BEFORE THE NORTH CAROLINA STATE BOARD OF DENTAL EXAMINERS

In the Matter of: Melissa A. Amos, DMD (License No. 11957)	)	**CONSENT ORDER**

THIS MATTER is before the North Carolina State Board of Dental Examiners ["Board"] as authorized by N.C. Gen. Stat. 90-41.1(b) for consideration of a Consent Order concerning Melissa A. Amos, DMD ["Dr. Amos" or "Respondent"], in lieu of a formal administrative contested case hearing. Pursuant to 21 NCAC 16U .0204, the Board held a settlement conference on February 13, 2026, with the signed consent of Respondent. Mallory Farrar represented Respondent and Douglas J. Brocker represented the Board's Investigative Panel ["IP"]. Based upon the information obtained in its investigation and presented at the settlement conference, the Board enters the following:

FINDINGS OF FACT

1. The Board is a body duly organized under the laws of North Carolina and is the proper party to bring this proceeding pursuant to the authority granted to it in Chapter 90 of the North Carolina General Statutes, including the Dental Practice Act and the Rules and Regulations of the Board.

2. Respondent was licensed to practice dentistry in North Carolina on July 17, 2020, and has held license number 11957 since then.

3. Respondent is subject to the Dental Practice Act and the Board's Rules and Regulations.

4. In July 2023, the IP opened an investigation based on information provided to it that Respondent was offering multiple aesthetic and medical services including Botox injections, PDO Threads, Laser Hair Removal, and Dermal Fillers, among others.

5. During the initial investigation, Respondent was interviewed by a Board investigator and acknowledged offering these aesthetic services at or through her dental office.

6. After the initial investigation, the IP invited Respondent to attend a settlement conference in April 2024.

7. Through her initial counsel, Respondent declined the IP's invitation to attend a settlement conference in 2024 and requested a formal hearing.

8. In June 2024, through her subsequent counsel, Respondent withdrew her hearing request.

9. On November 27, 2024, after several months of discussions and negotiations through her subsequent counsel, Respondent entered into an Agreement to Cease Offering Services Outside the Practice of Dentistry with the Board ["Agreement"].

10. In the Agreement, Respondent admitted that certain identified non-dental services ["NDS"] were outside the scope of the practice of dentistry under North Carolina law.

11. The Agreement identified NDS as including any treatment or service done for cosmetic or aesthetic purposes and that do not involve treatment for dental or other physical conditions of the oral cavity, and specifically listed dermal fillers, PDO threads, microneedling, laser facial, and laser hair removal.

12. Respondent agreed to cease offering or providing NDS through or in conjunction with her dental license or dental practice.

13. Respondent further agreed to modify her practice website and all other marketing materials to remove all references to NDS no later than December 31, 2024.

14. Respondent acknowledged that violating the Agreement would have the same effect as violating a Board order and subject her to disciplinary action for unprofessional conduct pursuant to N.C. Gen. Stat. § 90-41(a)(26) and the Board's Rule 21 NCAC 16V .0101.

15. Once the Agreement was signed, the Board stayed its investigation provided the IP did not receive any further information or evidence that Respondent was violating the Agreement.

16. On May 1, 2025, the Board received a message from a dentist advising that Respondent continued to offer aesthetic services but under the name Dogwood Face & Body ["Dogwood FB" or "DFB"].

17. The IP reviewed Respondent's website for Dogwood Dental Spa ["Dogwood Dental" or "DDS"] and found that it redirected visitors to the Dogwood FB website where Respondent continued to advertise NDS and other aesthetic services covered by the Agreement.

18. The IP made a screen recording of the Dogwood Dental website on May 6, 2025, which showed that visitors got to the treatment plan page from the Dogwood Dental website but were then transferred seamlessly to a page with the Dogwood FB logo. Treatment plan options include various body locations, including the abdomen, but none for the oral cavity. These options for treatment for the abdominal area originated on a

page for Dogwood Dental with Respondent listed as a Doctor of Medicine and Dentistry, which was not accurate.

19. Based on this complaint and new information, the IP reopened its investigation based on the evidence that Respondent continued to practice outside the scope of her license and in violation of the Agreement.

20. On June 12, 2025, Board investigators presented to Respondent's office unannounced in an attempt to interview Respondent and her staff.

