

**IN THE UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF ILLINOIS**

CASSANDRA YORK and STEPHANIE	)	
TEACHOUT, individually and on behalf	)	
of all others similarly-situated	)	
	)	
Plaintiffs,	)	No. 3:16-cv-894
	)	
v.	)	<b><u>JURY DEMANDED</u></b>
	)	
ANDALOU NATURALS, INC.	)	
	)	
Defendant.	)	

**CLASS ACTION COMPLAINT**

Plaintiffs, Cassandra York and Stephanie Teachout, individually and on behalf of all others similarly-situated, allege the following facts and claims upon personal knowledge, investigation of counsel, and information and belief.

**CASE SUMMARY**

1. This case arises out of Defendant Andalou Naturals, Inc.’s (“Defendant”) deceptive, unfair, and false merchandising practices regarding its Andalou Naturals line of hair care products (the “Products”).

2. By naming the Products “Naturals,” Defendant deceptively, falsely, and unfairly claims and deceives consumers into believing that the Products are solely comprised of ingredients that are “natural,” when in fact the Products contain numerous synthetic and potentially harmful chemicals that are not “natural” at all.

3. By naming the Products “Naturals,” moreover, the labels of the Products create the false impression and have the tendency and capacity to mislead consumers (*see* 15 CSR 60-9.020) into believing that the Products are solely comprised of ingredients that are “natural,”

when in fact the Products contain numerous synthetic and potentially harmful chemicals that are not “natural” at all. Moreover, the overall format and appearance of the Products have the tendency and capacity to mislead consumers (15 C.S.R. 60-9.030) because they create the false impression that the Products are only comprised of natural ingredients.

4. The Products, however, contain a number of synthetic ingredients, including Sodium Benzoate, Citric Acid, Potassium Sorbate, and Exthylexylglycerin (the “Synthetic Ingredients”).

5. Indeed, two of the Synthetic Ingredients—Sodium Benzoate and Citric Acid—may combine to form Benzene, a known carcinogen associated with leukemia and other blood cancers.

6. Because the Products contain the Synthetic Ingredients, the representation that the Products are “Naturals” is false, deceptive, unfair, and misleading.

7. According to the FTC, “if companies market their products as ‘all natural’ or ‘100% natural,’ consumers have a right to take them at their word.” <https://www.ftc.gov/news-events/blogs/business-blog/2016/04/are-your-all-natural-claims-all-accurate>

8. The FTC recently made clear that “‘all-natural’ or ‘100% natural’ mean just that. If you advertise your product as ‘all-natural’ or ‘100% natural’ and it contains artificial ingredients or chemicals, now is the natural time for a compliance check.” <https://www.ftc.gov/news-events/blogs/business-blog/2016/04/are-your-all-natural-claims-all-accurate>

9. Like the FTC, Plaintiff and reasonable consumers reasonably believe and assume that products labeled “Naturals” do not contain any artificial or synthetic substances.

10. By claiming that the Products are “Naturals,” Defendant deceived consumers, including Plaintiff, into believing that the Products are comprised only of natural ingredients, when they in fact contain the Synthetic Ingredients.

11. Plaintiff York brings this case for declaratory and equitable relief and to recover damages on behalf of an Illinois Class for Defendant’s false, deceptive, unfair, and misleading marketing and advertising in violation of the Illinois Consumer Fraud and Deceptive Business Practices Act (the “ICFA”), 815 Ill. Comp. Stat. Ann. 505/2, and Illinois common law.

12. Plaintiff Teachout brings this case for declaratory and equitable relief to recover damages on behalf of a Missouri Class for Defendant’s false, deceptive, and misleading marketing and advertising in violation of the Missouri Merchandising Practices Act (the “MMPA”), Mo. Rev. Stat § 407.020.43, and Missouri common law.

13. Both Plaintiffs bring this case on behalf of a Nationwide Class to recover damages for Defendant’s unjust enrichment and breach of an express warranty.

