

Nevada Advocacy Brief

Title

When Everything Becomes a School: How Nevada Turns Education, Advertising, and Social Media into Regulatory Control

Executive summary

Nevada's cosmetology framework does more than regulate licensed schools and licensed salons. It creates a system in which online promotion, education-style content, mentorship language, and fee-based teaching can be pulled into a web of advertising rules, licensure rules, and school-of-cosmetology rules that reach far beyond classic public-health concerns ([NRS Chapter 644A](#), [Nevada salon rules and regulations](#)).

The legal structure is broad enough that a social-media post can become an advertisement, an advertisement can become evidence of unlicensed practice or scope violations, and education-style promotion can become evidence that someone is operating like an unapproved school ([NRS 644A.015](#), [NRS 644A.800](#), [NRS 644A.935](#), [NRS 644A.730](#)).

The result is a system that can chill lawful education, informal skill sharing, modern mentorship, and nontraditional beauty training by treating too many things as regulated instruction and too many posts as disciplinary evidence ([April 7, 2025 documents](#), [January 10, 2022 meeting documents](#), [February 23, 2026 disciplinary documents](#)).

The basic problem

Nevada defines "advertising" broadly enough to cover written, electronic, and graphic representations made on the Internet to elicit enrollment or sales ([NRS 644A.015](#)). That means Instagram and Facebook posts are not treated as modern communication first. They are treated as regulated ads first ([NRS 644A.015](#), [NRS 644A.800](#)).

Nevada then layers on rules requiring license identifiers in ads, prohibiting misleading or inaccurate promotion, and authorizing discipline for violations of those standards ([NRS 644A.800](#), [NRS 644A.935](#), [NRS 644A.850](#)). On top of that, Nevada says that every cosmetological establishment that charges a fee for teaching any branch of cosmetology is a school of cosmetology ([NRS 644A.730](#)).

That combination is the problem. It gives the Board a way to move from "you posted something" to "you advertised something" to "you taught something" to "you functioned like a school" with very little daylight in between ([NRS 644A.015](#), [NRS 644A.730](#)).

How the system works in practice

The Board's own records show a consistent pattern of using online content as evidence, then measuring whether people changed or removed that content after board contact ([June 30, 2025 documents](#), [July 14, 2025 documents](#)).

In one 2025 matter, the Board's documents say: "The first cease and desist letter was sent on December 18, 2024. On our January 15, 2025 follow up, the Instagram page was still online with no changes made to advertisements. This resulted in the citations being issued" ([June 30, 2025 documents](#)). In the same records, staff logged later developments such as "Social media has 5 new posts," noted that a page was "still up and actively posting," and documented edits like removing "Licensed nail tech" from a bio ([June 30, 2025 documents](#)).

Another 2025 packet reads like a surveillance log: "June 12, 2024- Instagram still up. Account is now private," "July 3, 2024- Instagram still up. Account still private. No longer says LV Nail Tech," "August 21, 2024- Instagram still up and no longer private," and "June 23, 2025- Instagram still up. Account still private. 'All services done in school'" ([July 14, 2025 documents](#)). That is not a one-time compliance check. It is ongoing monitoring of speech and promotion ([July 14, 2025 documents](#)).

The Board also polices title language. The January 12, 2026 minutes say the Board "requested that Armenui Karapetian remove the term 'Master' off of social media," which tracks with the Board's rule against deceptive prestige terms such as "expert," "advanced," and "medical" ([January 12, 2026 minutes](#), [Nevada salon rules and regulations](#)).

Why the "everything is a school" argument matters

The deepest problem is not merely that Nevada regulates advertising. It is that Nevada can combine advertising law with school law in a way that threatens informal education and modern training models ([NRS 644A.730](#), [NRS 644A.740](#)).

Nevada's statute is blunt: "Every cosmetological establishment which exacts a fee for the teaching of any branch of cosmetology is a school of cosmetology" ([NRS 644A.730](#)). Once that shift happens, the full machinery of school regulation comes into play, including supervision, equipment, records, curriculum structure, and related burdens ([NRS 644A.740](#)).