21. Upon arrival, the investigators noted the following:

a. The outside signage indicated that the office suite housed both Dogwood Dental and Dogwood FB in the same office suite; and

b. The office interior had both signs and focused on aesthetic services.

22. Board investigators were not able to conduct interviews at the direction of Respondent's subsequent counsel.

23. In July 2025, the IP requested Respondent provide a written response explaining her involvement with Dogwood FB and requested that Respondent provide information from both Dogwood Dental and Dogwood FB.

24. In the written response from her subsequent counsel, Respondent:

a. confirmed that she was the owner of both Dogwood Dental and Dogwood FB;

b. asserted that Dogwood FB entered into a management services agreement ["MSA"] with Eskra Services, PLLC;

c. stated that the PLLC was owned by Ben Eskra, MD, but operated under the name, Dogwood FB, which is the name of her LLC; and

d. indicated that licensed esthetician Ashley Peters and Nurse Practitioner Erin Perrotti provided aesthetic services under Eskra Services, PLLC d/b/a DFB.

25. Dr. Eskra was not listed anywhere on the website for Dogwood FB and was also not listed as a supervising physician for NP Perotti until after the IP's unannounced visit to Respondent's office in June 2025.

26. The IP later observed that Dr. Eskra was not referenced in any of the patient records it eventually obtained for Dogwood FB.

27. On August 1, 2025, the IP issued a subpoena to Respondent requesting patient records from both Dogwood Dental and Dogwood FB from November 30, 2024 to July 9, 2025, due by August 29, 2025.

28. Due to the substantial number of patients seen during that time, the IP agreed with Respondent's counsel to accept a list of the patient names from which it would select example patient records.

29. Through her current counsel, Respondent provided incomplete portions of the requested example records on several occasions over the next several months.

30. Respondent provided the last set of ten example patient records for both entities on December 12, 2025, over three months after the deadline on the subpoena.

31. A review of the records demonstrated that, after she signed the Agreement, Respondent continued to offer and provide the following services, either directly or through other providers, in conjunction with her dental license or practice, through both entities that she owned, and at the same practice location:

a. Treatments specifically identified in the Agreement such as dermal fillers and PDO threads;

b. Numerous other cosmetic or aesthetic services which Respondent's records reference as "EmFace," "Exion RF/Ultrasound," "DermaFace," "Lip filler/lip augmentation," and "Chemical peels;" and

c. Services for medical conditions such as treating anxiety, depression, sleep disturbances, sleep apnea, and obesity, which are recorded as "Exomind" and "EmSculpt NEO."

32. Respondent offered and provided these aesthetic and NDS linked to her dental practice website using her dental credentials in violation of the Agreement.

Based upon the foregoing Findings of Fact, the Hearing Panel enters the following:

CONCLUSIONS OF LAW

1. The Board has jurisdiction over the subject matter of this action and over Respondent.

2. Respondent was properly notified of this matter and has consented to the entry of this Consent Order.

3. Respondent violated the following provisions of the Dental Practice Act and Board regulations as set forth in the Findings of Fact above:

a. N.C. Gen. Stat. § 90-41(a)(26) and 21 NCAC 16V .0101(27) by practicing outside the scope of dentistry as set forth in N.C. Gen. Stat. § 90-29;

b. N.C. Gen. Stat. § 90-41(a)(26) and 21 NCAC 16V .0101(4) by violating the Agreement;

c. N.C. Gen. Stat. § 90-41(a)(6), (16), and (18) and 21 NCAC 16P .0101 and 16T .0103 by making misleading communications about Respondent or her services;

d. N.C. Gen. Stat. § 90-41(a)(26) and 21 NCAC 16V .0101(2) by presenting misleading statements or omissions in communications to the Board or the Board's investigators, employees, or agents; and

e. N.C. Gen. Stat. § 90-41(a)(6) and 21 NCAC 16U .0104 by not cooperating with the Board nor providing complete and timely information in response to the Board's inquiries and subpoena.

Based upon the foregoing Findings of Fact and Conclusions of Law and with the consent of the parties hereto, it is ORDERED as follows:

ORDER OF DISCIPLINE

1. License number 11957 issued to Respondent for the practice of dentistry in North Carolina is suspended for a period of three years but conditionally restored with no active suspension, provided that Respondent complies with the probationary conditions and requirements in Paragraphs 2-10 of this Consent Order of Discipline ["Probationary Status"].

2. Within 180 days after the effective date of this Consent Order, Respondent shall complete a customized continuing education program especially designed for her by the University of North Carolina School of Dentistry or the East Carolina School of Dental

Medicine in conjunction with and approved in advance by the Board's IP ["Customized CE Program"], covering the following subject areas: (1) importance of self-regulation; (2) jurisprudence; and (3) advertising.

3. The Customized CE Program requirement in Paragraph 2 is subject to the following conditions:

a. It shall be in addition to the continuing education required by the Board for renewal of Respondent's dental license.

b. Respondent shall submit to the IP written proof of satisfactory completion of the Customized CE Programs before it will be accepted to satisfy the requirements of this Order.

c. Respondent is solely responsible for making all arrangements for and bearing the costs of the Customized CE Program within the specified timeframe.

4. Neither Respondent nor anyone at her direction can provide a patient (i) any service or treatment for cosmetic or aesthetic purposes outside the oral cavity, or (ii) any service or treatment that does not have a recognized dental diagnosis for treatment covered by a specific CDT code, which diagnosis and treatment are documented in the contemporaneous patient treatment record.

5. Respondent must completely separate the website, social media, and all other marketing materials for Dogwood Dental and Dogwood FB including:

a. Respondent and all entities she owns or manages must advertise only for dental services and separately from any medical/aesthetic services

for Dogwood FB; Dogwood Dental cannot market any service or treatment outside the oral cavity for aesthetic or medical purposes;

b. Respondent cannot be listed or referenced on Dogwood FB marketing materials; if Respondent is depicted in any marketing, she cannot be providing services or identifying her dental license or credentials; and

c. A Dogwood FB physician owner must be listed on all marketing materials for DFB.

Respondent must comply with the above provisions within 45 days of entry of the Consent Order, unless extended by the IP at its discretion for good cause shown.

6. There must be a separation in the operations of Dogwood Dental and Dogwood FB, including separate billing and collections, accounting, and marketing. Any referral from Dogwood Dental to Dogwood FB must be documented in the patient record to the same extent as with a referral to any other outside provider.

7. This Order does not prohibit Respondent from leasing office space and equipment to the physician owner of DFB at fair market value, including in the same location.

8. Respondent, or any entity she owns, operates, controls, or manages, may provide management services to Dogwood FB under the following conditions:

a. Respondent cannot provide any clinical services to patients of DFB;

b. Respondent cannot employ or contract with any person providing clinical services to patients of DFB;

c. Any funds collected from or for patients of DFB must be deposited into an account under the name and tax ID number of the professional entity or its physician owner;

d. Any fees under a management services agreement ["MSA"] must be paid from DFB or its physician owner to Respondent's LLC, reflect the fair market value of the services provided by Respondent's LLC to DFB, and the fee must be a set amount or based on a formula but cannot be directly or indirectly related to the revenues or profits of DFB or constitute fee sharing;

e. The MSA must be reviewed and approved by the North Carolina Medical Board prior to implementation; and

f. Respondent must demonstrate compliance in the first quarterly report due by July 30.

9. Respondent must submit quarterly reports to the IP concerning the operations of Dogwood Dental and any services she has provided to Dogwood FB including related to employment and appropriate supervision of clinical staff by a physician; financial operations including collection and handling of funds from patients of DFB; and attesting to whether she has complied with the conditions of this Consent Order during the previous quarter. Respondent's report and attestation shall be submitted to the IP no later than January 30, April 30, July 30, October 30 for the previous quarter.

10. Respondent shall also adhere to the following standard additional terms and conditions throughout the Probationary Status period:

a. Respondent shall violate no provision of the Dental Practice Act or the Board's rules.

b. Respondent shall neither direct nor permit any of her employees to violate any provision of the Dental Practice Act or the Board's rules.

c. Respondent shall permit the Board or its agents to inspect and observe her office, conduct a random review of patient chart records, and interview employers, employees, and coworkers at any time during normal office hours and without advance notice.

d. Respondent shall comply with all requirements for license renewal, including CEs.

e. Respondent shall keep the Board apprised of her current address, phone number, and email address and notify the Board of any change to that contact information no later than ten (10) days after it becomes effective.

11. Respondent may petition the Board to have her license released from Probationary Status after no less than three years. To have her license released from Probationary Status, Respondent has the burden to demonstrate full compliance with all probationary conditions and requirements in Paragraphs 2-10 for at least three (3) consecutive years immediately preceding submitting the petition. Respondent's license shall remain in Probationary Status until the Board grants such a Petition.

12. Respondent recognizes that the conditions, limitations, or requirements set forth in this Consent Order may present her with certain practical difficulties. The Board concludes that each one is necessary to ensure public protection and it does not intend to

modify or eliminate any of the conditions, limitations, or requirements set forth herein based on such potential difficulties, except as noted herein.

13. If Respondent fails to comply with any provision of this Consent Order or breaches any term or condition thereof, the Board shall promptly schedule a public Show Cause Hearing to allow Respondent an opportunity to show cause as to why the Respondent's license suspension shall not be activated for violating a valid order of the Board. If after the Show Cause Hearing, the Board is satisfied that Respondent failed to comply or breached any term or condition of this Consent Order, the Board shall activate the suspension of her license and may enter such other discipline or conditions as the evidence warrants for proven violations of the Dental Practice Act or of the Board's rules occurring after entry of this Order.

14. This Consent Order and the provisions contained herein shall be effective upon entry.

15. Any care or treatment provided by Respondent to a patient prior to entry of this Consent Order shall not constitute a violation of the Order, regardless of when a complaint is submitted to the Board. Any potential complaint concerning Respondent's treatment occurring prior to the effective date shall be investigated and determined separately and without implicating this Consent Order.

16. The Board shall retain jurisdiction of this matter and Respondent to enforce the provisions herein or enter orders as necessary in the future.

This the 8th day of April 2026.

THE NORTH CAROLINA STATE
BOARD OF DENTAL EXAMINERS

Casie S. Goode
Director of Investigations

STATEMENT OF CONSENT

I, Melissa A. Amos, DMD, consent as follows solely for the purposes of this proceeding and any future proceedings before or involving the Board: I hereby certify that I have read the foregoing Consent Order in its entirety. I assent to its terms and conditions set out herein and desire to resolve this matter without the need for formal proceedings. I freely and voluntarily acknowledge that I will not contest any of the findings, conclusions, or the requirements and conditions in the order in any future proceedings before or involving the Board but make no admissions for any other purposes or proceedings. I knowingly waive any right to seek judicial review, appeal, or otherwise challenge this Consent Order once entered. In exchange for resolving this matter without further proceedings or action and upon entry of the Consent Order, I forever release the Board, and all its members, officials, agents, counsel, representatives, and employees, both past and present, in their individual or official capacities, from any and all liability, suits, claims, and causes of action arising prior to or as a result of the execution of this Consent Order. I agree to service of the Consent Order to the email address of my counsel and waive service by any other method. I understand that the Board will report the contents of this Consent Order to the National Practitioner Data Bank and that this Consent Order will become part of the Board's permanent public record. I further acknowledge that this required reporting may have adverse consequences in other contexts, and any potential effects will not be the basis for a reconsideration of this Consent Order. I have consulted with my attorney prior to signing this Consent Order.

This the eighth day of April 2026.

Melissa A. Amos, DMD

Waiver of Limited Ex Parte Communication

I understand that the proposed Consent Order that I have signed is subject to review and approval and is not effective until approved by the Hearing Panel. **I agree and consent that the Hearing Panel members may be provided with the proposed Consent Order for review and consideration.**

I further agree and consent that the Board staff, the Investigative Panel (IP), and its counsel may discuss the proposed Consent Order and related information and documentation with Hearing Panel members for the purpose of advocating approval of the proposed Consent Order without me or my counsel being present.

If the proposed Consent Order is not approved, I agree and consent that neither I nor anyone on my behalf will assert that these limited ex parte communications, including review of the documents, will disqualify any Hearing Panel members from considering and deciding this matter after a contested case hearing. I also understand that rejection of the proposed Consent Order will not be a basis for a further continuance of the scheduled hearing dates.

I also agree that I am not entitled to obtain or discover the above-referenced limited communications or the substance of these communications between the Hearing Panel members and the Board staff, the IP, and its counsel, regardless of whether the proposed Consent Order is approved.

I have consulted with my counsel before signing and agreeing to this waiver of limited ex parte communication.

Melissa A. Amos, DMD — 04/08/2026
Date

Mallory Farrar
Counsel for Respondent — 04/08/2026
Date