### **PARTIES**

14. Plaintiff, Cassandra York, is a resident and citizen of Monroe County, Illinois. On at least one occasion during the Class Period (as defined below), including in April 2016, Plaintiff purchased Andalou Naturals Sunflower & Citrus Shampoo at Fresh Thyme Farmers Market in St. Clair County, Illinois, for personal, family, or household purposes after reviewing the “Naturals” label, which deceived her. If Plaintiff had known the Products contained artificial and synthetic ingredients, she would not have purchased it or would have paid less for it. The purchase price of the Product was \$9.29. Plaintiff’s claim is typical of all class members in this regard.

15. Plaintiff, Stephanie Teachout, is a resident of the City of St. Louis, Missouri. On at least one occasion during the Class Period (as defined below), including in December 2015, Plaintiff purchased Andalou Naturals Sunflower and Citrus Shampoo at Whole Foods for personal, family, or household purposes. The purchase price of the Shampoo was \$9.99. Plaintiff's claim is typical of all class members in this regard. The label of each of the Products is substantially similar.

16. Defendant Andalou Naturals Inc. is a California corporation with its principal place of business at 7250 Redwood Blvd., Ste. 208, Novato, CA 94945.

### **JURISDICTION AND VENUE**

17. This Court has jurisdiction over the subject matter presented by this Class Action Complaint because it is a class action arising under the Class Action Fairness Act of 2005 ("CAFA"), which explicitly provides for the original jurisdiction of the federal courts of any class action in which any member of the Putative Class is a citizen of a state different from any Defendant, and in which the matter in controversy exceeds in the aggregate the sum of \$5,000,000.00, exclusive of interest and costs. For diversity purposes, Plaintiff York is a citizen of the State of Illinois, Monroe County; Plaintiff Teachout is a citizen of the State of Missouri, City of St. Louis; and Defendant is a citizen of New Jersey where its headquarters are or Delaware where it is incorporated.

18. Pursuant to 28 U.S.C. § 1332(d)(2)(A), Plaintiff alleges that damages resulting from the claims in this action are in excess of \$5,000,000.00, in the aggregate, exclusive of interest and costs.

19. This Court has personal jurisdiction over Defendant because Defendant has had more than minimum contacts with the State of Illinois and has purposefully availed itself of the

privilege of conducting business in this state. In addition, as explained below, Defendant has committed affirmative tortious acts within the State of Illinois that gives rise to civil liability, including distributing the misleading Product for sale throughout the State of Illinois.

20. Venue in this judicial district is proper pursuant to 28 U.S.C. §1391(a) because, as set forth below, Defendant conducts business in, and may be found in, this district, and Plaintiff purchased the Product in this judicial District.

### **ALLEGATIONS OF FACT**

21. Defendant markets, sells, and distributes personal-care products, including the Products.

22. Knowing that consumers like Plaintiff are increasingly interested in purchasing products that do not contain potentially harmful artificial, synthetic ingredients and chemicals, Defendant has sought to take advantage of this growing market by labeling certain products as “Naturals.”

23. Seeking to profit from the increasing demand for truly natural products, Defendant sells a number of hair-care products under the name “Andalou Naturals,” including:

- Andalou Naturals Argan & Sweet Orange Shampoo;
- Andalou Naturals Lavender & Biotin Shampoo;
- Andalou Naturals Sunflower & Citrus Shampoo;
- Andalou Naturals Argan Stem Cells Shampoo;
- Andalou Naturals Argan & Sweet Orange Conditioner;
- Andalou Naturals Lavender & Biotin Conditioner;
- Andalou Naturals Sunflower & Citrus Conditioner; and
- Andalou Naturals Argan Stem Cells Conditioner.

24. By affixing such a label to the packaging of the Products, Defendant is able to entice consumers like Plaintiff to pay a premium for the Products.

25. The labels of the Products are deceptive, unfair, false, and misleading in that Defendant represents that the Products are “Naturals” when they in fact contain the Synthetic Ingredients.



26. The Products, however, are not “Naturals” because they contain the Synthetic Ingredients.

27. Citric Acid is a synthetically manufactured preservative that is manufactured by fermenting a sugar, usually highly processed and/or genetically modified corn syrup, with black mold (*aspergillus niger*), usually also genetically modified, and then treating the fermentation with sulfuric acid. In a warning letter to Hirzel Canning Company, the FDA indicated that the addition of Citric Acid to a product precludes the use of the term “natural” to describe the product. While Citric Acid does exist naturally in citrus fruits, on information and belief, the Citric Acid used in the Products is synthetically manufactured.

