



## Arizona Medical Board

1740 W. Adams, Suite 4000 • Phoenix, AZ 85007

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Website: [www.azmd.gov](http://www.azmd.gov)

April 27, 2026

### **SENT VIA FIRST CLASS US MAIL AND CERTIFIED MAIL**

Ms. Sayde Holladay  
10000 N 31st Ave  
Phoenix, AZ 85051

### **RE: CEASE AND DESIST LETTER – Arizona Revised Statutes §32-3227(C)**

Dear Ms. Holladay:

The Arizona Medical Board (“Board”) has received information that you have been engaging in the practice of medicine in Arizona by advertising and performing filler/Botox injections.

**The Board demands that you immediately cease and desist engaging in the unauthorized practice of medicine, including purporting to use any credentials from the Board because you do not possess those credentials. This includes telling the public or potential/actual patients that you are an Arizona licensed allopathic physician, resident trainee or hold any other credential issued by the Board, whether on the internet, in person, in writing, or with any other means.**

Pursuant to A.R.S. § 32-1455:

A. The following acts are class 5 felonies:

1. The practice of medicine by a person not licensed or exempt from licensure pursuant to this chapter.
2. Securing a license to practice medicine pursuant to this chapter by fraud or deceit.
3. Impersonating a member of the board in issuing a license to practice medicine to another.

B. The following acts if committed by a person not licensed under this chapter or exempt from licensure pursuant to section 32-1421 are class 2 misdemeanors:

1. The use of the designation "M.D." in a way that would lead the public to believe that a person was licensed to practice medicine in this state.
2. The use of the designation "doctor of medicine", "physician", "surgeon", "physician and surgeon" or any combination thereof unless such designation additionally contains the description of another branch of the healing arts

3. The use of the designation "doctor" by a member of another branch of healing arts unless there is set forth with each such designation the other branch of the healing arts concerned.
4. The use of any other words, initials, symbols or combination thereof which would lead the public to believe such person is licensed to practice medicine in this state.

Be advised that the Board will forward this matter to the Office of the Attorney General for review for potential criminal charges.

Sincerely,

A handwritten signature in cursive script that reads "Raquel Rivera".

Raquel Rivera  
Interim Executive Director

cc: Special Agent Supervisor  
Office of the Attorney General  
1275 W. Washington St.  
Phoenix, AZ 85007-2926