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STATE OF CALIFORNIA
BUSINESS, TRANSPORTATION AND HOUSING AGENCY
DEPARTMENT OF CORPORATIONS

TO: Ron Love
Alexa Espinoza
W. Scott Griffiths, a.k.a. Scott Griffiths
18/8 Fine Men’s Salons, d.b.a.
Eighteen Eight Fine Men’s Salons
www.eighteneight.com
M.EighteenEight.com

30821 Seminole Place
Laguna Niguel, CA 92677
and
3995 Alton Parkway, Suite C
Irvine, CA 92606
and
22361 Antonio Parkway, Suite E130
Rancho Santa Margarita, CA 92688
and
374 East Colorado Blvd.
Pasadena, CA 91101

DESIST AND REFRAIN ORDER
(For violations of section 31110 of the Corporations Code)

The California Corporations Commissioner finds that:

1. At all relevant times, 18/8 Fine Men’s Salons, also doing business as Eighteen Eight Fine Men’s Salons, www.eighteneight.com, and M.EighteenEight.com, (collectively, “18/8”) was and is a California business entity of unknown formation with a principal place of business located at 30821 Seminole Place, Laguna Niguel, California, 92677, and at 3995 Alton Parkway, Suite C, Irvine, California, 92606. 18/8 transacts business in California from various other Southern California locations, by way of the internet at www.eighteneight.com, and by mobile application at M.EighteenEight.com. 18/8 also transacts business generally by telephone numbers (949) 724-1888 and (949) 290-6431.

2. At all relevant times, 18/8 operates salons specializing in grooming services for men such as haircuts, hair coloring, manicures, face treatments, scalp treatments and massages. Further,

1 18/8 also sells proprietary lines of hair, skin and grooming products, as well as engages in new
2 grooming product development. Finally, 18/8 also sells store technology, products and customer
3 service support business opportunities to California consumers. Specifically, 18/8 offers California
4 consumers the purchase of an 18/8 salon or, as referred to by 18/8, “*an exceptional premium*
5 *opportunity*” - “*a franchise opportunity to be part of the 1st National chain of 18/8 Fine Men’s*
6 *Salons*”. 18/8 currently operates at least three (3) salons in Southern California. In purchasing a 18/8
7 franchise for a total investment range of approximately \$195,000.00 to \$305,000.00, one would
8 receive, and 18/8 would provide at least the following regarding salon services and businesses as set
9 forth in paragraph 2, page 1, herein: (1) products; (2) equipment; (3) education; (4) customer service;
10 (5) training regarding the use of all products, methods and equipment; (6) right to use 18/8
11 trademarks; (7) use of licensed proprietary material; (8) exclusive marketing or sales territory rights;
12 and (9) sales and business support.

13 3. At all relevant times, Ron Love (“Love”), is a principal and representative of 18/8, and
14 represents himself to the public as “president”, and “founder” of 18/8. Love did or does exercise
15 management responsibility and control with regard to 18/8’s operations and franchises. Love
16 transacts business from 3995 Alton Parkway, Suite C, Irvine, California, 92606.

17 4. At all relevant times, W. Scott Griffiths, a.k.a. Scott Griffiths (“Griffiths”), is also a
18 principal and representative of 18/8, and represents himself to the public as “founder”, “chief
19 executive officer”, and “chief marketing executive” of 18/8. Griffiths did or does exercise
20 management responsibility and control with regard to 18/8’s operations and franchises. Griffiths also
21 transacts business for 18/8 from 3995 Alton Parkway, Suite C, Irvine, California, 92606 and at 30821
22 Seminole Place, Laguna Niguel, California, 92677.

23 5. At all relevant times, Alexa Espinoza (“Espinoza”) is a representative of 18/8, and
24 represents herself to the public as “marketing manager/franchise coordinator” of 18/8. Espinoza does
25 business in California personally and by way of telephone number (925) 998-4804.

26 6. Beginning in at least 2010, 18/8, Love, Griffiths, and Espinoza marketed and offered
27 18/8 franchises for sale to California residents.
28

1 7. From 2010 to present, 18/8 was not and is not registered with the Department of
2 Corporations to offer franchises for sale to California residents under the California Franchise
3 Investment Law and are not exempted under Chapter 1, beginning with Corporations Code section
4 31100, of that law.

5 Based upon the foregoing findings, the California Corporations Commissioner is of the
6 opinion that 18/8 Fine Men’s Salons, d.b.a. Eighteen Eight Fine Men’s Salons,
7 www.eighteneight.com, M.EighteenEight.com, Ron Love, W. Scott Griffiths, a.k.a. Scott Griffiths,
8 and Alexa Espinoza have offered franchises for sale in California to California residents.

9 The California Corporations Commissioner is of the further opinion that 18/8 Fine Men’s
10 Salons, d.b.a. Eighteen Eight Fine Men’s Salons, www.eighteneight.com, M.EighteenEight.com,
11 Ron Love, W. Scott Griffiths, a.k.a. Scott Griffiths, and Alexa Espinoza have offered or sold
12 franchises in California that were subject to registration under the Franchise Investment Law without
13 the offers or sales first being registered, in violation of Corporations Code section 31110.

14 Pursuant to section 31402 of the Corporations Code, 18/8 Fine Men’s Salons, d.b.a. Eighteen
15 Eight Fine Men’s Salons, www.eighteneight.com, M.EighteenEight.com, Ron Love, W. Scott
16 Griffiths, a.k.a. Scott Griffiths, and Alexa Espinoza are hereby ordered to desist and refrain from the
17 further offer or sale of 18/8 Fine Men’s Salons, d.b.a. Eighteen Eight Fine Men’s Salons,
18 www.eighteneight.com, M.EighteenEight.com franchises unless and until the offers have been duly
19 registered under the Franchise Investment Law or are exempt. This Order is necessary, in the public
20 interest, for the protection of investors and consistent with the purposes, policies and provisions of
21 the Franchise Investment Law.

22 Dated: October 23, 2012
23 Sacramento, California

JAN LYNN OWEN
California Corporations Commissioner

26 By: _____

27 MARY ANN SMITH
28 Deputy Commissioner
Enforcement Division