28. Sodium Benzoate is a synthetically-manufactured preservative that can cause allergic and asthmatic reactions and may be linked to ADHD. It can also be cancer-causing when combined with Citric or Ascorbic Acid.

29. Potassium Sorbate is a synthetically-manufactured preservative that may cause allergic reactions, rashes, and irritation to the skin and eyes.

30. Exthylexyglycerin is a synthetic skin-conditioning agent and preservative that has been shown to be an allergen that can cause contact dermatitis.

31. Because the Products contain the Synthetic Ingredients, two of which in combination are believed to create a carcinogen, Defendant's representations that the Products are "Naturals" is deceptive, unfair, and false.

32. The label of each of the Products is substantially similar.

33. Like the FTC, Plaintiff and reasonable consumers reasonably believe and assume that products labeled "Naturals" do not contain any artificial or synthetic substances. Neither Plaintiff nor any reasonable consumer would expect to find synthetic ingredients in Products labeled and named "Naturals."

34. No reasonable consumer would know or should know when reviewing the Products' labels that Sodium Benzoate, Citric Acid, Potassium Sorbate, and Exthylexyglycerin are not natural ingredients.

35. As a result of Defendant's deceitful labels, Defendant was able to charge and Plaintiff and class members paid a premium for the Products. The Products, moreover, were worth less than they were represented to be, and Plaintiff and Class Members paid extra for them due to the "Naturals" representation.

36. Defendant's misrepresentation constitutes unfair or deceptive acts or practices, including but not limited to the use or employment of any deception, fraud, false pretense, false promise, misrepresentation within the meaning of the ICFA.

### CLASS ALLEGATIONS

37. For class certification purposes, the term "Andalou Naturals Shampoo and Conditioner Products" includes the following Products:

- a. Andalou Naturals Argan & Sweet Orange Shampoo;
- b. Andalou Naturals Lavender & Biotin Shampoo;
- c. Andalou Naturals Sunflower & Citrus Shampoo;
- d. Andalou Naturals Argan Stem Cells Shampoo;
- e. Andalou Naturals Argan & Sweet Orange Conditioner;
- f. Andalou Naturals Lavender & Biotin Conditioner;
- g. Andalou Naturals Sunflower & Citrus Conditioner; and
- h. Andalou Naturals Argan Stem Cells Conditioner.

38. For class certification purposes, the "Class Period" is defined as the five years preceding the filing of the Complaint in this case, which is August 10, 2011, through the present.

39. Pursuant to Fed. R. Civ. Pro. 23(a), (b)(2) and (b)(3), Plaintiffs bring this action on their own behalf and on behalf of the following proposed classes of all other similarly situated persons ("Class Members" of the "Classes") consisting of:

- The Nationwide Class: All citizens of all states in the United States who purchased Andalou Naturals Shampoo and Conditioner Products during the Class Period.
- The Illinois Class: All citizens of Illinois who purchased Andalou Naturals Shampoo and Conditioner Products for personal, household, or family purposes and not for resale during the Class Period.



- The Missouri Class: All citizens of Missouri who purchased Andalout Naturals Shampoo and Conditioner Products for personal, household, or family purposes and not for resale during the Class Period.

40. Excluded from the Classes are: (a) federal, state, and/or local governments, including, but not limited to, their departments, agencies, divisions, bureaus, boards, sections, groups, counsels, and/or subdivisions; (b) any entity in which Defendant has a controlling interest, to include, but not limited to, their legal representative, heirs, and successors; (c) all persons who are presently in bankruptcy proceedings or who obtained a bankruptcy discharge in the last three years; and (d) any judicial officer in the lawsuit and/or persons within the third degree of consanguinity to such judge.

41. Upon information and belief, the Classes consist of thousands of purchasers. Accordingly, it would be impracticable to join all Class Members before the Court.

