling
- 4 - 5 Hour Course/training

COMPLETE BUSINESS STARTUP \$5000

- For Any Training
- Vendor Info
- Machine
- Live Model Training & Certification
- Live Modelling
- 4 - 5 Hour Course/training

**CONTACT DR. CARLA JORDAN, DPC
TO REGISTER AT 501-454-4285**

LIVE MODEL TRAINING

Carla Jordan

January 7 at 7:08 AM · 🌐

1

Like Comment Share

Write a comment...
Press Enter to post.

Carla Jordan
Yesterday at 11:06 AM · 🌐

Our Cosmetic Teeth Whitening Spa will be Open today from 12:30-5pm. Stop in and upgrade your Smile. Or simply schedule an appointment at booksy.com/carlajordan3.



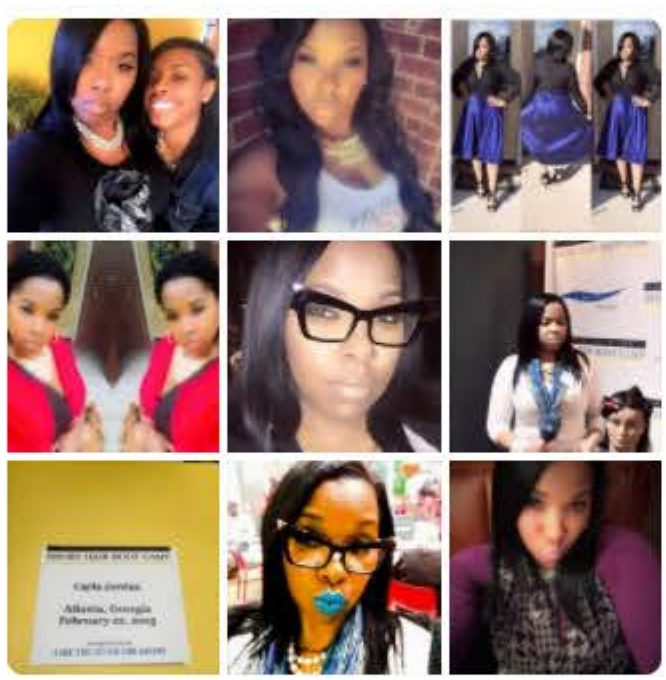
Carla Danyell Jordan

Intro

- Worked at Cosmetology
- Lives in North Little Rock, Arkansas
- Followed by 160 people

Photos

See All Photos



Friends

See all friends

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Season Greetings

Your Next Level Is
Associate's Degrees For
The Beauty Professionals

IT'S YOUR'S TODAY!
(Prerequisite Required)

Miracle University Inc.
www.miracleuniversityonline.com
Instructors -Bachelors-Masters -Doctorate
Campus or Online
Miracle University Inc.
16990 A.L. Philpott Hwy.
Martinsville,Va. (Main Campus)
(276) 806-2856
CEO : Dr. Sheffield Townsend (DPB)
Dean: Dr. Cheryl Murphy (DPC)

Miracle University Inc.
EST 1994
YOU'VE EARNED IT!!

Carla Jordan is with Stephanie Hubbard and 9 others.
December 21, 2018 · 🌐

Beauty Industry professionals Your Next Level starts here!
Enroll in one of our affordable degree programs. We offer day, and
online classes. Payments arrangements, and plans available to
those who qualify.
Contact Dr.Carla J. at drcarlajordan@gmail.com for more info.
I Am Dr. Carla J.
Intake Officer/Representative
with Miracle University Inc.

1



Smiles & Gems

 Book now

 Like

 Message



Appointment availability

Thu, Dec 16

Dollar Sign tooth gem

- 12:15 PM
- 12:45 PM
- 1:15 PM
- 1:45 PM
- 2:15 PM
- 2:45 PM

All times are in America/Chicago (CST)

[See all times](#)

Page transparency

[See all](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

 Page created - April 24, 2020

Related Pages

-  EB Shoetique
Shopping & retail 
-  So Nice Beauty Supply
Beauty Supply Store 
-  Earnest Beauty Bar LLC
Shopping & retail 

Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.

Create Page



 Like

 Comment

 Share



Smiles & Gems

November 24 at 7:22 AM · 

Some of yesterdays self admin cosmetic teeth whitening at Dr.Carla J's. [#westaylit](#)🔥
Walk-ins welcome today from 11AM-6PM. Stop in and upgrade your Smile before Turkey Day. Don't forget 📄 certificates are available. DM to purchase
[#drcarlajspa](#) [#fellaswhitentoo](#) [#selfcare2021](#) [#smile4noreason](#)



 Like

 Comment

 Share



Smiles & Gems

November 18 at 6:26 AM · 

Teeth Whitening and Gems Trainings will be in session



**Miracle Barber and Beauty
Universal Institute, Inc.**

@miracleinversalinstituteinc · ★ 5 (2 reviews) ·
College & university

[Learn more](#)

miracleuniversityonline.com

[Home](#) [Reviews](#) [Photos](#) [Videos](#) [More](#) [Like](#) [Message](#) [Search](#) [More](#)