That means a workshop, seminar, mentorship program, boot camp, advanced technique session, or skill-building class can be treated not as education in the ordinary sense, but as potentially unauthorized school activity ([NRS 644A.730](#)).

The Board's cases show this is not a hypothetical concern. In one April 7, 2025 matter, a petitioner wrote: "I've since removed all language from my social media that could be interpreted as advertising formal education. My posts were meant to share educational content and not to mislead anyone into thinking I was providing licensure-granting instruction" ([April 7, 2025 documents](#)). That statement is revealing because it shows how quickly ordinary educational language can be pulled into a licensure-style enforcement frame ([April 7, 2025 documents](#)). The Board's older cases reinforce the point. In January 2022, the Board used Facebook and Instagram posts promoting "seminars and classes" and encouraging people to improve their techniques and skills as part of a teaching-without-license case ([January 10, 2022 meeting documents](#)). In July 2021, the Board reviewed and approved "Student Social Media Posting

Guidance,” and the same packet included a case where a young professional described posting promotions to recruit others “to do group training altogether” ([July 12, 2021 meeting documents](#)).

By 2026, the Board’s disciplinary materials went even further, saying that “Based on social media reporting, Board staff was able to conclude” that a respondent held a “summer youth training program” in which participants appeared to receive practical instruction and were awarded certificates ([February 23, 2026 disciplinary documents](#)). That is the Board effectively inferring school-like status from nontraditional education activity based on social-media evidence ([February 23, 2026 disciplinary documents](#)).

Why this matters beyond Nevada

This is not just a Nevada stylist problem. It is a modern speech and innovation problem in beauty education. The beauty industry no longer learns only through classic beauty schools. People learn through continuing education, workshops, seminars, online communities, mentorship, creator-led courses, and platform-based instruction ([NRS 644A.740](#)).

A legal structure that treats internet content as advertising, then treats fee-based teaching as school activity, can suffocate educational experimentation and make ordinary professionals afraid to teach, explain, mentor, or build modern learning platforms ([NRS 644A.015](#), [NRS 644A.730](#)).

The people most hurt by this kind of system are often the very people trying to widen access to knowledge: working professionals, niche educators, advanced-practice trainers, and creators using the internet to reach learners outside the old-school institutional pipeline ([April 7, 2025 documents](#), [February 23, 2026 disciplinary documents](#)).

Reform principles

Nevada should draw a clearer line between licensure preparation and general education ([NRS 644A.730](#)). If a course, workshop, or platform does not claim to qualify a student for state licensure and does not provide state-recognized licensure hours, it should not automatically be treated as a school of cosmetology merely because money changed hands ([NRS 644A.730](#), [NRS 644A.740](#)).

Nevada should also narrow the practical reach of its advertising laws so that ordinary online speech is not so easily turned into a disciplinary file ([NRS 644A.015](#), [NRS 644A.935](#)).

Legitimate consumer protection does not require constant monitoring of social-media language or treating every education-style phrase as evidence of regulatory misconduct ([June 30, 2025 documents](#), [July 14, 2025 documents](#)).

Conclusion

Nevada has built a structure in which modern communication can become advertising, advertising can become evidence of unlicensed activity, and fee-based teaching can become a school ([NRS 644A.015](#), [NRS 644A.730](#)). That is why the phrase “everything is a school” is not rhetorical fluff. It describes a real legal and enforcement dynamic documented in Nevada’s own

statutes and Board records ([NRS 644A.730](#), [January 10, 2022 meeting documents](#), [February 23, 2026 disciplinary documents](#)).

A healthier system would still punish actual fraud and real health-and-safety violations, but it would stop treating ordinary online communication and nontraditional beauty education as if they were presumptively suspect ([NRS 644A.935](#), [April 7, 2025 documents](#)).