42. There are numerous and substantial questions of law or fact common to all of the members of the Classes and which predominate over any individual issues. Included within the common question of law or fact are:

- a. Whether the “Naturals” claim on the Products’ labels is false, misleading, unfair, and deceptive;
- b. Whether the Products’ labels create false impressions and have the tendency and capacity to mislead consumers;
- c. Whether Defendant violated the ICFA by selling the Products with false, misleading, and deceptive representations;
- d. Whether Defendant violated the MMPA by selling the Products with false, misleading, and deceptive representations;

- e. Whether Defendant intended that Plaintiff and the Class Members would rely on the “Naturals” representation;
- f. Whether Defendant’s acts constitute deceptive and fraudulent business acts and practices or deceptive, untrue, and misleading advertising;
- g. Whether Defendant was unjustly enriched; and
- h. The proper measure of damages sustained by Plaintiffs and Class Members.

43. The claims of the Plaintiffs are typical of the claims of Class Members, in that they share the above-referenced facts and legal claims or questions with Class Members, there is a sufficient relationship between the damage to Plaintiffs and Defendant’s conduct affecting Class Members, and Plaintiffs have no interests adverse to the interests other Class Members.

44. Plaintiffs will fairly and adequately protect the interests of Class Members and have retained counsel experienced and competent in the prosecution of complex class actions including complex questions that arise in consumer protection litigation.

45. A class action is superior to other methods for the fair and efficient adjudication of this controversy, since individual joinder of all Class Members is impracticable and no other group method of adjudication of all claims asserted herein is more efficient and manageable for at least the following reasons:

- a. The claim presented in this case predominates over any questions of law or fact, if any exists at all, affecting any individual member of the Classes;
- b. Absent a Class, the Class Members will continue to suffer damage and Defendants’ unlawful conduct will continue without remedy while Defendant profits from and enjoys its ill-gotten gains;

- c. Given the size of individual Class Members' claims, few, if any, Class Members could afford to or would seek legal redress individually for the wrongs Defendant committed against them, and absent Class Members have no substantial interest in individually controlling the prosecution of individual actions;
- d. When the liability of Defendant has been adjudicated, claims of all Class Members can be administered efficiently and/or determined uniformly by the Court; and
- e. This action presents no difficulty that would impede its management by the court as a class action, which is the best available means by which Plaintiff and members of the Classes can seek redress for the harm caused to them by Defendant.

46. Because Plaintiffs seek relief for the entire Classes, the prosecution of separate actions by individual members of the Classes would create a risk of inconsistent or varying adjudications with respect to individual member of the Classes, which would establish incompatible standards of conduct for Defendant.

47. Further, bringing individual claims would overburden the Courts and be an inefficient method of resolving the dispute, which is the center of this litigation. Adjudications with respect to individual members of the Classes would, as a practical matter, be dispositive of the interest of other members of the Classes who are not parties to the adjudication and may impair or impede their ability to protect their interests. As a consequence, class treatment is a superior method for adjudication of the issues in this case.

48. Defendant has acted on grounds that apply generally to the Classes, so that final injunctive relief or corresponding declaratory relief is appropriate respecting the class as a whole.

**CLAIMS FOR RELIEF**

**Count I — Violation of the ICFA**

**(On Behalf of the Illinois Class)**

49. Plaintiff York repeats and re-alleges the allegations of the preceding paragraphs as if fully set forth herein.

50. The ICFA declares the following to be unlawful: “Unfair methods of competition and unfair or deceptive acts or practices, including but not limited to the use or employment of any deception, fraud, false pretense, false promise, misrepresentation or the concealment, suppression or omission of any material fact, with intent that others rely upon the concealment, suppression or omission of such material fact...in the conduct of any trade or commerce[.]” 815 Ill. Comp. Stat. Ann. 505/2

51. In construing the ICFA, consideration shall be given to the interpretations of the Federal Trade Commission and the federal courts relating to Section 5 (a) of the Federal Trade Commission Act.

52. As recently confirmed by the FTC, Defendant’s conduct in advertising and selling the Products as “Naturals” when they in fact contain the Synthetic Ingredients constitutes the act, use and employment of deception, fraud, false pretenses, false promises, misrepresentation, and unfair practices in the conduct of Defendant’s trade or commerce.

