
**DIRECTOR'S ORDER UNDER SECTION 157
OF THE *FAIR TRADING ACT*
TO
CHOLOMELEY IROG ARDANIEL
aka CHUM ARDANIEL
o/a SKIN GLO HOME SPA
AND ANY EMPLOYEE, REPRESENTATIVE, OR AGENT OF
CHOLOMELEY IROG ARDANIEL**

This Director's Order was issued under s. 157 of the *Fair Trading Act* in response to, in the opinion of the Director, contraventions of the Act. As mandated by s. 157.1 of the *Fair Trading Act*, this Director's Order is part of the public record.

For more information on the Fair Trading Act, business licensing in Alberta or to search for a licensed business, please click here:

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To view a tipsheet on this business licence category, please click here:

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Consumer Programs

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ISSUES

Cholomeley Ardaniel operates a home based business under the registered trade name Skin Glo Home Spa. Service Alberta has received evidence showing Ms. Ardaniel has represented herself as a physician and dermatologist to consumers, including on business cards, Facebook, Instagram, and in conversation. This representation appears to have been to assure consumers that she is more than qualified to administer certain cosmetic treatments, including Botox injections. Ms Ardaniel has also used the titles "Doctor" and "Dra." in dealings with consumers, and appears to have done so to give the impression she is able to act as a physician in Alberta.

In consultation with the College of Physicians and Surgeons of Alberta, Service Alberta has determined Ms. Ardaniel is not registered as a physician or dermatologist in Alberta, and is therefore not entitled to represent herself in this way to consumers. Ms. Ardaniel has acknowledged to Service Alberta that she is not registered as a physician in Alberta. Nevertheless, evidence shows several consumers were misrepresented about Ms. Ardaniel's current status as a physician or dermatologist in Alberta.

The Director is of the opinion this representation, as conducted in the normal course of business by Ms. Ardaniel, constitutes an unfair practice prohibited by the *Fair Trading Act*. A supplier is prohibited from representing they hold a particular approval, status, or qualification that the supplier does not have.

Cholomeley Ardaniel has represented she has the status of a registered physician and dermatologist in Alberta, even though she does not possess this status.

ORDER

- Cholomeley Ardaniel, either in her own capacity or when acting on behalf of a corporation she represents or in which she has an interest, must immediately:
 - Cease representing herself to consumers as a physician, dermatologist, or any other term requiring registration until she receives the proper registration allowing the use of this status in Alberta,
 - Cease use of any term, title, or representation of status that would lead a reasonable person to believe she is a physician, dermatologist, or any other term requiring registration until she receives the proper authorization allowing representation of herself as a physician in Alberta.

- Any employee, representative, agent or associate of Cholomeley Ardaniel must immediately:
 - Cease representing Ms. Ardaniel to consumers as a physician, dermatologist, or any other term requiring registration until she receives the proper registration allowing the use of this status in Alberta,
 - Cease use of any term, title, or representation of status for Ms. Ardaniel that would lead a reasonable person to believe she is a physician, dermatologist, or any other term requiring registration until she receives the proper regulation allowing her to be represented as a physician in Alberta.

NON COMPLIANCE WITH ORDER

- **ANY PERSON WHO FAILS TO COMPLY WITH AN ORDER OF THE DIRECTOR UNDER SECTION 157 OF THE *FAIR TRADING ACT* CONTRAVENES THIS ACT AND IS GUILTY OF AN OFFENCE AND MAY BE PROSECUTED PURSUANT TO SECTION 163 OF THE *FAIR TRADING ACT*.**

APPEAL

You have the right to appeal this Order under Section 179(1)(d) of the *Fair Trading Act*. In order to do so, a notice of appeal must be served on the Minister of Service Alberta within 30 days of your being served with this Order.



George Yates
Director of Fair Trading
May 7, 2015