

# WISCONSIN DEPARTMENT OF REGULATION & LICENSING



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# Wisconsin Department of Regulation & Licensing

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## BARBERING AND COSMETOLOGY EXAMINING BOARD

### CITATION FOR ADMINISTRATIVE FORFEITURE

|                                                                                                  |                                                                                          |
|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> CITATION<br>DOE CASE FILE # <u>07 BAC 117</u>                | <input checked="" type="checkbox"/> FINAL DECISION AND ORDER<br>LS # <u>08090819 BAC</u> |
| <u>Heidi M. Duerwachter (owner of Pure Alchemy LLC)</u>                                          |                                                                                          |
| <input checked="" type="checkbox"/> Individual Credential Holder Name<br>License # <u>86-771</u> | OR<br><input type="checkbox"/> Establishment Name<br>License # _____                     |

509 River Terrace Kiel, WI 53042  
Street City Zip  
Tuesday 5-27-08 9:45 a.m.  
Day of Week Date Time

On the above stated time, date and location, an investigation/inspection has disclosed the following violation.

In a phone conversation on 5-27-08, Ms. Duerwachter admitted she had been operating a very part-time unlicensed aesthetics establishment in her home since 2-1-07. She works fulltime as a graphic artist. She thought that from discussions with city officials of Kiel she was operating in compliance with rules. She immediately obtained an establishment license on 5-28-08.

In violation of Section 2.045 (1) of ☐ Wis. Stats. OR ☒ Wis. Adm. Code  
Ralph Draeger Consumer Protection Investigator 6-24-08  
Signature of Investigative Staff Title Date  
Heidi M. Duerwachter / Pure Alchemy, LLC 6-27-08  
Signature of ☒ Licensee OR ☒ Establishment Owner Date

Pursuant to Wis. Stat. § 454.15(3), the licensing authority is authorized to impose a forfeiture in lieu of or in addition to other disciplinary action against your license.

PLEASE TAKE NOTICE THAT THE CREDENTIAL HOLDER MAY DEPOSIT A FORFEITURE AND COSTS IN THE AMOUNT OF \$ 530.00 BY MAILING A CHECK OR MONEY ORDER NO LATER THAN TWENTY (20) DAYS FROM THE DATE OF THIS CITATION, TOGETHER WITH THE SIGNED COPY OF THIS FORM TO: DEPARTMENT OF REGULATION AND LICENSING, DIVISION OF ENFORCEMENT, 1400 EAST WASHINGTON AVENUE, P.O. BOX 8935, MADISON, WI 53708. PAYMENT SHALL BE TREATED AS A PLEA OF NO CONTEST TO THE VIOLATION CITED ABOVE AND CONSENT TO AN ORDER OF FORFEITURE PLUS COSTS, NOT TO EXCEED THE AMOUNT OF THE DEPOSIT.

Please reference "NOTICE OF RIGHT TO CONTEST" on backside of pink copy.

Joanne M. Bush  
9-8-08