53. Defendant intended that Plaintiff and the Class Members would rely on its “Naturals” representations. Defendant is aware that consumers like Plaintiff and Class Members

are becoming more and more interested in purchasing truly natural, healthy products that do not contain synthetic, potentially harmful ingredients. Defendant intended to prey on this interest.

54. The “Naturals” misrepresentation is material because it concerns the type of information upon which a reasonable consumer would be expected to rely in making a decision whether to purchase.

55. Because Defendant is in the business of selling personal-care products, Defendant committed the unfair and deceptive acts in the conduct of its trade and commerce.

56. Defendant’s practice of advertising and selling the Products as “Naturals” when they in fact contain the Synthetic Ingredients is also unfair. The practice offends public policy and is immoral, unethical, and unscrupulous because Illinois consumers are increasingly interested in purchasing and using healthy, truly natural products without synthetic substances. Selling the Products as “Naturals” when they contain synthetic substances offends the public’s expectation to be told the truth about the products they are buying.

57. Defendant’s conduct causes substantial injury to consumers. Not only are consumers being misled into purchasing Products that are not what they are represented to be, but exposing consumers to unwanted, potentially harmful synthetic ingredients is substantially injurious.

58. Neither Plaintiff nor any reasonable consumer would expect to find synthetic ingredients in a product labeled “Naturals.”

59. Neither Plaintiff nor any reasonable consumer when reviewing the ingredient list would know nor should know that the Synthetic Ingredients are not natural.

60. Because the Products are not “Naturals” as represented, the Products as sold were worth less than the Products as represented, and Plaintiff and class members paid a premium for

them. Had the truth be known, Plaintiff and Class Members would not have purchased the Products.

61. Plaintiff and Class Members were deceived by the “Naturals” representations and suffered economic damages as a proximate result of Defendant’s unlawful conduct as alleged herein, including the difference between the actual value of the Products and the value of the Products if they had been as represented.

**Count II — Violation of MMPA**

**(On Behalf of the Missouri Class)**

62. Plaintiff Teachout repeats and re-alleges the allegations of the preceding paragraphs as if fully set forth herein.

63. Missouri’s Merchandising Practices Act (the “MMPA”) prohibits the act, use, or employment by any person of any deception, fraud, false pretense, false promise, misrepresentation, unfair practice or the concealment, suppression, or omission of any material fact in connection with the sale or advertisement of any merchandise in trade or commerce. Mo. Rev. Stat § 407.020.43.

64. Defendant’s conduct as described herein constitutes the act, use or employment of deception, fraud, false pretenses, false promises, misrepresentation, unfair practices and/or the concealment, suppression, or omission of any material facts in connection with the sale or advertisement of any merchandise in trade or commerce in that Defendant misrepresents that the Products are “Naturals,” leading consumers to believe that the Products are solely comprised of ingredients that are “natural,” when they in fact contain multiple synthetic ingredients, two of which in combination may form Benzene, a known carcinogen.

65. By naming the Products “Naturals,” moreover, the labels of the Products create the false impression and have the tendency and capacity to mislead consumers (*see* 15 CSR 60-9.020) into believing that the Products are solely comprised of ingredients that are “natural,” when in fact the Products contain numerous synthetic and potentially harmful chemicals that are not “natural” at all. Moreover, the overall format and appearance of the Products have the tendency and capacity to mislead consumers (15 C.S.R. 60-9.030) because they create the false impression that the Products are only comprised of natural ingredients.

66. Neither Plaintiff nor any reasonable consumer would expect to find synthetic ingredients in Products labeled and named “Naturals.”

67. No reasonable consumer would know or should know that Sodium Benzoate, Citric Acid, Potassium Sorbate, and Exthylexyglycerin are not natural ingredients.

68. As a result of Defendant’s deceitful labels, Defendant was able to charge and Plaintiff paid a premium for the Products.

69. The Products, moreover, was worth less than they were represented to be, and Plaintiff and Class Members paid extra for them due to the “Naturals” labeling.

70. Plaintiff and Class Members purchased the Products for personal, family, or household purposes and thereby suffered an ascertainable loss as a result of Defendant’s unlawful conduct as alleged herein, including the difference between the actual value of the Products and the value of the Products if they had been as represented.