**Ask Miracle Barber and Beauty
Universal Institute, Inc.**

- "How much does this school cost?" [Ask](#)
- "Can you tell me more about this school?" [Ask](#)
- "Are you accepting new students?" [Ask](#)
- "Where are you located?" [Ask](#)
- [Ask](#)

About

[See all](#)



 [Create post](#)

[Photo/video](#) [Check in](#) [Tag friends](#)

 **Miracle Barber and Beauty Universal Institute, Inc.** updated their cover photo.
March 18 · 🌐





Videos [See all](#)

 1:05:54

8

286 views · a year ago

[Page transparency](#) [See all](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - February 20, 2013

Related Pages

 **JMT Parties**
Product/service [Like](#)

 **Reach Out Apostolic Tab...**
Apostolic Church [Like](#)

 **Monab Crafts & More**
Product/service [Like](#)

Add your business to Facebook

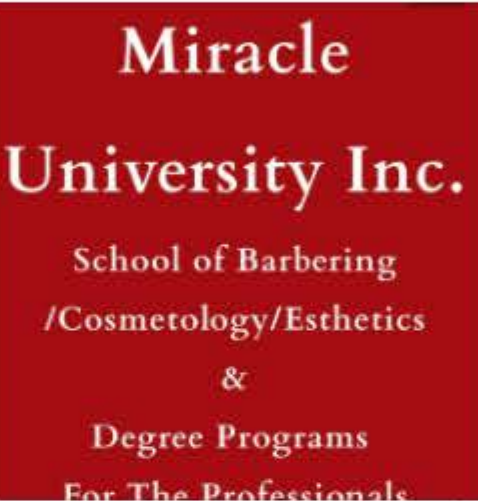
Showcase your work, create ads and connect with customers or supporters.

[Create Page](#)

Write a comment...

Press Enter to post.

Miracle Barber and Beauty Universal Institute, Inc. [January 29](#)





Carla Jordan is with Dedra Jenkins and 34 others.
January 29 · 🌐

Aspiring beauty professionals or Professionals DM me. To enroll in our certificate or degree programs. For more info email me at drclarlajordan@gmail.com. We are your entry level or Professional level up for the beauty Industry! My name is Dr. Carla Jordan, DPC Educator and Representative For Miracle University. We offer campus base classes or Online classes. DM today. Your NEXT level starts with us!



Miracle University Inc.

School of Barbering
/Cosmetology/Esthetics
&
Degree Programs
For The Professionals



Carla Jordan
January 29 · 🌐

Like Comment Share

Write a comment...
Press Enter to post.

Cheroyl Ann Murphy

Photos

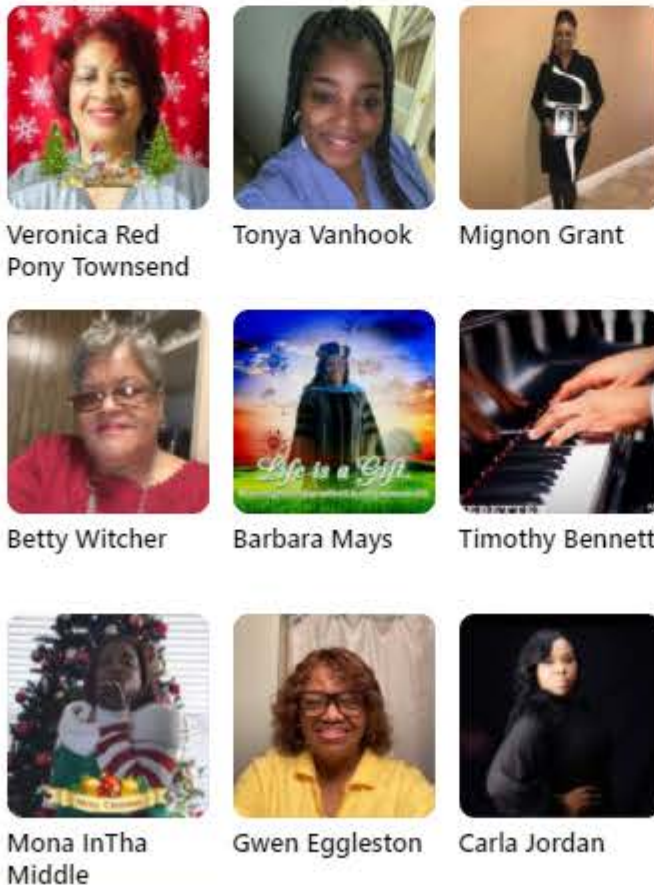
See All Photos



Friends

See all friends

854 friends



Cheroyl Ann Murphy
Thank you everyone!!!

Like · Reply · 39w



Write a comment...



Press Enter to post.

