	Case 3:14-cv-02744-WQH-BGS Documer	nt 1 Filed 11/19/14 Page 1 of 22
1 2 3 4 5 6 7 8 9 10	Tina Wolfson, SBN 174806 <u>twolfson@ahdootwolfson.com</u> AHDOOT & WOLFSON, PC 1016 Palm Avenue West Hollywood, California 90069 Tel: 310-474-9111; Fax: 310-474-8585 Nick Suciu III (<i>Pro Hac Vice</i> Application Forthcoming) <u>nicksuciu@bmslawyers.com</u> BARBAT, MANSOUR & SUCIU PLLC 434 West Alexandrine #101 Detroit, Michigan 48201 Tel: (313) 303-3472	Jonathan Shub, SBN 237708 jshub@seegerweiss.com SEEGER WEISS, LLP 1515 Market Street Philadelphia, Pennsylvania 19102 Tel: (215) 564-1300; Fax: (215) 851-8092
11	Counsel for Plaintiff, ADRIAN CANIZALEZ	
12	UNITED STATES I	DISTRICT COURT
13	SOUTHERN DISTRIC	
14		
15	ADRIAN CANIZALEZ, individually and on behalf of all others similarly situated,	Case No. '14CV2744 WQHBGS
16	Plaintiff,	CLASS ACTION COMPLAINT
17	V.	JURY TRIAL DEMANDED
18	FIT FOODS, LTD., and FIT FOODS	1. Violations of California Consumers
19	DISTRIBUTION, INC., Canadian	Legal Remedies Act, Cal. Civ. Code §
20	corporations,	1750, <i>et seq</i> .
21 22	Defendants.	2. Violations of California False Advertising Law, Cal. Bus. & Prof. Code
22 23		§ 17500, et seq.
23 24		3. Violation of California Unfair
24 25		Competition Law, Cal. Bus. & Prof. Code § 17200, <i>et seq</i> .
26		4. Unjust Enrichment
27		5. Breach of Express Warranty
28		
]

I

Plaintiff Adrian Canizalez ("Plaintiff"), individually and on behalf of himself and
 all others similarly situated, by his undersigned attorneys, upon personal knowledge as
 to himself, upon information and belief, and based upon the investigation of his Counsel
 as to the remaining allegations, alleges as follows:

INTRODUCTION

5

6 1. This is a civil class action brought individually by Plaintiff and on behalf
7 of all persons and entities in the United States and the state of California ("Class
8 Members"), who purchased the dietary supplement Mutant Whey Extreme Multi Whey
9 Mega Blend (the "Products") manufactured by Defendants Fit Foods, Ltd. and Fit
10 Foods Distribution, Inc. (collectively, "Defendant").

The whey protein industry is a growing and extremely competitive
 business environment. The market for protein products "is expected to grow by 62% to
 reach US\$7.8 billion in 2018." *See* http://www.euromonitor.com/sports-nutrition-in the-us/report (last visited Nov. 10, 2014).

15 3. However, the price of wholesale whey protein keeps increasing and is
16 usually purchased for roughly \$15-\$18/kilo, making the profit margins on whey protein
17 powder products very low.

18 4. Defendant designed, manufactured, warranted, advertised, and sold the19 Products throughout the United States, including in the state of California.

5. In an effort to reduce protein-manufacturing costs, Defendant adds cheaper
free form amino acids to increase the nitrogen content of the Products' protein powder.
Nitrogen is the "tag" used by a common protein content test to determine the amount of
protein in a product; but this is neither a direct measure of the actual protein content in a
product nor a measure of the type of nitrogen containing compounds in a product.

6. The act of adding non-protein ingredients to fake a higher protein content
through a higher nitrogen content is commonly referred to as "protein-spiking",
"nitrogen-spiking" or "amino-spiking." Such "spiking" was at the center of the 2007
pet food scandal, which lead to domestic recalls of pet foods, and the 2008 Chinese

milk powder scandal, when melamine, a nitrogen-rich chemical, was added to raw
 materials to fake high protein contents.

3 7. As a result of Defendant's practices, the consumer is left with products that
4 contain less whey protein than Defendant represented.

8. This practice has been condemned by the American Herbal Products
Association (AHPA), an organization of dietary supplement manufacturers, which has
issued a standard for manufacturers for measuring the True Protein content of their
products which:

9 a) Defines protein as "a chain of amino acids connected by peptide
10 bonds" for labeling purposes;

b) The use of calculations to include only proteins that are "chains of
amino acids connected by peptide bonds; and

c) To exclude any "non-protein nitrogen-containing substances" when
counting total protein content.

15 See www.ahpa.org/Default.aspx?tabid=441 (last visited Nov. 10, 2014).

9. General Nutrition Centers ("GNC"), one of the largest distributors in the
United States of whey protein products, has publicly criticized protein spiking, claiming
it to be misleading to consumers. According to GNC, consumers cannot be sure that
they are getting 100 percent protein in their products because companies don't always
show how they figure total grams of protein per serving. *See*www.gnclivewell.com/realprotein (last visited Nov. 10, 2014).

10. Despite the knowledge that "protein-spiking" is misleading to consumers,
Defendant continues to advertise, distribute, label, manufacture, market, and sell the
Products in a misleading and deceptive manner in order to increase its sales and
maximize its profits.

26

27

27 11. During the Class period commencing four years before the date of this28 filing, class members in California and throughout the United States purchased the

2

PARTIES

Case 3:14-cv-02744-WQH-BGS Document 1 Filed 11/19/14 Page 4 of 22

Products at numerous brick and mortar and online retail stores. Plaintiff and class
 members suffered an injury in fact caused by the false, fraudulent, unfair, deceptive, and
 misleading practices set forth in this Complaint.

4 12. Plaintiff Adrian Canizalez is a resident of the City of San Diego, California,
5 and purchased the Products from luckyvitamin.com for his own use during the four years
6 preceding the filing of this complaint.

7 13. Defendant Fit Foods, Ltd. is incorporated in Canada, with a principal place
8 of business address at 101-1551 Broadway Street, Port Coquitlam, BC, Canada V3C
9 6N9.

10 14. Defendant Fit Foods Distribution, Inc. is incorporated in Canada, with a
11 principal place of business address at 101-1551 Broadway Street, Port Coquitlam, BC,
12 Canada V3C 6N9.

15. Based on information and belief, Defendant Fit Foods Distribution, Inc. is
 a wholly owned subsidiary of Defendant Fit Foods, Ltd. Defendant Fit Foods
 Distribution, Inc. also has established an address in the United States for the distribution
 of the Product within the United States, including the State of California. The United
 States physical address of Defendant Fit Foods Distribution, Inc. is 605 Hwy 76, Bldg.
 White House, TN 37188.

19

JURISDICTION AND VENUE

16. This Court has subject matter jurisdiction over Plaintiff's claims pursuant
to 28 U.S.C. § 1332(d) because the combined claims of the proposed class members
exceed \$5,000,000¹ and because Defendant is a citizen of a different state from the
members of the Classes.

- 24
- 25

¹ Defendant's Products are sold through numerous different online and brick/mortar retailers, including GNC, Vitamin Shoppe, and Bodybuilding.com. There are likely tens of thousands of class members composing the proposed classes with tens of millions of dollars spent on the Products due to the far reaching distribution channels and high consumer demand for whey protein products.

_3

1 17. This Court has personal jurisdiction over Defendant because it regularly
 2 conducts business in this District.

18. Venue is proper in this District pursuant to: (1) 28 U.S.C. § 1391(b)(2) in
that a substantial part of the events or omissions giving rise to Plaintiff's claims
occurred in this District; and (2) 28 U.S.C. § 1391(b)(3) in that Defendant is subject to
personal jurisdiction in this District.

FACTUAL ALLEGATIONS

The Differences Between Whey Protein & Free Form Amino Acids

9 19. Whey is a complete protein source, which means it contains all the
10 essential amino acids the human body needs to build protein-based compounds such as
11 muscle tissue, skin, fingernails, hair and enzymes. Daily protein needs depend on one's
12 size, gender and activity levels, although they likely amount to somewhere between 46
13 grams and 56 grams. For elite athletes, daily protein requirements are well over 100
14 grams, a need that is difficult to fulfill with simply ingesting food. Others may also
15 need to supplement their protein intake for reasons of ill health.

20. Whey protein powder is especially rich in branched-chain amino acids -leucine, isoleucine and valine -- which are metabolized directly within the muscles as
opposed to being processed in the liver first.

19 21. The 2005 dietary reference intake (DRI) guidance from the National
20 Academy of Sciences clearly defines protein as macromolecules with links of amino
21 acids, and does not mention free-form amino acids or creatine. Although amino acids
22 are the building blocks of protein, they do not have the same beneficial effects of whole
23 protein when they are free-form, and not part of an actual protein partly because of the
24 way protein is digested and absorbed by the body. Several studies have shown that
25 protein is absorbed more effectively than free-form amino acids.²

26 27

7

8

²⁸ ² See, e.g., Di Pasquale MG. Amino Acids and Proteins for the Athlete: The Anabolic Edge, Second Edition. Boca Raton, FL: CRC Press; 2008:190.

Accordingly, at least one study was conducted to determine whether the 22. 1 effects of whey protein ingestion on muscle protein accrual are due solely to its 2 3 constituent essential amino acid content. The study was a comparison of three trial groups. The first provided intact whey protein (whey protein powder). The other two 4 trials provided either the individual essential amino acids (i.e. free-form) or the 5 individual non-essential amino acids found in whey. The researchers determined that 6 whey protein ingestion improves skeletal muscle protein accrual through mechanisms 7 that are beyond those attributed to its essential amino acid content.³ 8

9 23. Yet another study found that "the lack of recovery after immobilizationinduced atrophy during ageing is due to an 'anabolic resistance' of protein synthesis to
amino acids during rehabilitation." The study's results "highlight a novel approach to
induce muscle mass recovery following atrophy in the elderly by giving soluble milk
protein or high protein diets."⁴

14 24. Thus, one review study concluded that, "the bound form of an EAA
15 [essential amino acid] may be more efficiently utilized than when delivered in its free16 form."⁵

17

Defendant's Misleading Labeling of Mutant Whey

18 25. Defendant prominently features "whey protein," the name of the
19 ingredient sought by millions of American consumers, in the very name of the
20 product, "Mutant Whey Extreme Multi Whey Mega Blend." Defendants also represent
21

23

22

 ³ Katsanos C, *et al.* Whey protein ingestion in elderly results in greater muscle protein accrual than ingestion of its constituent essential amino acid content. Nutr. Res. Oct. 2008; 28(10):651-658.

²⁶⁴ Magne H, *et al.* Contrarily to whey and high protein diets, dietary free leucine supplementation cannot reverse the lack of recovery of muscle mass after prolonged

²⁷ supplementation cannot reverse the lack of recovery of muscle mass after prolonged immobilization during ageing. J. Physiol. Apr 15, 2012; 590(Pt 8): 2035-2049.

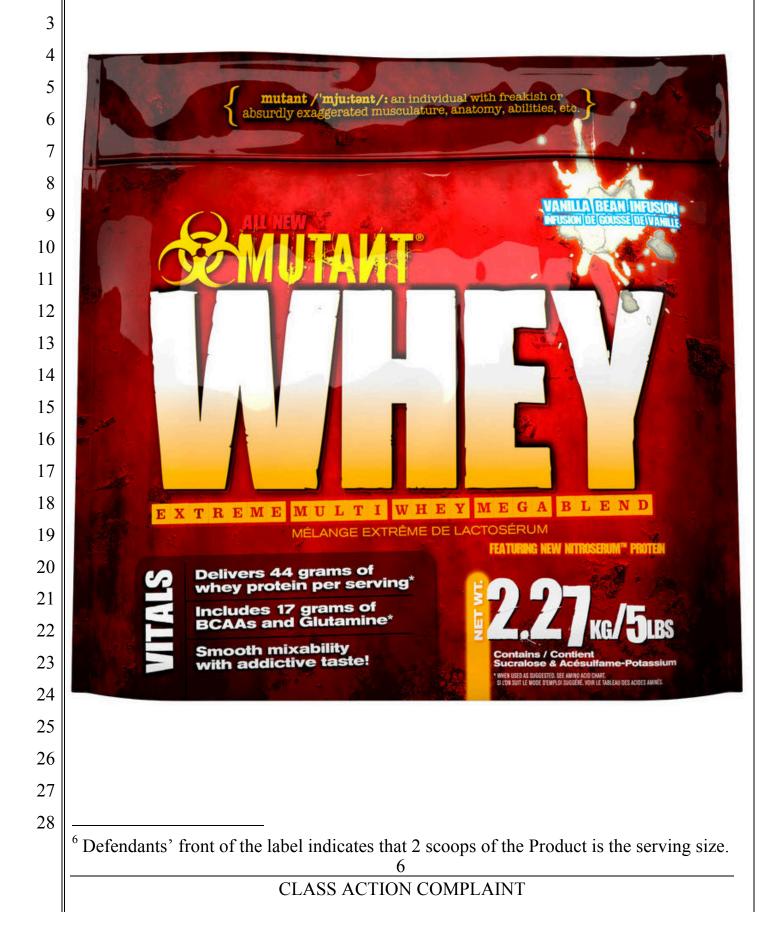
²⁸ ⁵ Terada T, Inui K. Peptide transporters: structure, function, regulation and application for drug delivery. Curr Drug Metab. 2004;5:85-94.

Case 3:14-cv-02744-WQH-BGS Document 1 Filed 11/19/14 Page 7 of 22

on the front of the Product label that it contains "44 grams of whey protein per serving"⁶ and "Includes 17 grams of BCAA's and Glutamine":

1

2



26. Defendant represents the Products to contain 22 grams of protein per scoop

2 (or 44 grams per serving based on the front label recommendation) in the Supplement
3 Facts section of the Products' label:

Amount Per Serving %Daily Value* Calories from Fat 30 Total Fat 3.5g 696 Saturated Fat 2g 10% Trans Fat 0g Cholesterol 90mg 29% Sodium 80mg 3% 9% 9% Dietary Fiber <1g 3% 5% 10% Sugars 2g 9% 10% 10% 10% Calcium 109% 10% 10% 10% 10% Iron 09% 10% 10% 10% 10% 10% NtroSerum™ (Unique Membrane Filtered Whey Protein Concentrate, Phospholipid Complex), Ultra-Filtered and Dia-Filtered Whey Protein Concentrates, Cross 10% Moreo-Filtered Whey Protein Isolate, ActiNO3® Whey Protein Hydrolysate EAA/Volumizing Amine Acids Taurine, L-Threonine, L-Glycine, Glutamine Peptides (from Wheat), Micronized L-Leucine	Calories 150 Calories from Fat 30 Total Fat 3.5g Saturated Fat 2g Trans Fat 0g Cholesterol 90mg Sodium 80mg Potassium 180mg
Calories from Fat 30 Total Fat 3.5g 696 Saturated Fat 2g 10% Trans Fat 0g 0g Cholesterol 90mg 2996 Sodium 80mg 3%6 Potassium 180mg 5%6 Total Carbohydrates 7g 2%6 Diefary Fiber <1g 3%6 Sugars 2g 9 Protein 22g 10% Vitarnin A 0%6 0%6 Caloium 10%6 0%6 Iron 0%6 0%6 Vitarnin C 0%6 0%6 Caloium 10%6 0%6 Iron 0%6 0%6 Caloium 10%6 0%6 Iron 0%6 0%6 NtroSerum™ (Unique Membrane Fitered Whey Protein Concentrate, Cross Flow Micro-Fitered Whey Protein Isolate, ActiNOS* Whey Protein Hydrolyaate EAA/Volumizing Amino Acids Taurine, L-Threonine, L-Glycine, Glutamine Peptides (from Wheat), Micro-Fitered Whey Protein Isolate, ActiNOS* Whey Protein Hydrolyaate Sport Oil Complex MCT OI	Calories from Fat30Total Fat3.5gSaturated Fat2g109Trans Fat0gCholesterol90mgSodium80mg9039Potassium180mg
Total Fat 3.5g 696 Saturated Fat 2g 10% Trans Fat 0g 0g Cholesterol 90mg 29% Sodium 80mg 3% Potassium 180mg 5% Dietary Fiber <1g	Total Fat3.5g69Saturated Fat2g109Trans Fat0gCholesterol90mg299Sodium80mg39Potassium180mg59
Saturated Fat 2g 10% Trans Fat 0g Cholesterol 90mg 29% Sodium 80mg 3% Potassium 180mg 5% Total Carbohydrates 7g 2% Dietary Fiber <1g	Saturated Fat 2g 109 Trans Fat 0g 109 Cholesterol 90mg 299 Sodium 80mg 39 Potassium 180mg 59
Trans Fat 0g Cholesterol 90mg 29% Sodium 80mg 3% Potassium 180mg 5% Total Carbohydrates 7g 2% Dietary Fiber <1g	Trans Fat 0g Cholesterol 90mg 299 Sodium 80mg 39 Potassium 180mg 59
Cholesterol 90mg 29% Sodium 80mg 3% Potassium 180mg 5% Total Carbohydrates 7g 2% Dietary Fiber <1g	Cholesterol 90mg 299 Sodium 80mg 39 Potassium 180mg 59
Sodium 80mg 3% Potassium 180mg 5% Total Carbohydrates 7g 2% Dietary Fiber <1g	Sodium 80mg 39 Potassium 180mg 59
Potassium 180mg 596 Total Carbohydrates 7g 296 Dietary Fiber <1g	Potassium 180mg 59
Total Carbohydrates 7g 296 Diefary Fiber <1g	
Dietary Fiber <1g	Local Carponyorates /o 22
Sugars 2g Protein 22g Vitamin A 096 Vitamin C 096 Calcium 1096 Iron 096 Proprietary Blend 35g 1 MUTANT EXTREME MULTI WHEY Mega Blend NtroSerum™ (Unique Membrane Filtered Whey Protein Concentrate / Phospholipid Complex), Ultra-Filtered and Dia-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Isolate, ActiNOS [®] Whey Protein Hydrolysate EAA/Volumizing Amino Acids Taurine, L-Threonine, L-Glycine, Glutamine Peptides (from Wheat), Micronized L-Leucine Sport Oil Complex MCT Oil Powder (50% Coconut Oil in a base of Com Synup Solids, Sodium Caseinate, Dipotassium Phosphate, Contains 2% or less of Sucrose, Mono & Diglycerides, Silicon Dioxide, Sodium Silicoaluminate, Polysorbate 80, Tetrasodium Pyrophosphate, Soy Lacithini, Soybean Powder, Sunflower Seed Oil Dispersion Control Complex Maltodextrin, Inulin, Whole Oat Powder, Xanthan Gum, Carboxymethyl Cellulose * Percent Daily Values are based on a 2,000 calorie dist. 1 Daily Value are based on a 2,000 calorie dist. • Daily Value, PortaSIUM CITRATE, ACESULFAME POTASSIU SUGRALOSE, CINNAMON, SOYA LECITHIN. CONTER INGREDIENTS: RED BEET POWDER, CITRIC AC MACHNERY THAT ALSO HANDLES EGG, FISH, CRUSTACE SHELLFSH, TREE NUTS, PEANUTS, SULPHITES – THIS PRODUCED OI MACHNERY THAT ALSO HANDLES EGG, FISH, CRUSTACE SHELLFSH, TREE NUTS, OCONTAIN ANY OF THOSE INGREDIENT <td></td>	
Protein 22g Vitamin A 0%6 Vitamin C 0%6 Calcium 10%6 Iron 0%6 Proprietary Blend 35g 1 MUTANT EXTREME MULTI WHEY Mega Blend NitroSerum™ (Unique Membrane Filtered Whey Protein Concentrate / Phospholipid Complex), Ultra-Filtered and Dia-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Concentrates, Cross Whey Protein Hydrolysate EAA/Volumizing Amine Acids Taurine, L-Threonine, L-Glycine, Glutamine Peptides (from Wheat), Micronized L-Leucine Sport Oil Complex MCT Oil Powder (50% Coconut Oil in a base of Com Syrup Solids, Sodium Caselnate, Dipotassium Phosphate; Contains 2% or less of Sucrese, Mono & Diglycerides, Silicon Dioxide, Sodium Silicoaluminate, Polysorbate 80, Tetrasodium Pyrophosphate, Soy Lecithini, Soybean Powder, Sunflower Seed Oil Dispersion Control Complex Maltodextrin, Inulin, Whole Out Powder, Xanthan Gum, Carboxymethyl Cellulose * Percent Daily Values are based on a 2,000 calorie diet. 1 Daily Value not established. OTHER INGREDIENTS: RED BE	
Vitamin A 0%6 Vitamin C 0%6 Calcium 10%6 Iron 0%6 Proprietary Blend 35g 1 MUTANT EXTREME MULTI WHEY Mega Blend NtroSerum [™] (Unique Membrane Filtered Whey Protein Concentrate, Phospholipid Complex), Ultra-Filtered and Dia-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein balate, ActiNOS [®] Whey Protein Hydrolysate EAA/Volumizing Amine Acids Taurine, L-Threonine, L-Glycine, Glutamine Peptides (from Wheat), Micronized L-Leucine Sport Oil Complex MCT Oil Powder (50% Coconut Oil in a base of Com Syrup Solids, Sodium Caseinate, Dipotassium Phosphate, Contains 2% or less of Sucreee, Mono & Diglycerides, Silicon Dioxide, Sodium Silicoaluminate, Polysorbate 80, Tetrasodium Pyrophosphate, Soy Lecithini, Soybean Powder, Sunflower Seed Oil Diapersion Control Complex Maltodextrin, Inulin, Whole Oat Powder, Xanthan Gum, Carboxymethyl Cellulose * Percent Daily Values are based on a 2,000 calorie diet. Tally Value not established. OTHER INGREDIENTS: RED BEET POWDER, CITRIC AC NATURAL AND ARTIFICIAL FLAVORS, SILICON DICKIDE, SOUL OHLORIDE, POTASSIUM CITRATE, ACESULFAME POTASSIU SUCRALOSE, CINNAMON, SOYA LECTHIN. CONTAINS: MILK, WHEAT, SOY, OAT, CORN, TREE NUT (OCCONU SURFLOWER SEED AND CINNAMON INGREDIENTS. PRODUCED OMACHINERY THAT ALSO HANDLES EGG, FISH, CRUSTACEJ SHELLFISH, TREE NUTS, PEANUTS, SULPHITES – THIS PRODUC MAY INADVERTENTLY CONTAIN ANY O	
Vitamin C 0% Calcium 10% Iron 0% Proprietary Biend 35g 1 MUTANT EXTREME MULTI WHEY Mega Blend NitroSerum TM (Unique Membrane Filtered Whey Protein Concentrate, Phospholipid Complex), Ultra-Filtered and Dia-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Isolats, ActiNOS [®] Whey Protein Hydrolysate EAA/Volumizing Amino Acids Taurine, L-Threonine, L-Gilycine, Glutamine Peptides (from Wheat), Micronized L-Leucine Sport Oil Complex MCT Oil Powder (50% Coconut Oil in a base of Com Syrup Solids, Sodium Caseinate, Dipotassium Phosphate; Contains 2% or less of Sucrose, Mono & Digiycerides, Silicon Dioxide, Sodium Silicoaluminate, Polysorbate 80, Tetrasodium Pyrophosphate, Soy Lacithini, Soybean Powder, Sunflower Seed Oil Dispersion Control Complex Maitodextrin, Inulin, Whole Oat Powder, Xanthan Gum, Carboxymethyl Collulose * Percent Daily Values are based on a 2,000 calorie diet. 10aly Values are based on a 2,000 calorie diet. Daily Values are based on a 2,000 calorie diet. 2000 calorie, Sodiu OTHER INGREDIENTS: RED BEET POWDER, CITRIC AC NATURAL AND ARTIFICIAL FLAVORS, SILICON DIOXIDE, SODIU GHLORIDE, POTASSIUM CITRATE, ADESULFAME POTASSIU SUCRALOSE, CINNAMON, SOYA LECITHIN. CONTAINS: MILX, WHEAT, SOY, OAT, CORN, TREE NUT (OCCONU SUNFLOWER SEED AND CINNAMON INGREDIENTS, PRODUCED O MACHINERY THAT ALSO HANDLES EGG, FISH, CRUSTACE SHELLFISH, TREE NUTS, PLANUTS, SULPHITES – THIS PRODUCED O MACHINER	the second se
Calcium 10% Iron 0% Proprietary Blend 35g 1 MUTANT EXTREME MULTI WHEY Mega Blend NitroSerum TM (Unique Membrane Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Isolate, ActiNOS* Whey Protein Hydrolysate EAA/Volumizing Amino Acids Taurine, L-Threonine, L Glycine, Glutamine Peptides (from Wheat), Micronized L-Leucine Sport Oil Complex MCT Oil Powder (50% Coconut Oil in a base of Com Syrup Solids, Sodium Caseinate, Dipotassium Phosphate; Contains 2% or less of Sucrose, Mono & Diglycerides, Silcon Dioxide, Sodium Silcoaluminate, Polysorbate 80, Tetrasodium Pyrophosphate, Soy Lecithini, Soybean Powder, Sunflower Seed Oil Dispersion Control Complex Maltodextrin, Inulin, Whole Oat Powder, Xanthan Gum, Carboxymethyl Celulose * Percent Daily Values are based on a 2,000 calorie diet. 1 Daily Value not established. OTHER INGREDIENTS: RED BEET POWDER, CITRIC AC NATURAL AND ARTIFICIAL FLAVORS, SILICON DIOXIDE, SODIU CHLORIDE, POTASSIUM CITRATE, ACESULFAME POTASSIU SUCRALOSE, CINNAMON, SOYA LECITHIN. CONTAINS: MILK, WHEAT, SOY, OAT, CORN, THEE NUT (OCCONU SUNFLOWER SEED AND CINNAMON INGREDIENTS, PRODUCED MACHNERY THAT ALSO HANDLES EGG, FISH, CRUSTACE SHELLFISH, TREE NUTS, PEANUTS, SULPHITES – THIS PRODUCED MACHNERY THAT ALSO HANDLES EGG, FISH, CRUSTACE SHELLFISH, TREE NUTS, PEANUTS, SULPHITES – THIS PRODUCED MACHNERY THAT ALSO HANDLES EGG, FISH, CRUSTACE SHELLFISH, TREE NUTS, PEANUTS, SULPHITES – THIS PRODUCED	
Iron 0% Proprietary Biend 35g 1 MUTANT EXTREME MULTI WHEY Mega Blend NitroSerum [™] (Unique Membrane Filtered Whey Protein Concentrate / Phospholipid Complex), Ultra-Filtered and Dia-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Isolate, ActiNOS [®] Whey Protein Hydrolysate EAA/Volumizing Amino Acida Taurine, L-Threonine, L-Glycine, Glutamine Peptides (from Wheat), Micronized L-Leucine Sport Oil Complex MCT Oil Powder (50% Coccruit Oil in a base of Com Syrup Solids, Sodium Caseinate, Dipotassium Phosphate; Contains 2% or less of Sucrose, Mono & Diglycerides, Silicon Dioxide, Sodium Silicoaluminete, Polysorbate 80, Tetrasodium Pyrophosphate, Soy Lacithin), Soybean Powder, Sunflower Seed Oil Dispersion Control Complex Maltodextrin, Inulin, Whole Oat Powder, Xanthan Gum, Carboxymethyl Cellulose *Percent Daily Values are based on a 2,000 calorie diet. 1 Daily Value not established. OTHER INGREDIENTS: RED BEET POWDER, CITRIC AC NATURAL AND ARTIFICIAL FLAVORS, SILICON DIOXIDE, SODIU GUFLORIDE, POTASSIUM CITRATE, ACESULFAME POTASSIU SUGRALOSE, CINNAMON, SOYA LECITHIN. CONTAINS: MILK, WHEAT, SOY, OAT, CORN, THEE NUT (OCCONU SUNFLOWER SEED AND CINNAMON INGREDIENTS, PRODUCEDO MACHINERY THAT ALSO HANDLES EGG, FISH, CRUSTACE SHELLFISH, THEE NUTS, PEANUTS, SULPHITES – THIS PRODU	
Proprietary Blend 35g Image: Im	
MUTANT EXTREME MULTI WHEY Mega Blend NitroSerum™ (Unique Membrane Filtered Whey Protein Concentrate / Phospholipid Complex), Ultra-Filtered and Dia-Filtered Whey Protein Concentrates, Cross Flow Micro-Filtered Whey Protein Isolate, ActiNOS® Whey Protein Hydrolysate EAA/Volumizing Amine Acids Taurine, L-Threenine, L-Glycine, Glutamine Peptides (from Wheat), Micronized L-Leucine Sport Oil Complex MCT Oil Powder (50% Coccruit Oil in a base of Com Syrup Solids, Sodium Caseinate, Dipotassium Phosphate; Contains 2% or less of Sucrose, Mono & Diglycerides, Silicon Dioxide, Sodium Silicoaluminate, Polysorbate 80, Tetrasodium Pyrophosphate, Soy Lecithin), Soybean Powder, Sunflower Seed Oil Dispersion Control Complex Maltodextrin, Inulin, Whole Oat Powder, Xanthan Gum, Carboxymethyl Cellulose * Percent Daily Values are based on a 2,000 calorie dist. † Daily Value not established. OTHER INGREDIENTS: RED BEET POWDER, CITRIC AC NATURAL AND ARTIFICIAL FLAVORS, SILICON DIOXIDE, SODIL GHORIDE, POTASSIUM CITRATE, ACESULFAME POTASSIU SUCRALOSE, CINNAMON, SOYA LECITHIN. CONTAINS: MILK, WHEAT, SOY, OAT, CORN, TREE NUT (COCONU SUNFLOWER SEED AND CINNAMON INGREDIENTS, PRODUCED O MACHINERY THAT ALSO HANDLES EGG, FISH, CRUSTACE SHELLFISH, TREE NUTS, PEANUTS, SULPHITES – THIS PRODU MAY INADVERTENTLY CONTAIN ANY OF THOSE INGREDIENT	
	Sport Oil Complex MCT Oil Powder (50% Coconut Oil in a base of Com Syrup Solids, Sodium Caseinate, Dipotassium Phosphate; Contains 2% or less of Sucrose, Mono & Diglycerides, Silicon Dioxide, Sodium Silicoaluminate, Polysorbate 80, Tetrasodium Pyrophosphate, Soy Lecithin), Soybean Powder, Sunflower Seed Oil Dispersion Control Complex Maltodextrin, Inulin, Whole Oat Powder, Xanthan Gum
NATURAL AND ARTIFICIAL FLAVORS, SILICON DIOXIDE, SODIU CHLORIDE, POTASSIUM CITRATE, ACESULFAME POTASSIUI SUCRALOSE, CINNAMON, SOYA LECITHIN. CONTAINS: MILK, WHEAT, SOY, OAT, CORN, THEE NUT (COCONU SUNFLOWER SEED AND CINNAMON INGREDIENTS, PRODUCED C MACHINERY THAT ALSO HANDLES EGG, FISH, CRUSTACE/ SHELLFISH, TREE NUTS, PEANUTS, SULPHITES – THIS PRODUC MAY INADVERTENTLY CONTAIN ANY OF THOSE INGREDIENT	
	NATURAL AND ARTIFICIAL FLAVORS, SILICON DIOXIDE, SOD CHLORIDE, POTASSIUM CITRATE, ACESULFAME POTASSI SUCRALOSE, CINNAMON, SOYA LECITHIN. CONTAINS: MILK, WHEAT, SOY, CAT, CORN, TREE NUT (COCON SUNFLOWER SEED AND CINNAMON INGREDIENTS. PRODUCED MACHINERY THAT ALSO HANDLES EGG, FISH, CRUSTAC SHELLFISH, TREE NUTS, PEANUTS, SULPHITES – THIS PROD MAY INADVERTENTLY CONTAIN ANY OF THOSE INGREDIEN

27. However, Defendant's claimed total protein count of 44 grams of
 protein per serving is not exclusively derived from whey protein but also includes,
 for the purposes of "protein-spiking," several free form amino acids, including Alanine,
 Glycine, Threonine, and Taurine.

5 28. Once these "protein spiking" agents are removed from the formula of
6 analysis, and the "bound" amino acid count is determined, the true content of whey
7 protein in the Products can be determined.

8 29. After scientific testing of the Products, the actual total content of whey 9 protein per two-scoop serving is approximately 32.576 grams (as calculated from the 10 total bonded amino acids),⁷ as opposed to the 44 grams per serving claimed by 11 Defendant for their "whey protein" product. *See* Exhibit A.

12 30. The representations that the Products contain the 44 grams of protein per 13 serving (two scoops) as disclosed in the "Supplement Facts" on the back of the package, 14 along with the "44 grams of whey protein per serving" representations on the front of the 15 package, are material and false and/or likely to mislead a reasonable consumer when, in 16 fact, the Products contain no more than 32.576 grams of whey protein per serving.

31. Although the back labels of the Product mentions *some* free form amino
acids, by name, such as L-Glycine, L-Threonine, and Taurine, Defendant does not
explain that these ingredients make up a significant portion of the claimed protein
content. Rather, by claiming the Products contain "44 grams of whey protein per
serving" and representing the protein content without revealing the spiking, Defendant
purposefully misleads the consumer into thinking that the entire claimed protein content
is whey protein.

24 25

26 27 32. The FDCA prohibits this type of misleading labeling in food:"The labeling of a food which contains two or more ingredients may be misleading by reason (among other reasons) of the

²⁸ ⁷ This multiplies the Exhibit A test results by two, based on the 2-scoop, or 72-gram, serving recommendation on the Products' front label.

designation of such food in such labeling by a name which includes or suggests the name of one or more but not all such ingredients, even though the names of all such ingredients are stated elsewhere in the labeling."