71. Defendant’s unlawful practices have caused similar injury to Plaintiff and numerous other persons. § 407.025.2.

**Count III — Unjust Enrichment**

**(On Behalf of the Nationwide Class)**

72. Plaintiffs repeat and re-alleges the allegations of the preceding paragraphs as if fully set forth herein.

73. By purchasing the Products, Plaintiffs and the class members conferred a benefit on Defendant in the form of the purchase price of the fraudulent Products.

74. Defendant appreciated the benefit because, were consumers not to purchase the Products, Defendant would have no sales and make no money.

75. Defendant's acceptance and retention of the benefit is inequitable and unjust and violates the fundamental principles of justice, equity, and good conscience because the benefit was obtained by Defendant's fraudulent and misleading representations about the Products.

76. Equity cannot in good conscience permit Defendant to be economically enriched for such actions at Plaintiff and Class Members' expense and in violation of Illinois law, and therefore restitution and/or disgorgement of such economic enrichment is required.

**Count IV — Breach of Express Warranty**

**(On Behalf of the Nationwide Class)**

77. Plaintiffs repeat and re-allege the allegations of the preceding paragraphs as if fully set forth herein.

78. Defendant made the affirmation of fact and the promise to Plaintiffs and the class members that the Products are "natural," guaranteeing to Plaintiffs and the class members that the Products were in conformance with the representation.



79. These affirmations of fact and promises became part of the basis of the bargain in which Plaintiffs and class members purchased Defendant's Products, and Plaintiffs and class members relied on the affirmations when making their purchasing decisions.

80. Defendant breached its express warranty that the Products are "natural" by providing Plaintiffs and class members with Products that contain synthetic ingredients.

81. As a result of Defendant's breach of warranty, Plaintiffs and the class members have been deprived of the benefit of their bargain in that they bought Products that were not what they were represented to be, and they have spent money on Products that had less value than was reflected in the premium purchase price they paid for the Products.

82. Because Defendant made the affirmation of fact and promise directly on its own labels and packaging, privity is not required to bring this claim.

83. Because Defendant has actual knowledge that its Products contain synthetic ingredients and because others have already alerted Defendant to the issues with its Products, pre-suit notice of this claim is not required.

#### **PRAYER FOR RELIEF**

WHEREFORE, Plaintiffs, individually and on behalf of all similarly situated persons, prays the Court:

- a. Grant certification of this case as a class action;
- b. For an award of declaratory and equitable relief declaring Defendant's conduct to be in violation of ICFA and the MMPA, and enjoining Defendant from continuing to engage in deceptive, unfair, and false marketing of the Products;
- c. Appoint Plaintiffs as Class Representative and Plaintiff's counsel as Class Counsel;

- d. Award compensatory damages to Plaintiffs and the proposed Class, or, alternatively, require Defendant to disgorge or pay restitution of its ill-gotten gains;
- e. Award pre- and post-judgment interest;
- f. Award reasonable and necessary attorneys' fees and costs; and
- g. For all such other and further relief as may be just and proper.

Dated: August 9, 2016

Respectfully submitted,

By: /s/ Matthew H. Armstrong  
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Attorneys for Plaintiffs and the Putative Class

JS 44 (Rev. 07/16)

**CIVIL COVER SHEET**

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.)

**I. (a) PLAINTIFFS**

Cassandra York and Stephanie Teachout

(b) County of Residence of First Listed Plaintiff Monroe  
(EXCEPT IN U.S. PLAINTIFF CASES)

(c) Attorneys (Firm Name, Address, and Telephone Number)

Matthew H. Armstrong, Armstrong Law Firm LLC, 8816 Manchester Rd., No. 109, St. Louis MO 63144, 314-258-0212

**DEFENDANTS**

Andalou Naturals, Inc.

County of Residence of First Listed Defendant \_\_\_\_\_  
(IN U.S. PLAINTIFF CASES ONLY)

NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.