Cheroyl Ann Murphy
February 15 · 🌐

Miracle
University Inc.
School of Barbering
/Cosmetology/Esthetics
&
Degree Programs
For The Professionals

Carla Jordan

February 12 · 🌐

Now w enrolling.
Email me for more info at
drkarlajordan@gmail.com

👍❤️ 8

1 Comment 2 Shares

👍 Like

💬 Comment

➦ Share

Cheroyl Ann Murphy



Friends

854 friends

See all friends



Veronica Red Pony Townsend



Tonya Vanhook



Mignon Grant



Betty Witcher



Barbara Mays



Timothy Bennett



Mona InTha Middle



Gwen Eggleston



Carla Jordan

Life events

See All



Cheroyl Ann Murphy
November 29, 2020 ·

Thank you so much Dr.Carla Jordan

5:29

Carla's Post

Mom and Dad I Did it!
Thank You Lord for blessing me to see this day to come. For me To obtain and to receive my Doctoral degré in the Wonderful world of Cosmetology. Even though This road hasn't been easy due countless late of studying, researching, traveling, teaching, mentoring students and making lively sacrifices through life. I'm so grateful, that I chose not to give up! So, to the students and collègues of this evolving industry, my advice to you is to never give up on you and your Dreams!!! Storms of life gone come, but remember if he brings you to it, he can bring you though it! Now, I can officially say, my Industry owes me nothing. I AM DR.CARLA DANYELL JORDAN (DPC)
#AdaywithcJ
#AdaywithDr.Carla J.

1K

553 Comments 15 Shares

Like Comment Share



I'm so grateful, that I chose not to give up! So, to the students and collègues of this evolving industry, my advice to you is to never give up on you and your Dreams!!! Storms of life gone come, but remember if he brings you to it, he can bring you though it! Now, I can officially say, my Industry owes me nothing. I AM DR.CARLA DANYELL JORDAN (DPC)
#AdaywithcJ
#AdaywithDr.Carla J.

1K

553 Comments 15 Shares

Like Comment Share



Carla Jordan is with Carla Danyell Jordan and 5 others.
November 29, 2020 ·

Up reflecting back on life major setbacks, for life major come backs!
And I must say, 2018 was the Absolute best and must rewarding year and accomplishment of my entire life. and I owe it All to God and my mentor Dr.Cheryol Cheroyl Ann Murphy! Because my degrees has paid off in ways, that it's almost scary! but I'm rolling, Grateful and humble. So again, I reflect and thank God for the ppl he has placed in my life, and my prayers is that he continues to guide me and link me with Solid like minded ppl. I am Dr. Carla Jordan, DPC
#muigrad #selfreflectiontime #cosmoest2000
#docest2018 #imadetohtetop
#nothingbutgod

11

2 Comments



WHITENING AND GEMS
Go with us, upgrade you.

COSMETIC TEETH WHITENING AND TOOTH GEM TRAINING..



FEE: ~~\$2200~~
\$925 **FOR EACH COURSE**

SUNDAY NOV 28 & MONDAY NOV 29
TIME 8AM-5PM

2 Days ONLY!!!

TRAINING KITS INCLUDES:

- ✓ TOOTH ANATOMY
- ✓ WHITENING KIT (TOOTH GEMS)
- ✓ VENDOR LIST.
- ✓ BRANDING AND MARKETING
- ✓ LED WHITENING MACHINE
- ✓ CONSENT FORMS
- ✓ LIABILITY INSURANCE INFO.
- ✓ COMPLETION OF CERTIFICATION

CONTACT DR. CARLA JORDAN, DPC

TO REGISTER AT ☎ 501-454-4285

**219, RIVER MARKET AVENUE,
RESIDENCES INN BY COURT YARD MARRIOTT, LITTLE ROCK, ARKANSAS.**

LIVE MODEL TRAINING



drcarlajordan • [Follow](#)



drcarlajordan Cosmetic Teeth Whitening and Gems training for the month of NOVEMBER. DM to take advantage of this deal.
#adaywithdrdj
#teethwhiteningtraining #teethwhitening #teethgems #bossup

5w

4 likes

NOVEMBER 7.

Add a comment...

Post



Videos

[See all](#)



1:05:54

8

295 views · a year ago

Page transparency

[See all](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - February 20, 2013

Related Pages



Reach Out Apostolic Tab...
Apostolic Church



St. Wreaths
Home decor



TST Handy Services
Home Improvement



Like



Like



Like

Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.



Miracle Barber and Beauty Universal Institute, Inc.
January 29, 2021 · 🌐



Carla Jordan is with Dedra Jenkins and 34 others.
January 29, 2021 · 🌐

Aspiring beauty professionals or Professionals DM me. To enroll in our certificate or degree programs. For more info email me at drcarlajordan@gmail.com. We are your entry level or Professional level up for the beauty Industry! My name is Dr. Carla Jordan, DPC Educator and Representative For Miracle University. We offer campus base classes or Online classes. DM today. Your NEXT level starts with us!

1



Like



Comment



Share

Write a comment...

Carla Jordan
Dr. Carla Jordan, DFC Edu/License Insurance Agent

Lives in North Little Rock, Arkansas
From North Little Rock, Arkansas
Followed by 2,562 people
facebook.com/Smiles-Gems-104102064620641

Photos See All Photos



Friends See all friends

Carla Jordan is with D Jordan Hunter and Carla Danyell Jordan.

December 8 at 3:51 AM · 🌐

Up researching and writing out my NEW classes for 2022. class tuition will start \$2200-\$5000 for A DAY WITH Dr. J! So get excited! Funding available to those who qualify.
[#newskills](#) [#bossup](#)
[#continuingeducationwithdrcj](#)
[#adaywithdrcj](#)



👍 1

Like Comment Share

Carla Jordan

Intro

Dr.Carla Jordan, DPC Edu/License Insurance Agent

Lives in North Little Rock, Arkansas

From North Little Rock, Arkansas

Followed by 2,562 people

facebook.com/Smiles-Gems-104102064620641

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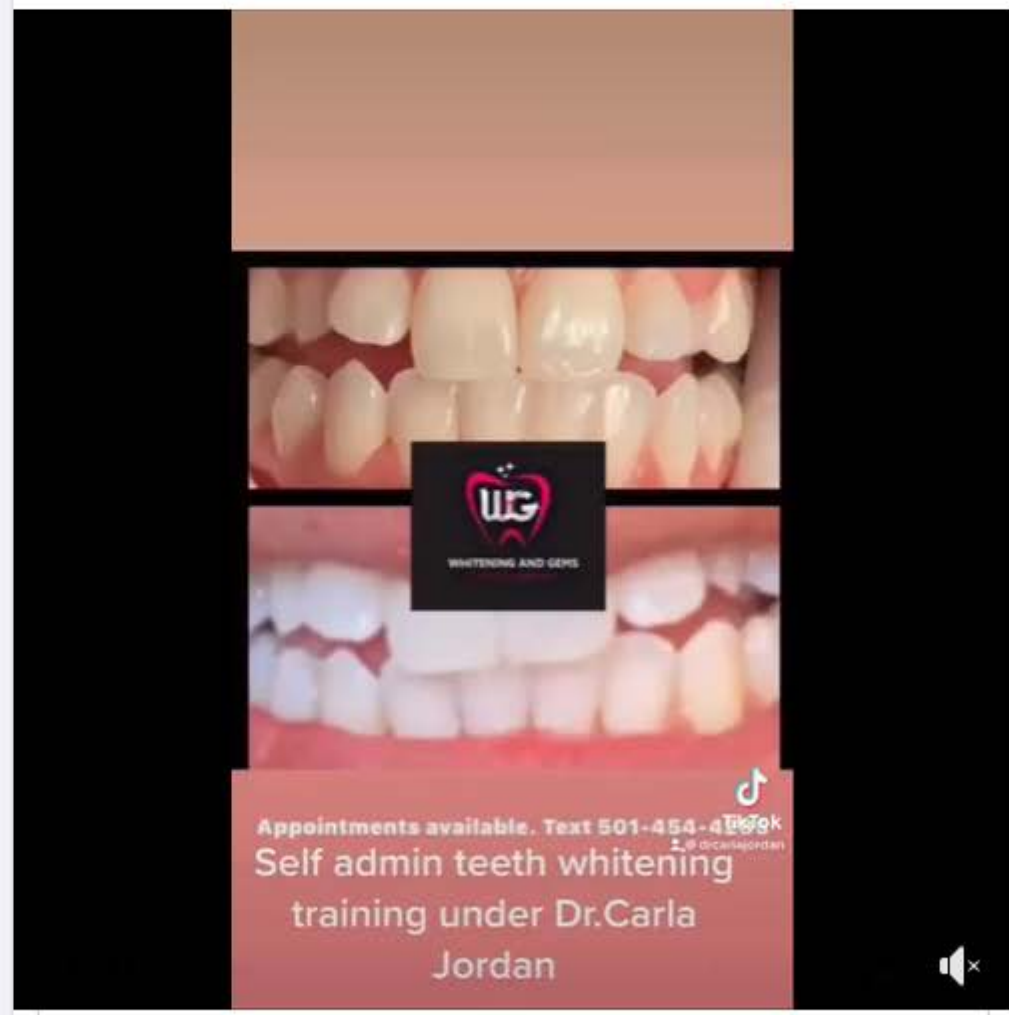


Friends

See all friends

Write a comment...
Press Enter to post.

Carla Jordan
November 21 at 9:05 PM · 🌐
Classes will be in session this upcoming coming Sunday and Monday.
DM to register
[#adaywithdrcj](#)



Carla Jordan is with Michelle Flemons and 92 others.
November 21 at 6:45 AM · 🌐
Cosmetic Teeth Whitening and Gems training Classes will be in session next Sunday and Monday. DM to register.

Carla Jordan

Intro

Dr.Carla Jordan, DPC Edu/License Insurance Agent

Lives in North Little Rock, Arkansas

From North Little Rock, Arkansas

Followed by 2,562 people

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Photos

See All Photos

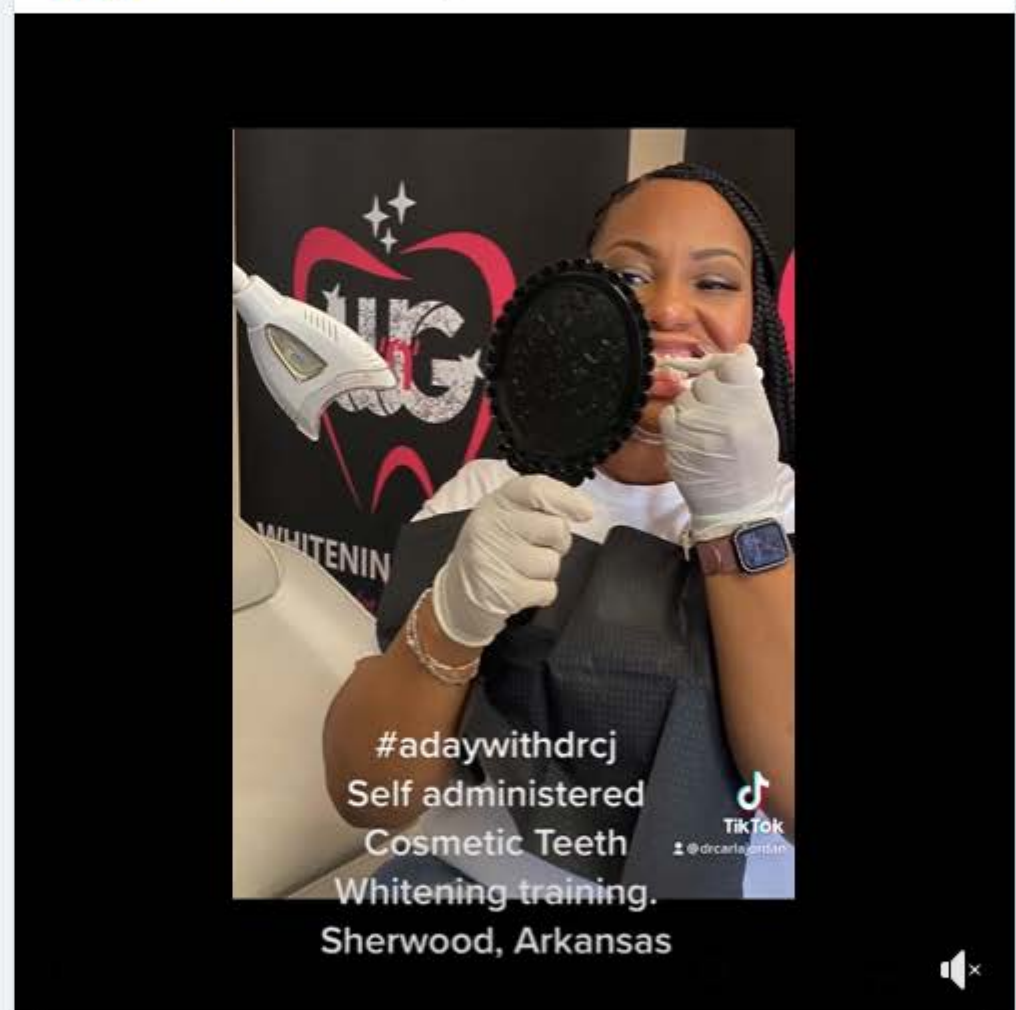


Friends

See all friends

Write a comment...
Press Enter to post.

Carla Jordan
December 7 at 4:23 AM · 🌐



Carla Jordan
December 7 at 4:21 AM · 🌐
Contact Dr.Carla Jordan to register @drcarlayjordan@gmail.com

1 1 Comment 7 Shares

Like Comment Share

Carla Jordan

Intro

Dr.Carla Jordan, DPC Edu/License Insurance Agent

Lives in North Little Rock, Arkansas

From North Little Rock, Arkansas

Followed by 2,562 people

facebook.com/Smiles-Gems-104102064620641

Photos

See All Photos



Friends

See all friends

Press Enter to post.



Carla Jordan is with Carla Danyell Jordan.

December 6 at 8:59 PM · 🌐

Student review are the Best!

Dr. Carla Jordan, Dpc

#adaywithdrcj



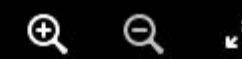
Sakarri Johnson-Gill

6 mins · 👤

Such an eventful, productive, educational day!! So excited about my next endeavor as well as new service to be offered at my salon coming soon!! Thank you Dr [Carla Jordan](#) for sharing your wealth of knowledge as well as your hospitality! The class was awesome, the atmosphere was beautiful and I can't speak enough about your professionalism! You truly are a gem!

📢 **NEW SERVICE ALERT** 📢

Proud to announce I will be offering at my salon **SERENITY STYLES** beginning January 2022 the service of Cosmetic



Commencement Ceremony

Mistress of Ceremony: -- Mrs. Gwen Eggleston
 Prelude- ----- Chariots of Fire
 Invocation ----- Mr. James Murphy
 Welcome: ----- Dr. Carla Jordan (DPC)

Introduction of Miracle University Inc. Staff

Dr. Sheffield Townsend (CEO)

Dr. Cheroyl Murphy & Ms. LaCresha Townsend
 Dr. Veronica Townsend & Dr. LaTonya Taliferro
 Dr. Barbara Mays & Dr. Mae Phillips
 Mr. Barry Lowe & Dr. Sean Young
 Mr. Ian Turner & Dr. Greg Myers
 Ms. Brittany Hughes & Dr. Jaci Hagwood

Song ----- Dr. Veronica Townsend (DPB)

MOTIVATIONAL WORDS

Dr. Francis Bey (DPC)

Presenting of Certification & Honor Cords

Conferring Of Degrees Dr. Cheroyl Murphy
 Benediction

STUDENTS

Dr. V. Townsend Ms. Brittany Hughes & Dr. Greg Myers

1. Eshae Brown - Esthetics - Roanoke, VA.
2. Maya Johnson - Nails - Greensboro, NC
3. Natasha Martin - Nails - Danville- VA.
4. Lindsey Moran - Esthetics - Martinsville, VA

Mr. Barry Lowe - Mr. Ian Turner & Dr. Jaci Hagwood

5. LaRosa Ricks - Nails - Richmond, VA.
6. Warren Spencer-Barber - Cascade VA.
7. Kemoni Thomas- Esthetics - Richmond - VA.
8. Tracy Tuck- Nails - Danville VA

Dr. Barbara Mays & Dr. Mae Phillips

9. Sheana Pollard - Cosmetology Lynchburg, VA.
10. Brielle Spina - Cosmetology- Danville, VA
11. Jennifer Wilson- Cosmetology - Martinsville, VA

INSTRUCTORS

14. Dainelle Branton Georgia

BACHELOR & MASTER

(All Doctoral have completed)

DOCTORATE OF PROFESSIONAL

Dr. Carla Jordan & Dr. Linda Milford

1. Dr. Francis Bey - Cosmetology - Indiana
2. Dr. Keyona Brown - Cosmetology- VA.
3. Dr. Cheryl Fields- Cosmetology - Kentucky
4. Dr. Dedra Jenkins- Cosmetology- Arkansas
5. Dr. William McNeely - Barbering - Arkansas
6. Dr. Enola Pollard- Cosmetology- Louisiana
7. Dr. Cynthia Sticheomb - Cosmetology- VA.
8. Dr. Alisa Vaughn- Cosmetology- Illinois
9. Dr. Santresa R. Weldon - Cosmetology - Georgia



Mae Phillips

September 29, 2020 · 🌐



1

2 Comments



Like



Share



Sherry Moseley Pearce
 Mae Phillips

I need to get with you on skincare!!

Like · 1y · Edited



Mae Phillips
 Most definitely.

Like · 1y

Carla Jordan

Intro

Dr.Carla Jordan, DPC Edu/License Insurance Agent

Lives in North Little Rock, Arkansas

From North Little Rock, Arkansas

Followed by 2,567 people

facebook.com/Smiles-Gems-104102064620641

Photos

See All Photos



Friends

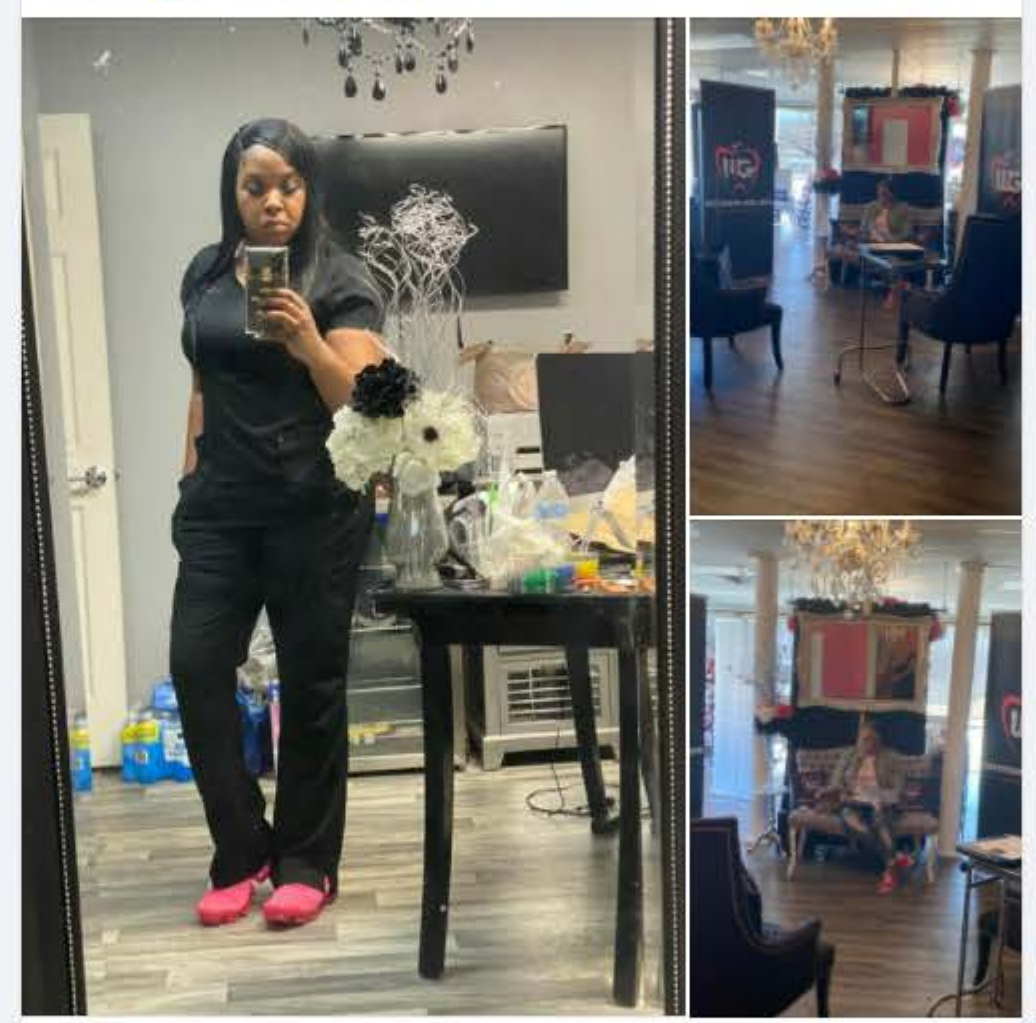
See all friends

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See 216 More

Carla Jordan is at Carla J. Salon & Boutique.
December 6, 2021 · Sherwood, AR ·

#ADAYAWITHCJ in session.
Cosmetic Teeth Whitening Training. Next training-date will be posted shortly. #selfadmin
#teethwhitening #gemstraining
#creatingbosses #worldwide



40 11 Comments

Like Comment Share

View 4 previous comments

Carla Jordan
Thanks for the continued likes
Like · Reply · 4w



Carla Jordan

...

Intro

Dr.Carla Jordan, DPC Edu/License Insurance Agent

 Lives in North Little Rock, Arkansas

 From North Little Rock, Arkansas

 Followed by 2,567 people

 facebook.com/Smiles-Gems-104102064620641

Photos [See All Photos](#)



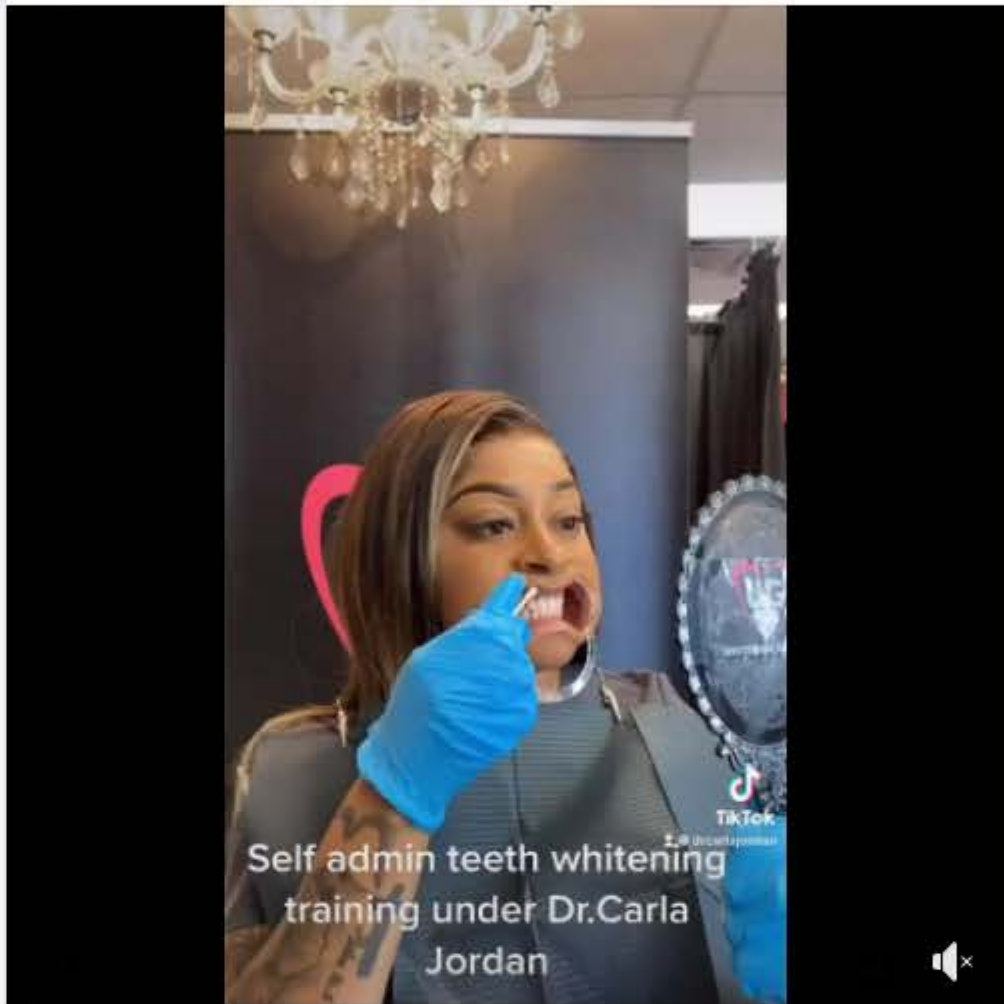
Friends [See all friends](#)



Carla Jordan

Yesterday at 11:04 AM · 🌐

...



Carla Jordan is with Michelle Flemons and 92 others.
November 21, 2021 · 🌐

Cosmetic Teeth Whitening and Gems training Classes will be in session next Sunday and Monday. DM to register.
[#adaywithdrcjdpc](#)
[#selfadmindcosmetictoothwhitening](#)[#yournextisnow](#)[#soarin2022](#)

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Carla Jordan is with Staisha Davis West and 8 others at Carla J. Salon & Boutique.

...

2021-12-16 - Com....zip ^ 2021-12-16 - Com....zip ^ [Show all](#)

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46°F Sunny ^ 2:28 PM 1/10/2022

COVER PAGE

IN THE CIRCUIT COURT OF PULASKI COUNTY, ARKANSAS
CIVIL DIVISION

STATE OF ARKANSAS, *ex rel.*

LESLIE RUTLEDGE, ATTORNEY GENERAL

PLAINTIFF

v.

CASE NO. _____

CARLA JORDAN

DEFENDANT

COMPLAINT

EXHIBIT D



ATTORNEY GENERAL
LESLIE RUTLEDGE
ARKANSASAG.GOV

David A.F. McCoy
Assistant Attorney General
Direct Dial: (501) 682-7506
Email: David.McCoy@ArkansasAG.gov

October 2, 2020

VIA CERTIFIED MAIL
7018 0680 0000 1552 1475

Dr. Carla Jordan
Carla Jordan Salon & Boutique
9851 Brockington Road
Sherwood, AR 72120

Re: Dr. Carla Jordan Salon & Boutique
File No.: 2019-0115

Dear Dr. Jordan,

This letter is issued to inform you about the consumer protection concerns identified by our investigators and to encourage you to take appropriate measures to address these concerns.

The Arkansas Attorney General is the state's chief law enforcement officer and consumer advocate. This Office is authorized by the Arkansas Deceptive Trade Practices Act, Ark. Code Ann. § 4-88-101, *et seq.* ("ADTPA") to investigate deceptive trade practices and to enforce consumer protection laws where violations exist.

As a result of reports received from consumers about the teeth whitening services and training course you offer, our investigators conducted a cursory review of your business practices. From this review, we identified a concern in your online advertisements and posts where you consistently refer to yourself as "doctor" in association with your teeth whitening services and training courses. I have enclosed some screen shots of these advertisements and posts as examples.

We could not determine the type of doctoral degree or any other such credentials you may hold that designate you as a doctor. However, we verified with the Arkansas State Medical Board and the Arkansas State Dental Board of

323 Center Street, Suite 200, Little Rock, AR 72201
(501) 682-2007 | oag@ArkansasAG.gov

EXHIBIT D

Examiners that you are not currently licensed as a medical doctor or dentist in the State of Arkansas.

Because the teeth whitening services are arguably closely related to dental services and are even provided by some dentist offices, it would not be improbable that some consumers might believe the services you offer are health-care type dental services. The use of the title “doctor,” particularly in association with teeth whitening services and related training courses, could be seen as implying that you have the credentials and qualifications of a licensed dentist. Such false pretenses could also falsely exaggerate consumers’ perception about the quality of your services and training courses as being offered by a medical doctor or dentist.

It is a violation of the ADTPA to falsely represent the quality or characteristics of goods or services offered to consumers. It is also a violation to omit or misrepresent significant information in the sale or advertisement of goods or services with the intent that others rely on the misrepresentations.

A determination by this Office that a person is engaging in a deceptive practice in violation of the ADTPA could result in an enforcement action, which may result in a judgment for civil penalties of up to \$10,000 for each ADTPA violation, as well as injunctive relief prohibiting further unlawful business conduct.

The information communicated in this letter is for your awareness of these issues and is not, and should not be construed as, legal advice to you. You should always consult an attorney if you have questions regarding your rights or how the law may apply to your circumstances.

Thank you for your attention to this important matter.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D.A.F. McCoy', with a stylized flourish at the end.

David A.F. McCoy
Assistant Attorney General

SENDER: COMPLETE THIS SECTION

- Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.
- Print your name and address on the reverse so that we can return the card to you.
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Dr. Carla Jordan
Carla Jordan Salon & Boutique
9851 Breckington Rd.
Sherwood, AR 72130

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B. Received by (Printed Name)

Dr. C. Jordan

☐ Agent

C. Date of Delivery

10-9-20

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☐ C.O.D.

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323 Center Street, Suite 200
Little Rock, Arkansas 72201

DY-PPD-54