1

2

3

4

5

21 C.F.R. § 101.18(b)

33. In violation of 21 C.F.R. § 101.18(b), Defendant misleads consumers by
referencing whey protein, including in the name of the Products, but never disclosing
the limited amount of whey protein that the Products actually deliver or disclosing that
the Products' protein content is only fractionally whey protein.

34. A reasonable consumer looking at the name of the Product and the
claimed protein content is misled into thinking that the grams of protein per serving
claimed by Defendant is derived exclusively from whey.

35. This false and misleading product name, the false and misleading claim
"44 grams of whey protein per serving," and the Supplement Facts section, taken
together, misled Plaintiff and reasonable consumers into believing that the protein
content of the Products is derived solely from whey protein.

17 36. Plaintiff and Class Members were in fact misled by Defendant's18 representations regarding the true nature of the protein content and value.

37. The difference between the products promised and the Products sold is
significant. The amount of actual protein provided, and the measure of protein per
serving, has real impact on the benefits provided to consumers by the Products, and the
actual value of the Products.

23 24

Defendant's False and Misleading Claims Regarding the Amount of Glutamine and Branched Chain Amino Acids in the Products

38. The Products' labels claim that the Products contains 17 grams of LGlutamine and the Branched Chain Amino Acids L-Leucine, L-Valine, and LIsoleucine ("BCAA's"). However, scientific testing revealed that the Products only
contain 7.356 grams of BCAAs per two scoops and zero L-Glutamine. *See* Exhibit A.

39. The FDA promulgated regulations for compliance with the FDCA and
 DSHEA at 21 C.F.R. 101, *et seq*. These regulations require all ingredients to be listed
 on the label of dietary supplements sold to the public. 21 C.F.R. 101.4.

4 40. Defendant's false and misleading claims contained herein are in violation
5 of 21 C.F.R. § 101.18(b), making the Products misbranded.

6 41. Defendant's deceptive statements violate 21 U.S.C. § 343(a)(1), which
7 deems food (including nutritional supplements) misbranded when the label contains a
8 statement that is "false or misleading in any particular."

9 42. California prohibits the misbranding of food in a way that parallels the
10 FDCA through the "Sherman Law", Cal. Health & Saf. Code § 109875, *et seq*. The
11 Sherman Law provides that food is misbranded "if its labeling is false or misleading in
12 any particular." *Id*.

43. The Sherman Law explicitly incorporates by reference "[a]ll food labeling
regulations and any amendments to those regulations adopted pursuant to the FDCA,"
as the food labeling regulations of California Cal. Health & Saf. Code, § 110100, subd.
(a).

44. Further, as explained above, Defendant's claims are misleading to
consumers in violation of 21 U.S.C. § 343, which states, "A food shall be deemed to be
misbranded . . . [i]f its labeling is false or misleading in any particular."

45. The introduction of misbranded food into interstate commerce is prohibitedunder the FDCA and all state parallel statutes cited in this Class Action Complaint.

46. Plaintiff and Class Members would not have purchased the Products, or
would have not paid as much for the Products had they known the truth about the
mislabeled and falsely advertised Products.

25

CLASS ACTION ALLEGATIONS

47. Plaintiff brings this action individually and as representatives of all those
similarly situated pursuant to Rule 23 of the Fed. R. Civ. P. on behalf of the class and
subclass ("the Classes"). The Classes are defined as follows:

National Class: All persons in the United States who
purchased the Products at any time during the four years before
the date of filing of this Complaint to the present.
California Subclass: All persons in the State of California
who purchased the Products at any time during the four years

before the date of filing of this Complaint to the present.

48. Excluded from the Classes are Defendant, any entity in which Defendant
has a controlling interest or which has a controlling interest in Defendant, and
Defendant's legal representatives, assignees, and successors. Also excluded are the
judge to whom this case is assigned, any member of the judge's immediate family, and
the courtroom staff.

49. The Classes are so numerous that joinder of all members is impracticable.
On information and belief, the Classes have more than 10,000 members. Moreover, the
disposition of the claims of the Classes in a single action will provide substantial
benefits to all parties and the Court.

16 50. There are numerous questions of law and fact common to Plaintiff and
17 members of the Classes. These common questions of law and fact include, but are not
18 limited to, the following:

19

28

1

2

3

4

5

6

a. The true nature of the protein content in the Products;

b. Whether the marketing, advertising, packaging, labeling, and other
promotional materials for the Products are deceptive;

c. Whether Defendant's actions violate California's Unfair
Competition Law, Business and Professions Code § 17200, *et seq.*;

24 d. Whether Defendant's actions violate California's False Advertising
25 Law, Business and Professions Code § 17500, *et seq.*;

26 e. Whether Defendant's actions violate California's Consumers
27 Legal Remedies Act, Civil Code § 1750, *et seq.*;

f. Whether Defendant was unjustly enriched at the expense of the
 Plaintiff and Class Members; and

3

4

5

6

g. Whether Defendant breached an express warranty to Plaintiff.
51. Plaintiff's claims are typical of the claims of the Classes. Plaintiff's claims, like the claims of the Classes, arise out of the same common course of conduct by Defendant and are based on the same legal and remedial theories.

52. Plaintiff will fairly and adequately protect the interests of the Classes.
Plaintiff has retained competent and capable attorneys with significant experience in
complex and class action litigation, including consumer class actions. Plaintiff and
their counsel are committed to prosecuting this action vigorously on behalf of the
Classes and have the financial resources to do so. Neither Plaintiff nor their counsel has
interests that are contrary to or that conflict with those of the proposed Classes.

53. Defendant has engaged in a common course of conduct toward Plaintiff
and members of the Classes. The common issues arising from this conduct that affect
Plaintiffs and members of the Classes predominate over any individual issues.
Adjudication of these common issues in a single action has important and desirable
advantages of judicial economy.

A class action is the superior method for the fair and efficient adjudication 54. 18 of this controversy. Class-wide relief is necessary to compel Defendant to keep such 19 adulterated and misbranded products out of the market and to compensate those who 20have mislead into purchase of the Products. The interests of individual members of the 21 Classes in individually controlling the prosecution of separate claims against Defendant 22 are small because the damages in an individual action are small. Management of these 23 claims is likely to present significantly fewer difficulties than are presented in many 24 class claims because Defendant acted or failed to act on grounds generally applicable to 25 the Classes. Class treatment is superior to multiple individual suits or piecemeal 26 litigation because it conserves judicial resources, promotes consistency and efficiency 27 28

of adjudication, provides a forum for small claimants, and deters illegal activities. There
 will be no significant difficulty in the management of this case as a class action.

55. Defendant has acted on grounds generally applicable to the Classes,
thereby making final injunctive relief and corresponding declaratory relief with respect
to the Class appropriate on a class wide basis.

FIRST CAUSE OF ACTION

Violation of the Consumers Legal Remedies Act, Cal. Civ. Code §1750, *et. seq.* (On Behalf of the California Subclass)

9 56. Plaintiff incorporates all preceding factual allegations as if fully set forth10 herein.

6

7

8

15

11 57. Plaintiff and each member of the Class is a "Consumer" as that term is12 defined by Cal. Civ. Code § 1761(d).

13 58. The Products are a "Good" as that term is defined by Cal. Civ. Code §14 1761(a).

59. Defendant is a "Person" as defined by Cal. Civ. Code § 1761(c).

16 60. The transaction(s) involved here are "Transaction(s)" as defined by Cal.
17 Civ. Code § 1761(e).

18 61. Plaintiff and members of the Class are Consumers who purchased the19 Products for personal use within the applicable statute of limitations period.

20 62. Plaintiff has standing to pursue this cause of action because Plaintiff has
21 suffered injury-in-fact and has lost money or property as a result of Defendant's actions
22 as set forth here.

23 63. Plaintiff and Class members purchased the Products in reliance on24 Defendant's labeling and marketing claims.

25 64. Defendant's practices constitute violations of Cal. Civ. Code § 1770 in at
26 least the following respects:

(a) in violation of Section 1770(a)(2), Defendant misrepresented the
source of the Products' protein as whey, when, in fact, they are "spiked" with free form

Case 3:14-cv-02744-WQH-BGS Document 1 Filed 11/19/14 Page 15 of 22

1 amino acids;

(b) in violation of Section 1770(a)(5), Defendant represented that the
Products have characteristics and benefits (whey protein per serving) that they do not
have (because they contain less whey protein per serving than indicated);

(c) in violation of Section 1770(a)(7), Defendant represented that the
Products are of a particular standard, quality, or grade (whey protein per serving), when
they are of another (containing less whey protein per serving than indicated);

8 (d) in violation of Section 1770(a)(9), Defendant has advertised the
9 Products as containing a certain amount of whey protein per serving with the intent not
10 to sell them as advertised (containing less whey protein per serving than indicated); and

(e) in violation of Section 1770(a)(16), Defendant has represented that
the Products were supplied in accordance with previous representations (amount of
whey protein per serving), when in fact they were not (because they contain less whey
protein per serving than indicated).

15 65. Defendant knew or should have known that their representations of fact are16 material and likely to mislead consumers.

17 66. Defendant's practices, acts, and course of conduct in marketing and selling
18 the Products are likely to mislead a reasonable consumer to his or her detriment. Like
19 Plaintiff, members of the Class would not have purchased the Products had they known
20 the true amount of whey protein in the Products.

21 67. Plaintiff and members of the Class have been directly and proximately22 damaged by Defendants' actions.

68. In conjunction with filing this Complaint, Plaintiff's Counsel mailed to
Defendant, by certified mail, return receipt requested, the written notice required by
Civil Code §1782(a). Should Defendant fail to respond within thirty days, Plaintiff will
amend to seek damages under the Consumers Legal Remedies Act.

27 69. Defendant has engaged in, and continues to engage in, business practices
28 in violation of the Consumers Legal Remedies Act, Civ. Code §1750, et seq. by

continuing to make false and misleading representations on their labeling of the
 Products.

3 70. These business practices are misleading and/or likely to mislead consumers
4 and should be enjoined.

SECOND CAUSE OF ACTION

Violation of the False Advertising Law, Cal. Bus. & Prof. Code § 17500, *et seq.* (On Behalf of the California Subclass)

8 71. Plaintiff incorporates all preceding factual allegations as if fully set forth9 herein.

10 72. Plaintiff and the Class have standing to pursue a cause of action for false
11 advertising under Cal. Bus. & Prof. Code §17500, *et seq.*, because Plaintiff and
12 members of the Class have suffered an injury-in-fact and lost money as a result of
13 Defendant's actions as set forth herein.

14 73. Defendant labeled, advertised, marketed, and otherwise disseminated15 misleading information to the public through the product labels.

74. Defendant continues to disseminate such statements.

75. Defendant's statements are misleading.

18 76. Defendant knows that these statements are misleading, or could have19 discovered their misleading nature with the exercise of reasonable care.

20 21 77.

78.

79.

16

17

5

6

7

Plaintiff and Class members relied on Defendant's marketing and labeling. Defendant's actions violate Cal. Bus. & Prof. Code § 17500, *et seq*.

22

As a direct and proximate result of Defendant's actions, as set forth herein,

23 Defendant has received ill-gotten gains and/or profits, including but not limited to

24 money from Plaintiff and Class members who paid for the Products. Therefore,

25 Defendant has been unjustly enriched.

80. Plaintiff and Class members seek injunctive relief, restitution, and
disgorgement of Defendant's ill-gotten gains as provided for by Cal. Bus. & Prof. Code
§ 17535.

81. Plaintiff and Class members seek injunctive relief to compel Defendant
 from continuing to engage in these wrongful practices in the future. No other adequate
 remedy at law exists. If an injunction is not ordered, Plaintiff and Class members will
 suffer irreparable harm and/or injury.

5

6

7

THIRD CAUSE OF ACTION

Violation of the Unfair Competition Law, Cal. Bus. & Prof. Code § 17200, *et seq.* (On Behalf of the California Subclass Members)

8 82. Plaintiff incorporates all preceding factual allegations as if fully set forth
9 herein.

10 83. Plaintiff and the Class have standing to pursue a cause of action for false
11 advertising under Cal. Bus. & Prof. Code § 17200, *et seq.*, because Plaintiff and
12 members of the Class have suffered an injury-in-fact and lost money as a result of
13 Defendant's actions as set forth herein.

14 84. Defendant's actions as described herein constitute unfair competition
15 within the meaning of Cal. Bus. & Prof. Code § 17200, in that Defendant has engaged
16 in deceptive business practices by falsely advertising the content of whey protein in the
17 Products.

18 85. Defendant's actions as described herein constitute unfair competition
19 within the meaning of Cal. Bus. & Prof. Code § 17200, in that Defendant has engaged
20 in unlawful, unfair and deceptive business practices by deceiving consumers and
21 violating California's Sherman Food Drug & Cosmetic Act and California's Consumer
22 Legal Remedies Act.

86. Defendant's actions as described herein constitute unfair competition
within the meaning of Cal. Bus. & Prof. Code § 17200, on the additional grounds that
Defendant has failed to properly label the Products in accordance with 21 C.F.R. § 101, *et seq.*

27 87. Defendant's actions also constitute unfair competition within the meaning
28 of Cal. Bus. & Prof. Code §17200, in that Defendant has made unfair, deceptive, untrue

Case 3:14-cv-02744-WQH-BGS Document 1 Filed 11/19/14 Page 18 of 22

or misleading statements in advertising mediums, including the labels, in violation of
 Cal. Bus. & Prof. Code § 17500.

88. Defendant's actions have caused economic injury to Plaintiff and Class
members. Plaintiff and Class members would not have purchased the Products had they
known the true nature of the whey protein content.

89. Pursuant to Cal. Bus. & Prof. Code § 17203, Plaintiff and Class members
seek an injunction enjoining Defendant from continuing to market, advertise, and sell
the Products without complying with federal and state law and to prevent Defendant
from continuing to engage in unfair competition or any other act prohibited by law.

90. Plaintiff and Class members also seek an order that requires Defendant to
make full restitution and disgorgement of their ill-gotten gains of all money wrongfully
obtained from Plaintiff and Class members as permitted by Cal. Bus. & Prof. Code §
17203.

14

15 16

FOURTH CAUSE OF ACTION

Unjust Enrichment

(On Behalf of the National Class and the California Subclass)

17 108. Plaintiff incorporates all preceding factual allegations as if fully set forth18 herein.

19 109. Plaintiff and Class Members conferred benefits on Defendant by20 purchasing the Products.

110. Defendant has been unjustly enriched in retaining the revenues derived
from Plaintiff and Class Members' purchase of the Products. Retention of those monies
under these circumstances is unjust and inequitable because Defendant's labeling of the
Products was misleading to consumers, which caused injuries to Plaintiff and Class
Members because they would have not purchased the Products, or would not have paid
as much for them, had they known the true facts.

27 111. Because Defendant's retention of the non-gratuitous benefits conferred on28 them by Plaintiff and Class Members is unjust and inequitable, Defendant must pay

restitution to Plaintiff and the Class Members for their unjust enrichment, as ordered by
 the Court.

3

4

5

6

7

27

28

FIFTH CAUSE OF ACTION

Breach of Express Warranty

(On Behalf of the National Class and the California Subclass)

112. Plaintiff incorporates all preceding factual allegations as if fully set forth herein.

8 113. Plaintiff and each member of the Class formed a contract with Defendant
9 at the time Plaintiff and the other Class members purchased the Products. The terms of
10 the contract include the promises and affirmations of fact made by Defendant on the
11 Products' packaging, as described above. These promises constitute express warranties
12 and became part of the basis of bargain, and are part of the standardized contract
13 between Plaintiff and the members of the Class and Defendant.

14 114. Defendant purports through its advertising, labeling, marketing and
15 packaging to create an express warranty that the Product contained "44 grams of whey
16 protein per serving" protein.

17 115. Plaintiff and the Class performed all conditions precedent to Defendant's18 liability under this contract when they purchased the Products.

19 116. Defendant breached express warranties about the Product and its qualities
20 because Defendant's statements about the Product were false and the Product does not
21 conform to Defendant's affirmations and promises described above. Plaintiff and the
22 Class Members would not have purchased the Products had they known the true nature
23 of the Products' ingredients and what the Products did and did not contain.

24 117. As a result of Defendant's breach of warranty, Plaintiff and Class
25 Members have been damaged in the amount of the purchase price of the Products and
26 any consequential damages resulting from the purchases.

	Case 3:1	L4-cv-02744-WQH-BGS Document 1 Filed 11/19/14 Page 20 of 22							
1		PRAYER FOR RELIEF							
2	Plair	Plaintiff requests for the following relief:							
3	A.	Certification of the proposed National Class;							
4	B.	Certification of the proposed California Subclass;							
5	D.	Appointment of Plaintiff as class representative;							
6	E.	Appointment of the undersigned counsel as counsel for the Classes;							
7	F.	A declaration that Defendant's actions complained of herein violate the							
8	state of Cal	lifornia consumer protection statutes;							
9	G.	A declaration that Defendant was unjustly enriched;							
10	H.	A declaration that Defendant breached an express warranty to Plaintiff and							
11	the Class;								
12	I.	An order that enjoins Defendant from engaging in the unlawful conduct set							
13	forth herei	n;							
14	J.	An order that compels Defendant to conduct corrective advertising;							
15	K.	An award to Plaintiff and the Classes of attorneys' fees and costs, as							
16	allowed by	y law and/or equity;							
17	L.	Leave to amend this Complaint to conform to the evidence presented at							
18	trial; and								
19	М.	Orders granting such other and further relief as the Court deems necessary,							
20	just, and p	roper.							
21									
22									
23									
24									
25									
26									
27									
28									
		19							
		CLASS ACTION COMPLAINT							

	Case 3:14-cv-02744-WQH-BGS Document 1 Filed 11/19/14 Page 21 of 22								
1	JURY DEMAND								
2	Plaintiff demands a trial by jury for all issues so triable.								
3									
4	Dated: November 19, 2014 Respectfully submitted,								
5	AHDOOT & WOLFSON, PC								
6	11								
7	- Wayse								
8	Tina Wolfson V 1016 Palm Avenue								
9	West Hollywood, CA 90069								
10	Tel: (310) 474-9111 Fax: (310) 474-8585								
11	Email: twolfson@ahdootwolfson.com								
12	Nick Suciu III (Pro Hac Vice Application	ı							
13	Forthcoming)								
14	BARBAT, MANSOUR & SUCIU PLL 434 West Alexandrine #101	С							
15	Detroit, MI 48201								
16	Tel: (313) 303-3472								
17	Email: nicksuciu@bmslawyers.com								
18	Jonathan Shub								
19	SEEGER WEISS, LLP 1515 Market Street								
20	Philadelphia, PA 19102								
20 21	Tel: (215) 564-1300 Email: jshub@seegerweiss.com								
21									
22	Counsel for Plaintiff, Adrian Canizalez								
23 24									
24 25									
23 26									
20 27									
27 28									
<i>∠</i> ð									
	<u>20</u>								
	CLASS ACTION COMPLAINT								

AFFIDAVIT OF TINA WOLFSON

I, Tina Wolfson, declare as follows:

I am an attorney with the law firm of Ahdoot & Wolfson, PC, counsel for
 Plaintiff Adrian Canizalez ("Plaintiff") in this action. I am admitted to practice law in
 California and before this Court, and am a member in good standing of the State Bar of
 California. This declaration is made pursuant to California Civil Code section 1780(d).
 I make this declaration based on my research of public records and upon personal
 knowledge and, if called upon to do so, could and would testify competently thereto.

9 2. Based on my research and personal knowledge, Defendant Fit Foods, Ltd.
10 and Fit Foods Distribution, Inc. (collectively, "Defendant") do business within the
11 County of San Diego and Plaintiff purchased Defendant's products within the County
12 of San Diego, as alleged in the Class Action Complaint.

I declare under penalty of perjury under the laws of the United States and the
State of California this 19th day of November, 2014 in West Hollywood, California that
the foregoing is true and correct.

, Welfse

Tina Wolfson

JS 44 (Rev 12/12) Case 3:14-cv-02744-WOHBGS COVER SHEET Filed 11/19/14 Page 1 of 2

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. *(SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)*

purpose of minimum in civil o			1 111151 0				
I. (a) PLAINTIFFS ADRIAN CANIZALEZ, ind situated,	dividually and on beha	lf of all others simil	arly	DEFENDANTS FIT FOODS, LTD., corporations,		FOODS DISTR	RIBUTION, INC., Canadian
(b) County of Residence of	First Listed Plaintiff S	an Diego		County of Residence	of First List	ted Defendant	
(EZ	CEPT IN U.S. PLAINTIFF CA	ASES)				LAINTIFF CASES O	
				NOTE: IN LAND CO THE TRACT	ONDEMNAT	ION CASES, USE TI NVOLVED	HE LOCATION OF
(c) Attorneys (Firm Name, A		r)		Attorneys (If Known)			
Tina Wolfson, Ahdoot & V 1016 Palm Avenue, Wes T: (310) 474-9111; F: (31	t Hollywood, CA 9006		n.com		•/	I4CV2744	WQHBGS
II. BASIS OF JURISDI			III. CI		RINCIP	AL PARTIES	(Place an "X" in One Box for Plaintiff
□ 1 US Government	□ 3 Federal Question			(For Diversity Cases Only) P	IF DEF		and One Box for Defendant) PTF DEF
Plaintiff	(U.S. Government)	Not a Party)	Citize	n of This State	1 0 1	Incorporated or Pri of Business In T	
□ 2 US Government Defendant	▲ 4 Diversity (Indicate Citizensh)	ip of Parties in Item III)	Citize	en of Another State	2 🗆 2	Incorporated and P of Business In A	
				en or Subject of a 🛛 🗆 reign Country	3 🗙 3	Foreign Nation	6 6
IV. NATURE OF SUIT			E		DAX	TO DE DE CAN	OTHER CTATUTES
CONTRACT 110 Insurance	PERSONAL INJURY	ORTS PERSONAL INJUR		5 Drug Related Seizure		NKRUPTCY eal 28 USC 158	OTHER STATUTES ☐ 375 False Claims Act
□ 120 Marine	310 Airplane	365 Personal Injury -		of Property 21 USC 881	423 With	ndrawal	400 State Reapportionment
 130 Miller Act 140 Negotiable Instrument 	315 Airplane Product Liability	Product Liability 367 Health Care/	0 09	0 Other	28 0	JSC 157	 410 Antitrust 430 Banks and Banking
150 Recovery of Overpayment & Enforcement of Judgment	320 Assault, Libel & Slander	Pharmaceutical Personal Injury			PROPE □ 820 Cop	RTY RIGHTS	 ☐ 450 Commerce ☐ 460 Deportation
151 Medicare Act	330 Federal Employers'	Product Liability			830 Pater	nt	470 Racketeer Influenced and
152 Recovery of Defaulted Student Loans	Liability 340 Marine	368 Asbestos Personal Injury Product	1		840 Trad	emark	Corrupt Organizations 480 Consumer Credit
(Excludes Veterans)	345 Marine Product	Liability		LABOR		SECURITY	490 Cable/Sat TV
153 Recovery of Overpayment of Veteran's Benefits	Liability 350 Motor Vehicle	PERSONAL PROPER 370 Other Fraud	RTY D 71	0 Fair Labor Standards Act	 861 HIA 862 Blac 	(1395ff) k Lung (923)	850 Securities/Commodities/ Exchange
□ 160 Stockholders' Suits	355 Motor Vehicle Dra duct Lightitize	□ 371 Truth in Lending	□ 72	0 Labor/Management	🗆 863 DIW	/C/DIWW (405(g))	□ 890 Other Statutory Actions
X 190 Other Contract □ 195 Contract Product Liability	Product Liability 360 Other Personal	□ 380 Other Personal Property Damage	0 74	Relations 0 Railway Labor Act	 864 SSII 865 RSI 		 891 Agricultural Acts 893 Environmental Matters
196 Franchise	Injury 362 Personal Injury -	385 Property Damage Product Liability	0 75	1 Family and Medical Leave Act			895 Freedom of Information Act
	Medical Malpractice	-		0 Other Labor Litigation			896 Arbitration
REAL PROPERTY 210 Land Condemnation	CIVIL RIGHTS	PRISONER PETITIO Habeas Corpus:	<u>NS</u> 🗆 79	1 Employee Retirement Income Security Act		AL TAX SUITS es (U S Plaintiff	899 Administrative Procedure Act/Review or Appeal of
220 Foreclosure	□ 441 Voting	463 Alien Detainee		income security rice	or D	efendant)	Agency Decision
 230 Rent Lease & Ejectment 240 Torts to Land 	 442 Employment 443 Housing/ 	510 Motions to Vacate Sentence	e			—Third Party JSC 7609	950 Constitutionality of State Statutes
245 Tort Product Liability	Accommodations	530 General					
290 All Other Real Property	445 Amer w/Disabilities - Employment	535 Death Penalty Other:	□ 46	IMMIGRATION 2 Naturalization Application	1		
	446 Amer w/Disabilities - Other	 540 Mandamus & Oth 550 Civil Rights 	ier 🗆 46	5 Other Immigration Actions			
	□ 448 Education	□ 555 Prison Condition		Actions			
		560 Civil Detainee - Conditions of					
		Confinement					
	n One Box Only) moved from □ 3 te Court	Remanded from (Appellate Court	□ 4 Rein Reor		erred from er District	□ 6 Multidistr Litigation	
	Cite the U.S. Civil Sta	atute under which you a		(specify) Do not cite jurisdictional stat)	5	
VI. CAUSE OF ACTIO	Brief description of ca	ause:	h of wor	raptu related to prot	oin contor	t advartiaing	
VII. REQUESTED IN		IS A CLASS ACTION		ranty related to prote EMAND \$			if demanded in complaint:
COMPLAINT:	UNDER RULE 2			5,000,000.00	J	URY DEMAND:	Yes 🗆 No
VIII. RELATED CASH IF ANY	E(S) (See instructions):	JUDGE			DOCK	ET NUMBER	
DATE		SIGNATURE OF AT		OF RECORD			
11/19/2014		/s/ Tina Wolfso	n				
FOR OFFICE USE ONLY RECEIPT # AN	MOUNT	APPLYING IFP		JUDGE		MAG JUI	DGE
Print	Save As						Reset

INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS 44

Authority For Civil Cover Sheet

The JS 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

- **I.(a) Plaintiffs-Defendants.** Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
- (b) County of Residence. For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
- (c) Attorneys. Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)".

II. Jurisdiction. The basis of jurisdiction is set forth under Rule 8(a), F.R.Cv.P., which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below. United States plaintiff. (1) Jurisdiction based on 28 U.S.C. 1345 and 1348. Suits by agencies and officers of the United States are included here. United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.

Federal question. (3) This refers to suits under 28 U.S.C. 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.

Diversity of citizenship. (4) This refers to suits under 28 U.S.C. 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; **NOTE: federal question actions take precedence over diversity cases.**)

- **III. Residence (citizenship) of Principal Parties.** This section of the JS 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- **IV.** Nature of Suit. Place an "X" in the appropriate box. If the nature of suit cannot be determined, be sure the cause of action, in Section VI below, is sufficient to enable the deputy clerk or the statistical clerk(s) in the Administrative Office to determine the nature of suit. If the cause fits more than one nature of suit, select the most definitive.
- V. Origin. Place an "X" in one of the six boxes.

Original Proceedings. (1) Cases which originate in the United States district courts.

Removed from State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C., Section 1441. When the petition for removal is granted, check this box.

Remanded from Appellate Court. (3) Check this box for cases remanded to the district court for further action. Use the date of remand as the filing date.

Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date. Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. Section 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.

Multidistrict Litigation. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407. When this box is checked, do not check (5) above.

- VI. Cause of Action. Report the civil statute directly related to the cause of action and give a brief description of the cause. Do not cite jurisdictional statutes unless diversity. Example: U.S. Civil Statute: 47 USC 553 Brief Description: Unauthorized reception of cable service
- VII. Requested in Complaint. Class Action. Place an "X" in this box if you are filing a class action under Rule 23, F.R.Cv.P. Demand. In this space enter the actual dollar amount being demanded or indicate other demand, such as a preliminary injunction. Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.
- VIII. Related Cases. This section of the JS 44 is used to reference related pending cases, if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.

Date and Attorney Signature. Date and sign the civil cover sheet.

Case 3:14-cv-02744-WQH-BGS Document 1-2 Filed 11/19/14 Page 1 of 4

EXHIBIT A



00100197-ATR

10005 Muirlands Blvd., Suite G | Irvine, CA 92618 Phone: (949) 419-0288 | Fax: (949) 419-0294 www.chromadex.com

Process Report

Customer:	Barbat, Mansour & Suciu PLLC	Report Number:	CDXA-PR-168-00
Address (City, State):	Detroit, MI	Project Number:	ORD68576
Purchase Order:	N/A	Date Received:	29 Sep 14
Date of Report:	27-Oct-14	Test Location:	Boulder, CO
Assay:	Analysis of Mutant Whey Sar PRJ-CONSOL-RPT; CDA-00		

Part Number:

27-Oct-14 Prepared By: Sylesh Venkataraman, Ph.D Sr. Director, Laboratory Date 27-Oct-14 **Reviewed By: Aron Erickson** Director, Lab Operations Date Digitally signed by Sarah Garthe DN: cn=Sarah Garthe, o=ChromaDex Sarah Garthe Analytics, ou=Quality Assurance, email=SarahG@chromadex.com, c=US 27-Oct-14 Approved By: Date: 2014.10.27 14:52:50 -06'00' **Quality Assurance** Date

Signed original on file at CDXA

This product analysis is subject to our "Standard Terms and Conditions for the Purchase and Sale of ChromaDex Products and or Services," a copy of which has been provided to our client and is incorporated herein by this reference. As more specifically set forth therein, this product analysis is for the benefit of our client only, may not be relied upon by any other party without our prior written consent, relates solely to the sample(s) provided to us by our client and therefore cannot by applied to any other material or sample. Unless otherwise noted, samples were received in acceptable condition and analyzed as received. This document may not be printed in part without the explicit permission of ChromaDex. Case 3:14-cv-02744-WQH-BGS Document 1-2 Filed 11/19/14 Page 3 of 4

CDXA-PR-168-00

Page 2 of 3

SUMMARY

ABSTRACT

The Sample was received from Barbat, Mansour & Suciu PLLC for a multitude of analyses.

1) Mutant Whey (Lot# PN2722US; ChromaDex sample# CDXA-14-5986)

• INTRODUCTION

The sample from Barbat, Mansour & Suciu PLLC was analyzed for Free and Total amino acid content and Taurine content.

DISCUSSION

A summary of the results are included below in Table 1. Table 2 lists the individual amino acids from the total and free amino acids analyses.

Table 1; CDXA-14-5986

Analysis	CDXA-14-5986 (mg/serving 36g)		
Total Amino acids	20186		
Total Free Amino acids	4292		
Total Bound Amino acids	16288		
Taurine	1943		

This product analysis is subject to our "Standard Terms and Conditions for the Purchase and Sale of ChromaDex Products and or Services," a copy of which has been provided to our client and is incorporated herein by this reference. As more specifically set forth therein, this product analysis is for the benefit of our client only, may not be relied upon by any other party without our prior written consent, relates solely to the sample(s) provided to us by our client and therefore cannot by applied to any other material or sample. Unless otherwise noted, samples were received in acceptable condition and analyzed as received. This document may not be printed in part without the explicit permission of ChromaDex. CDXA-PR-168-00

Page 3 of 3

Analyte	Units	Total Amino Acids	Free Amino Acids	Bound Amino acids
Aspartic acid	mg/serving	1700	ND	1700
Glutamic acid	mg/serving	2860	ND	2860
Serine	mg/serving	1030	ND	1030
Histidine	mg/serving	410	ND	410
Glycine	mg/serving	1750	1430	320
Threonine	mg/serving	2430	1470	960
Arginine	mg/serving	792	ND	792
Alanine	mg/serving	900	998	-98
Tyrosine	mg/serving	612	ND	612
Cystine	mg/serving	403	ND	403
Valine	mg/serving	986	ND	986
Methionine	mg/serving	355	ND	355
Phenylalanine	mg/serving	716	ND	716
Isoleucine	mg/serving	932	ND	932
Leucine	mg/serving	1760	BRL	1760
Lysine	mg/serving	1500	ND	1500
Proline	mg/serving	1050	ND	1050
Asparagine	mg/serving		ND	
Glutamine	mg/serving		ND	
Tryptophan	mg/serving		394	
Hydroxyproline	mg/serving		ND	
Total	mg/serving	20186	4292	16288
Serving Size = 36g				

Table 2 - CDXA-14-5986

REFERENCES

- 1) CDXA-ATR-6697-00; Amino acids Base Panel of 21
- 2) CDXA-ATR-6692-00; Taurine by HPLC
- 3) Sub 12 Report# 1094538-0 Total Amino acids by Profile by HPLC

REVISION HISTORY

Revision Number Document/Changes

00

New report

This product analysis is subject to our "Standard Terms and Conditions for the Purchase and Sale of ChromaDex Products and or Services," a copy of which has been provided to our client and is incorporated herein by this reference. As more specifically set forth therein, this product analysis is for the benefit of our client only, may not be relied upon by any other party without our prior written consent, relates solely to the sample(s) provided to us by our client and therefore cannot by applied to any other material or sample. Unless otherwise noted, samples were received in acceptable condition and analyzed as received. This document may not be printed in part without the explicit permission of ChromaDex.