Attorneys (If Known)

**II. BASIS OF JURISDICTION** (Place an "X" in One Box Only)

- 1 U.S. Government Plaintiff
- 2 U.S. Government Defendant
- 3 Federal Question (U.S. Government Not a Party)
- 4 Diversity (Indicate Citizenship of Parties in Item III)

**III. CITIZENSHIP OF PRINCIPAL PARTIES** (Place an "X" in One Box for Plaintiff and One Box for Defendant)

	PTF	DEF		PTF	DEF
Citizen of This State	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 1	Incorporated or Principal Place of Business In This State	<input type="checkbox"/> 4	<input type="checkbox"/> 4
Citizen of Another State	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 2	Incorporated and Principal Place of Business In Another State	<input type="checkbox"/> 5	<input checked="" type="checkbox"/> 5
Citizen or Subject of a Foreign Country	<input type="checkbox"/> 3	<input type="checkbox"/> 3	Foreign Nation	<input type="checkbox"/> 6	<input type="checkbox"/> 6

**IV. NATURE OF SUIT** (Place an "X" in One Box Only)

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES	
<input type="checkbox"/> 110 Insurance <input type="checkbox"/> 120 Marine <input type="checkbox"/> 130 Miller Act <input type="checkbox"/> 140 Negotiable Instrument <input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment <input type="checkbox"/> 151 Medicare Act <input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excludes Veterans) <input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits <input type="checkbox"/> 160 Stockholders' Suits <input type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	<b>PERSONAL INJURY</b> <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury <input type="checkbox"/> 362 Personal Injury - Medical Malpractice	<input type="checkbox"/> 365 Personal Injury - Product Liability <input type="checkbox"/> 367 Health Care/ Pharmaceutical Personal Injury Product Liability <input type="checkbox"/> 368 Asbestos Personal Injury Product Liability <b>PERSONAL INJURY</b> <input checked="" type="checkbox"/> 370 Other Fraud <input type="checkbox"/> 371 Truth in Lending <input type="checkbox"/> 380 Other Personal Property Damage <input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 690 Other <b>LABOR</b> <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Management Relations <input type="checkbox"/> 740 Railway Labor Act <input type="checkbox"/> 751 Family and Medical Leave Act <input type="checkbox"/> 790 Other Labor Litigation <input type="checkbox"/> 791 Employee Retirement Income Security Act <b>IMMIGRATION</b> <input type="checkbox"/> 462 Naturalization Application <input type="checkbox"/> 465 Other Immigration Actions	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157 <b>PROPERTY RIGHTS</b> <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 840 Trademark <b>SOCIAL SECURITY</b> <input type="checkbox"/> 861 HIA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g)) <b>FEDERAL TAX SUITS</b> <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609	<input type="checkbox"/> 375 False Claims Act <input type="checkbox"/> 376 Qui Tam (31 USC 3729(a)) <input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 850 Securities/Commodities/Exchange <input type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 896 Arbitration <input type="checkbox"/> 899 Administrative Procedure Act/Review or Appeal of Agency Decision <input type="checkbox"/> 950 Constitutionality of State Statutes
REAL PROPERTY	CIVIL RIGHTS	PRISONER PETITIONS			
<input type="checkbox"/> 210 Land Condemnation <input type="checkbox"/> 220 Foreclosure <input type="checkbox"/> 230 Rent Lease & Ejectment <input type="checkbox"/> 240 Torts to Land <input type="checkbox"/> 245 Tort Product Liability <input type="checkbox"/> 290 All Other Real Property	<input type="checkbox"/> 440 Other Civil Rights <input type="checkbox"/> 441 Voting <input type="checkbox"/> 442 Employment <input type="checkbox"/> 443 Housing/Accommodations <input type="checkbox"/> 445 Amer. w/Disabilities - Employment <input type="checkbox"/> 446 Amer. w/Disabilities - Other <input type="checkbox"/> 448 Education	<b>Habeas Corpus:</b> <input type="checkbox"/> 463 Alien Detainee <input type="checkbox"/> 510 Motions to Vacate Sentence <input type="checkbox"/> 530 General <input type="checkbox"/> 535 Death Penalty <b>Other:</b> <input type="checkbox"/> 540 Mandamus & Other <input type="checkbox"/> 550 Civil Rights <input type="checkbox"/> 555 Prison Condition <input type="checkbox"/> 560 Civil Detainee - Conditions of Confinement			

**V. ORIGIN** (Place an "X" in One Box Only)

- 1 Original Proceeding
- 2 Removed from State Court
- 3 Remanded from Appellate Court
- 4 Reinstated or Reopened
- 5 Transferred from Another District (specify)
- 6 Multidistrict Litigation - Transfer
- 8 Multidistrict Litigation - Direct File

**VI. CAUSE OF ACTION**

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity): 28 USC s 1332(a) and (d)  
 Brief description of cause: Consumer fraud action for mislabelled food

**VII. REQUESTED IN COMPLAINT:**

CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P. DEMAND \$ \$5,000,000.00+ CHECK YES only if demanded in complaint: JURY DEMAND:  Yes  No

**VIII. RELATED CASE(S) IF ANY**

(See instructions): JUDGE \_\_\_\_\_ DOCKET NUMBER \_\_\_\_\_

DATE August 9, 2016 SIGNATURE OF ATTORNEY OF RECORD /s/ Matthew H. Armstrong (ARDC 6226591)

FOR OFFICE USE ONLY  
 RECEIPT # \_\_\_\_\_ AMOUNT \_\_\_\_\_ APPLYING IFP \_\_\_\_\_ JUDGE \_\_\_\_\_ MAG. JUDGE \_\_\_\_\_

**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 seven 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 – Transfer. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407.  
 Multidistrict Litigation – Direct File. (8) Check this box when a multidistrict case is filed in the same district as the Master MDL docket.  
**PLEASE NOTE THAT THERE IS NOT AN ORIGIN CODE 7.** Origin Code 7 was used for historical records and is no longer relevant due to changes in statute.
- 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.

AO 440 (Rev. 06/12) Summons in a Civil Action

UNITED STATES DISTRICT COURT

for the

Southern District of Illinois

Cassandra York and Stephanie Teachout, individually
and on behalf of all others similarly situated,

Plaintiff(s)

v.

Andalou Naturals, Inc.

Defendant(s)

Civil Action No. 3:16-cv-894

SUMMONS IN A CIVIL ACTION

To: (Defendant's name and address)

Andalou Naturals, Inc.
c/o Mark Egide, Registered Agent
7250 Redwood Blvd Ste 208
Novato CA 94945

A lawsuit has been filed against you.

Within 21 days after service of this summons on you (not counting the day you received it) — or 60 days if you are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ. P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff or plaintiff's attorney, whose name and address are:

Matthew H. Armstrong
Armstrong Law Firm LLC
8816 Manchester Rd., No. 109
St. Louis MO 63144

If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court.

CLERK OF COURT

Date: August 9, 2016

Signature of Clerk or Deputy Clerk

AO 440 (Rev. 06/12) Summons in a Civil Action (Page 2)

Civil Action No. 3:16-cv-894

**PROOF OF SERVICE**

*(This section should not be filed with the court unless required by Fed. R. Civ. P. 4 (l))*

This summons for *(name of individual and title, if any)* \_\_\_\_\_  
was received by me on *(date)* \_\_\_\_\_.

I personally served the summons on the individual at *(place)* \_\_\_\_\_  
\_\_\_\_\_ on *(date)* \_\_\_\_\_; or

I left the summons at the individual's residence or usual place of abode with *(name)* \_\_\_\_\_  
\_\_\_\_\_, a person of suitable age and discretion who resides there,  
on *(date)* \_\_\_\_\_, and mailed a copy to the individual's last known address; or

I served the summons on *(name of individual)* \_\_\_\_\_, who is  
designated by law to accept service of process on behalf of *(name of organization)* \_\_\_\_\_  
\_\_\_\_\_ on *(date)* \_\_\_\_\_; or

I returned the summons unexecuted because \_\_\_\_\_; or

Other *(specify)*:

My fees are \$ \_\_\_\_\_ for travel and \$ \_\_\_\_\_ for services, for a total of \$ \_\_\_\_\_ 0.00.

I declare under penalty of perjury that this information is true.

Date: \_\_\_\_\_

\_\_\_\_\_  
*Server's signature*

\_\_\_\_\_  
*Printed name and title*

\_\_\_\_\_  
*Server's address*

Additional information regarding attempted service, etc: