CARLSON LYNCH SWEET KILPELA & CARPENTER, LLP
TODD D. CARPENTER (234464)
402 West Broadway, 29th Floor
San Diego, California 92101
Telephone: (619) 756-6994
Facsimile: (619) 756-6991
tcarpenter@carlsonlynch.com

BLOOD HURST & O'REARDON, LLP
TIMOTHY G. BLOOD (149343)
THOMAS J. O'REARDON II (247952)
701 B Street, Suite 1700
San Diego, CA 92101
Telephone: (619) 338-1100
Facsimile: (619) 338-1101
tblood@bholaw.com
toreardon@bholaw.com

Attorneys for Plaintiff and Class Counsel

UNITED STATES DISTRICT COURT

NORTHERN DISTRICT OF CALIFORNIA

SAN FRANCISCO DIVISION

GORDON NOBORU YAMAGATA and STAMATIS F. PELARDIS, individually and on behalf of all others similarly situated,

Plaintiffs,

v.

RECKITT BENCKISER LLC,

Defendant.

Case No.: 17-3529

CLASS ACTION COMPLAINT

CLASS ACTION

JURY TRIAL DEMANDED

Plaintiffs Gordon Noboru Yamagata and Stamatis F. Pelardis ("Plaintiffs") bring this class action complaint against Defendant Reckitt Benckiser LLC ("Defendant"), individually and on behalf of all others similarly situated, and allege upon personal knowledge as to Plaintiffs' acts and experiences, and, as to all other matters, upon information and belief, including investigation conducted by Plaintiffs' attorneys.

NATURE OF THE ACTION

1. This is a consumer protection class action arising out of Defendant's false and misleading advertising of its glucosamine Move Free Products.

2. Defendant markets, sells and distributes a line of joint health dietary supplements under the "Schiff Move Free" brand name, and Defendant represents that these Move Free Products provide meaningful benefits to the joints of all consumers who use them.

3. All of the Move Free Products in Defendant's joint health product line, through its labeling and packaging, and through Defendant's other advertising and marketing materials, communicate the same substantive message to consumers: that the Move Free Products provide meaningful joint health benefits.

4. These representations are designed to induce consumers to believe that Defendant's "Move Free" joint health Move Free Products are capable of actually providing meaningful benefits, and consumers purchase Defendant's Move Free joint health products solely for the purpose of enjoying these purported joint health benefits.

5. Defendant's Move Free Products, however, are incapable of supporting or benefiting the health of human joints because the main ingredients in each of Defendant's joint health Move Free Products, either alone or in combination with other ingredients, cannot support or benefit joint health. Accordingly, Defendant's joint health representations are false, misleading and deceptive, and its joint health Move Free Products are worthless.

6. Plaintiffs bring this action individually and on behalf of all other similarly situated consumers to halt the dissemination of Defendant's false and misleading representations, correct the false and misleading perception Defendant's representations have created in the minds of consumers, and to obtain redress for those who have purchased any of Defendant's Move Free Products at issue.

JURISDICTION, VENUE AND INTRADISTRICT ASSIGNMENT

7. The Court has original jurisdiction under 28 U.S.C. § 1332(d)(2) because the matter in controversy, exclusive of interest and costs, exceeds the sum or value of $5,000,000 and is a class action in which there are in excess of 100 class members, and some of the members of the class are citizens of states different from Defendant.

8. This Court has personal jurisdiction over Defendant because Defendant conducts business in California. Defendant has marketed, promoted, distributed, and sold the Move Free Products at issue in California, rendering exercise of jurisdiction by California courts permissible.

9. Venue is proper in this Court pursuant to 28 U.S.C. §§ 1391(a) and (b) because a substantial part of the events and omissions giving rise to Plaintiffs' claims occurred in this district. Venue also is proper under 18 U.S.C. § 1965(a) because Defendant transacts substantial business in this district.

10. Assignment is proper to the San Francisco Division of the Northern District of California under Civil L.R. 3-2(c) and (d) because a substantial part of the events or omissions that gave rise to Plaintiffs' claim occurred in Alameda County.

PARTIES

11. Plaintiff Gordon Noboru Yamagata is a 67 year-old citizen of the State of California, and, at all times relevant to this action, resided in Alameda County, California.

12. On March 22, 2017, Plaintiff Yamagata saw Defendant's Schiff Move Free Advanced Triple Strength product at a Target retail store located at 1555 4th Avenue, Emeryville, California 94608.

13. Relying on the product's joint health representations, Plaintiff Yamagata purchased the product for approximately $20.99. By purchasing the falsely advertised product, Plaintiff suffered injury-in-fact and lost money.

14. Plaintiff Stamatis F. Pelardis is a citizen of the State of New York, and, at all times relevant to this action, resided in New York City, New York.

15. On March 17, 2017, Plaintiff Pelardis saw Defendant's Schiff Move Free Advanced Plus MSM product at a Walgreens retail store located at 931 1st Avenue, New York, New York 10022.

16. Relying on the product's joint health representations, Plaintiff Pelardis purchased the product for approximately $29.99. By purchasing the falsely advertised product, Plaintiff suffered injury-in-fact and lost money.

17. The Move Free Products Plaintiffs purchased, like all of Defendant's Move Free Products, cannot provide the advertised benefits. Had Plaintiffs known the truth about Defendant's misrepresentations and omissions at the time of purchase, Plaintiffs would not have purchased Defendant's Move Free Products.

18. Reckitt Benckiser LLC is a Delaware corporation with its principal place of business located in Parsippany, New Jersey.

19. Defendant manufactures, advertises, markets, distributes, and/or sells Move Free Products at issue to tens of thousands of consumers in California and New York, and throughout the United States.

FACTUAL ALLEGATIONS

I. *Defendant's Glucosamine and Chondroitin Move Free Products*

20. Defendant sells glucosamine and chondroitin Move Free Products through its own retail websites, www.movefree.com and wwww.schiffvitamins.com, and through various retail stores, like Target, Costco,

Walmart, Sam's Club and Walgreens.

21. Defendant's glucosamine and chondroitin Move Free Products are each sold under the "Schiff Move Free" brand name (collectively the "Move Free Products"):

- Schiff Move Free Advanced Triple Strength
- Schiff Move Free Advanced Plus MSM
- Schiff Move Free Advanced Plus MSM & Vitamin D
- Schiff Move Free Double Strength

22. The main ingredients of each Move Free Product is glucosamine hydrochloride and chondroitin sulfate.

23. Glucosamine hydrochloride is a combination of glucosamine (an amino sugar that is produced by the body and that can be isolated from shellfish) and hydrochloric acid.

24. Chondroitin is a component of human connective tissues found in cartilage and bone. In supplements, chondroitin sulfate usually comes from animal cartilage.

25. Sometimes called degenerative joint disease or degenerative arthritis, osteoarthritis is the most common chronic condition of the joints, affecting approximately 27 million Americans. Osteoarthritis can affect any joint, but it occurs most often in knees, hips, hands, and spine. According to the Arthritis Foundation, one in two adults will develop symptoms of osteoarthritis symptoms during their lives, and one in four adults will develop symptoms of hip osteoarthritis.

26. According to the Mayo Clinic, the signs and symptoms of osteoarthritis include joint pain, joint tenderness, joint stiffness, and the inability to move joints through full range of motion.[1]

[1] http://www.mayoclinic.com/health/osteoarthritis/DS00019/DSECTION=symptoms (last visited March 15, 2013).

II. *Defendant's False and Deceptive Advertising*

27. Defendant, through its advertisements, including on the Move Free Move Free Products' packaging and labeling, has consistently conveyed to consumers throughout the United States that the Move Free Products support and promote joint health.

28. For instance, each of the Advanced Move Free Products are labelled as "Joint Health" supplements, and the label of each Advanced Move Free Product states "Flexibility, Comfort, Lubrication" and contains a picture of a runner with his knee joint highlighted. Likewise, the label of the Move Free Double Strength Product states "Joint Strengthener," "Cushion, lubricate and nourish your joints" and contains a picture of a human body with its knee, hip and arm joints highlighted.

29. Because it attracts purchasers who suffer from arthritis and joint pain, the Move Free Product labeling also prominently includes the Arthritis Foundation logo. To reinforce the message, the Move Free Product label also states Schiff is a "PROUD SPONSOR of the ARTHRITIS FOUNDATION" and "Schiff®, the maker of Move Free®, is proud to support the Arthritis Foundation's efforts to help people take control of Arthritis. For information about arthritis, contact the Foundation at 800-568-4045 or www.arthritis.org".

30. On the Move Free Product labeling, Defendant also uses the advertising slogan "MOVE BETTER, FEEL BETTER® WITH **MOVE FREE®**." For the Move Free Advanced Products, Defendant states "GLUCOSAMINE: Helps by strengthening, protecting and rebuilding joints" and "CHONDROITIN: Assists in lubricating and cushioning joints." For the Move Free Double Strength Product, Defendant states "Glucosamine: is a basic building block of joint cartilage, which helps to maintain structural integrity of joints and connective tissues" and "Chondroitin is a naturally occurring nutrient found in connective tissue. It is capable of binding water molecules to lubricate, cushion and support

joints."

31. Defendant furthers these joint health representations on its Move Free Products' websites (www.movefree.com and www.schiffvitamins.com), including by stating that each of the Move Free Products "Supports Joint Health" and "Comforts Joints."

32. Prior versions of Defendant's Move Free Products also were labelled as "Joint Health" supplements.

33. The front labels of these past Move Free Product versions, similar to Defendant's current Move Free Product versions, contained a picture of a runner and stated, "supports 5 signs of joint health: mobility, comfort, strength, flexibility, lubrication."

34. Based on the current and former representations contained on Defendant's Move Free Products and on its websites, it is clear that the Move Free Products are intended to induce a common belief in consumers that the Move Free Products are capable of providing meaningful joint health benefits for all those who consume them.

III. *Scientific Studies Confirm That the Move Free Products Are Not Effective and Defendant's Joint Health Representations Are False, Deceptive and Misleading*

35. Despite Defendant's representations, glucosamine, alone or in combination with other ingredients, including chondroitin, is *not* effective at supporting or benefiting joint health.

Randomized Clinical Trials

36. Randomized clinical trials ("RCTs") are "the gold standard for determining the relationship of an agent to a health outcome." Federal Judicial Center, *Reference Manual on Scientific Evidence*, 555 (3d ed. 2011). "Double-blinded" RCTs, where neither the trial participants nor the researchers know which participants received the active ingredient is considered the optimal strategy.

37. Glucosamine and chondroitin have been extensively studied in RCTs, and the well-conducted RCTs demonstrate that glucosamine and chondroitin, alone or in combination, are not effective at producing joint health benefits.

38. The leading series of studies testing glucosamine and chondroitin are known as the "GAIT" studies. The GAIT studies were independently conducted, and funded by the National Institutes of Health. The primary GAIT study cost over $12.5 million.

39. In 2006, results from the primary GAIT study – a 1,583-patient, 24-month, multi-center RCT – were published in the New England Journal of Medicine (the "2006 GAIT Study"). Authors of the 2006 GAIT Study concluded: "[t]he analysis of the primary outcome measure did not show that either [glucosamine or chondroitin], alone or in combination, was efficacious . . . ." Clegg, D., *et al.*, *Glucosamine, Chondroitin Sulfate, and the Two in Combination for Painful Knee Osteoarthritis*, 354 New England J. of Med. 795, 806 (2006).

40. In 2008, additional GAIT study findings were published. *See* Sawitzke, A.D., *et al.*, *The Effect of Glucosamine and/or Chondroitin Sulfate on the Progression of Knee Osteoarthritis: A GAIT Report*, 58(10) J. Arthritis Rheum. 3183–91 (Oct. 2008). The 2008 GAIT publication explored the effects of glucosamine and chondroitin on progressive loss of joint space width. The researchers found "no significant differences in mean [joint space width] loss over 2 years between the treatment groups and the placebo group…" In other words, glucosamine and chondroitin, alone or in combination do not work and do not impact joint space width loss or otherwise rebuild cartilage.

41. In 2010, the NIH released a third set of results from the GAIT studies. *See* Sawitzke, A.D., *Clinical Efficacy And Safety Of Glucosamine, Chondroitin Sulphate, Their Combination, Celecoxib Or Placebo Taken To Treat Osteoarthritis Of The Knee: 2-Year Results From GAIT*, 69(8) Ann Rhem. Dis. 1459-64 (Aug. 2010). Authors of the 2010 GAIT report concluded that

glucosamine and chondroitin do not provide pain, function, stiffness or mobility benefits. The authors also determined glucosamine and chondroitin do not benefit those with moderate-to-severe knee pain – a *post-hac*, secondary analysis which the original GAIT publication found inconclusive.

42. In addition to GAIT, four other RCTs have examined a combination of glucosamine hydrochloride and chondroitin sulfate versus placebo. Each of these studies found glucosamine and chondroitin do not work.

43. In 2007, Messier *et al.*, published results from their 12-month, double-blind RCT examining 89 subjects in the United States. Messier SP *et al.*, *Glucosamine/chondroitin combined with exercise for the treatment of knee osteoarthritis: a preliminary study*. Osteoarthritis and Cartilage, 15:1256-1266 (2007). Messier and co-authors concluded that daily consumption of a combination of glucosamine hydrochloride and chondroitin sulfate (the same ingredients in the Move Free Products) does not provide joint pain, function, stiffness or mobility benefits.

44. Fransen *et al.* (2014) examined 605 subjects over a 2-year period. Fransen M *et al.*, *Glucosamine and chondroitin for knee osteoarthritis: a double-blind randomized placebo-controlled clinical trial evaluating single and combination regimens*, Ann Rheum Disease 74(5):851-858 (2014). Fransen concluded that glucosamine and chondroitin, alone or in combination, are no better than placebo for reducing pain or improving physical function:

> For the main symptomatic outcome … no significant effect on maximum knee pain over year 1 … was demonstrated for the three treatment allocations, compared with placebo. Over year 2 … there were no differences between the four allocations … and there was no significant difference in knee pain reduction between any of the treatment groups and placebo after adjusting for baseline values. Among the subgroup of 221 (37%) participants with severe knee pain

> … at baseline, there were no significant differences with respect to their maximum knee pain or global assessment and score across different treatment groups.

Id. at 3-4; *see also id.* at 5-6 ("there were no significant reductions in knee pain detected for glucosamine or chondroitin alone, or in combination, over the 2-year follow-up period versus placebo") and *id.* at 4 ("[t]here were no significant differences" for any secondary measures, including WOMAC pain or function).

45. Yang *et al.* (2015) analyzed 1,625 participants to estimate the effectiveness of the combination of glucosamine and chondroitin in relieving knee symptoms and slowing disease progression among patients with knee osteoarthritis. Yang, *et al.*, entitled *Effects of glucosamine and chondroitin on treating knee osteoarthritis: an analysis with marginal structural models*, Arthritis & Rheumatology, Vol. 63, No. 3, 714-23 (March 2015). The researchers found that glucosamine and chondroitin combinations provided no clinically significant benefits in terms of reducing pain or stiffness, improving physical function or mobility, or delay the progression of joint space narrowing or osteoarthritis.

46. A 2016 randomized, double-blind, placebo-controlled clinical trial by Roman-Blas, *et al.*, entitled *Combined Treatment With Chondroitin Sulfate and Glucosamine Sulfate Shows No Superiority Over Placebo for Reduction of Joint Pain and Functional Impairment in Patients With Knee Osteoarthritis*, Arthritis & Rheumatology, Vol 69, No. 1, 77-85 (Jan. 2017), concluded that a combination of glucosamine and chondroitin was not superior to a placebo pill in terms of reducing joint pain and functional impairment in patients with symptomatic knee osteoarthritis over a six month period.

47. In 2016, Lugo *et al.*, also published the results from a study comparing a combination of glucosamine and chondroitin versus placebo. Lugo JP *et al.*, *Efficacy and tolerability of an undenatured type II collagen supplement in modulating knee osteoarthritis symptoms: a multicenter randomized, double-*

blind, placebo-controlled study, Nutrition Journal (2016). Lugo was a multicenter, double-blind RCT examining 190 subjects over 180 days. Lugo and co-authors found that a combination of glucosamine hydrochloride and chondroitin sulfate (the same ingredient combination in the Move Free Products) was no better than placebo in terms of joint pain, stiffness, mobility or physical function.

48. The results from GAIT and these other clinical studies testing glucosamine and chondroitin combinations versus placebo, are also consistent with the reported results of prior and subsequent studies.

49. For example, a 1999 study involving 100 subjects by Houpt *et al.*, entitled *Effect of glucosamine hydrochloride in the treatment of pain of osteoarthritis of the knee*, 26(11) J. Rheumatol. 2423-30 (1999), found that glucosamine hydrochloride performed no better than placebo at reducing pain at the conclusion of the eight week trial.

50. Likewise, a 2004 study by McAlindon, *et al.*, entitled *Effectiveness of Glucosamine For Symptoms of Knee Osteoarthritis: Results From and Internet-Based Randomized Double-Blind Controlled Trial*, 117(9) Am. J. Med. 649-9 (Nov. 2004), concluded that "glucosamine was no more effective than placebo in treating symptoms of knee osteoarthritis," meaning glucosamine is ineffective. *Id.* at 646 ("[W]e found no difference between the glucosamine and placebo groups in any of the outcome measures, at any of the assessment time points.").

51. Many studies have also confirmed there is a significant "placebo" effect with respect to consumption of Move Free Products represented to be effective in providing joint health benefits such as Defendant's Move Free Products.

52. Indeed, more than 30% of persons who took placebos in these studies believed that they were experiencing joint health benefits when all they were taking was a placebo.

53. A 2004 study by Cibere, *et al.*, entitled *Randomized, Double-Blind,*

Placebo-Controlled Glucosamine Discontinuation Trial In Knee Osteoarthritis, 51(5) Arthritis Care & Research 738-45 (Oct. 15, 2004), studied users of glucosamine who claimed to have experienced at least moderate improvement after starting glucosamine. These patients were divided into two groups – one group that was given glucosamine and another group that was given a placebo. For six months, the primary outcome observed was the proportion of disease flares in the glucosamine and placebo groups. A secondary outcome was the time to disease flare. The study results reflected that there were no differences in either the primary or secondary outcomes for glucosamine and placebo. The authors concluded that the study provided no evidence of symptomatic benefit from continued use of glucosamine – in other words, any prior perceived benefits were due to the placebo effect and ***not*** glucosamine. *Id.* at 743 ("In this study, we found that knee OA disease flare occurred as frequently, as quickly, and as severely in patients who were randomized to continue receiving glucosamine compared with those who received placebo. As a result, the efficacy of glucosamine as a symptom-modifying drug in knee OA is not supported by our study.").

54. A 2008 study by Rozendaal, *et al.*, entitled *Effect of Glucosamine Sulfate on Hip Osteoarthritis*, 148 Ann. of Intern. Med. 268-77 (2008), assessed the effectiveness of glucosamine on the symptoms and structural progression of hip osteoarthritis during two years of treatment. Rozendaal and co-authors examined 222 subjects and concluded that glucosamine was no better than placebo in reducing pain, improving physical function, or impacting the structural progression of osteoarthritis.

55. On July 7, 2010, Wilkens, *et al.*, reported that there was no difference between placebo and glucosamine for the treatment of low back pain and lumbar osteoarthritis and that neither glucosamine nor placebo were effective in reducing pain related disability. The researchers also concluded that, "Based on our results, it seems unwise to recommend glucosamine to all patients" with low back pain

and lumbar osteoarthritis. Wilkens, *et al.*, *Effect of Glucosamine on Pain-Related Disability in Patients With Chronic Low Back Pain and Degenerative Lumbar Osteoarthritis*, 304(1) JAMA 45-52 (July 7, 2010).

56. Kwoh *et al.* (2014) is a report from a randomized, placebo-controlled clinical trial measuring the effect of oral glucosamine hydrochloride on joint degradation, and secondarily, pain and function in 201 individuals. Kwoh, *et al.*, *Effect of Oral Glucosamine on Joint Structure in Individuals With Chronic Knee Pain*, Arthritis & Rheumatology, Vol 66, No. 4, 930-39 (Apr. 2014). Kwoh, which studied a mix of subjects with and without osteoarthritis, concluded that glucosamine supplementation provided no structural, pain or function benefits.

57. Runhaar *et al.* (2015) was an independently-analyzed double-blind, placebo-controlled, factorial design trial testing a diet-and-exercise program and 1500mg oral glucosamine or placebo on the incidence of knee osteoarthritis among 407 women at high-risk for knee osteoarthritis. Runhaar *et al.*, *Prevention of Knee Osteoarthritis in Overweight Females: The First Preventative Randomized Controlled Trial in Osteoarthritis*, Am J Med, 128(8):888-895 (2015). Researchers examined the impact of daily glucosamine consumption on the incidence of knee osteoarthritis, as well as on pain and physical function. After 2.5 years, no effect from glucosamine was found on subjects' overall quality of life or knee pain, physical function, or the incidence of knee osteoarthritis.

58. A 2017 study by Roman-Blas, *et al.*, entitled *The combined therapy with chondroitin sulfate plus glucosamine sulfate or chondroitin sulfate plus glucosamine hydrochloride does not improve joint damage in an experimental model of knee osteoarthritis in rabbits*, European Journal of Pharmacology, Vol. 794 8-14 (Jan. 2017), concluded that the combination of chondroitin sulfate and glucosamine sulfate and the combination of chondroitin sulfate and glucosamine hydrochloride failed to improve structural damage or ameliorate the inflammatory profile of joint tissues.

Meta-analyses and Scientific Review Articles

59. Well-conducted meta-analyses are considered a higher level of evidence than individual clinical trials as they provide a method to evaluate the aggregated results of all relevant studies according to their pooled effects and methodological quality.

60. In a 2007 meta-analysis, Vlad, *et al.*, reviewed all studies involving glucosamine hydrochloride and concluded that "[g]lucosamine hydrochloride is not effective." *Glucosamine for Pain in Osteoarthritis*, 56:7 Arthritis Rheum. 2267-77 (2007); *see also id.* at 2275 ("[W]e believe that there is sufficient information to conclude that glucosamine hydrochloride lacks efficacy for pain in OA.").

61. A 2010 meta-analysis by Wandel, *et al.*, entitled *Effects of Glucosamine, Chondroitin, Or Placebo In Patients With Osteoarthritis Or Hip Or Knee: Network Meta- Analysis*, BMJ 341:c4675 (2010), examined prior studies involving glucosamine and chondroitin, alone or in combination, and whether they relieved the symptoms or progression of arthritis of the knee or hip. This independent research team reported that glucosamine and chondroitin, alone or in combination, did not reduce joint pain or have an impact on the narrowing of joint space: "Our findings indicate that glucosamine, chondroitin, and their combination do not result in a relevant reduction of joint pain nor affect joint space narrowing compared with placebo." *Id.* at 8. The authors further concluded "[w]e believe it unlikely that future trials will show a clinically relevant benefit of any of the evaluated preparations." *Id.*

62. In 2011, Miller and Clegg, after surveying the clinical study history of glucosamine and chondroitin, concluded that, "[t]he cost-effectiveness of these dietary supplements alone or in combination in the treatment of OA has not been demonstrated in North America." Miller, K. and Clegg, D., *Glucosamine and Chondroitin Sulfate*, Rheum. Dis. Clin. N. Am. 37 103-118 (2011).

63. In 2012, a report by Rovati, *et al.*, entitled *Crystalline glucosamine sulfate in the management of knee osteoarthritis: efficacy, safety, and pharmacokinetic properties*, Ther Adv Muskoloskel Dis 4(3) 167-180, noted that glucosamine hydrochloride "ha[s] never been shown to be effective."

64. The recent meta-analysis by Eriksen *et al.* (2014) included 25 glucosamine trials, which collectively involved 3,458 patients. Eriksen, P *et al.*, *Risk of bias and brand explain the observed inconsistency in trials on glucosamine for symptomatic relief of osteoarthritis: A meta-analysis of placebo-controlled trials*, Arthritis Care & Research 66:1844-1855 (2014). Eriksen and co-authors found that "[i]n accordance with a previous analysis, we found that glucosamine hydrochloride had no effect on pain" and "glucosamine by and large has no clinically important effect."

65. A 2016 scientific review by Vasiliadis, *et al.*, entitled *Glucosamine and chondroitin for the treatment of osteoarthritis*, World J. Orthop., Vol. 8, Issue 1 (Jan. 18, 2017), concluded that "[t]here is currently no convincing information on the efficacy of [glucosamine] or [chondroitin] as treatment options in [osteoarthritis], *id.* at 8, and "when only the information from best quality trials is considered, then none of these supplements seem to demonstrate any superiority [as compared to placebos]," *id.* at 6.

66. In 2017, Runhaar and co-authors presented results from their meta-analysis of six glucosamine studies (1,663 patients) where the original authors agreed to share their study data for critical re-analysis. Runhaar *et al.*, *No Treatment Effects of Oral Glucosamine for Subgroups of Knee and Hip Osteoarthritis Patients: An Individual Patient Data Meta-Analysis from the OA Trial Bank*, Osteoarthritis and Cartilage, Vol. 25 (2017). Runhaar 2017 is an "individual patient data meta-analysis" or IPD, which is considered a gold standard of systematic review. The Runhaar IPD meta-analysis concluded that glucosamine has no effect on pain or physical function.

Professional Guidelines

67. Professional guidelines are also consistent in their recommendation against using glucosamine or chondroitin.

68. For example, the National Collaborating Centre for Chronic Conditions ("NCCCC") reported "the evidence to support the efficacy of glucosamine hydrochloride as a symptom modifier is poor" and the "evidence for efficacy of chondroitin was less convincing." NCCCC, Osteoarthritis National Clinical Guideline for Care and Management of Adults, Royal College of Physicians, London 2008. Consistent with its lack of efficacy findings, the NCCCC Guideline did not recommend the use of glucosamine or chondroitin for treating osteoarthritis. *Id.* at 33.

69. In December 2008, the American Academy of Orthopaedic Surgeons published clinical practice guidelines for the "Treatment of Osteoarthritis of the Knee (Non-Arthroplasty)," and recommended that "glucosamine and sulfate or hydrochloride not be prescribed for patients with symptomatic OA of the knee." Richmond *et al.*, *Treatment of osteoarthritis of the knee (nonarthroplasty)*, J. Am. Acad. Orthop. Surg. Vol. 17 No. 9 591-600 (2009). This recommendation was based on a 2007 report from the Agency for Healthcare Research and Quality (AHRQ), which states that "the best available evidence found that glucosamine hydrochloride, chondroitin sulfate, or their combination did not have any clinical benefit in patients with primary OA of the knee." Samson, *et al.*, *Treatment of Primary and Secondary Osteoarthritis of the Knee*, Agency for Healthcare Research and Quality, 2007 Sep 1. Report No. 157.

70. In 2009, a panel of scientists from the European Food Safety Authority ("EFSA") (a panel established by the European Union to provide independent scientific advice to improve food safety and consumer protection), reviewed nineteen studies submitted by an applicant, and concluded that "a cause and effect relationship has not been established between the consumption of

glucosamine hydrochloride and a reduced rate of cartilage degeneration in individuals without osteoarthritis." EFSA Panel on Dietetic Products, Nutrition and Allergies, *Scientific Opinion on the substantiation of a health claim related to glucosamine hydrochloride and reduced rate of cartilage degeneration and reduced risk of osteoarthritis*, EFSA Journal (2009), 7(10):1358.

71. In a separate opinion from 2009, an EFSA panel examined the evidence for glucosamine (either hydrochloride or sulfate) alone or in combination with chondroitin sulfate and maintenance of joints. The claimed effect was "joint health," and the proposed claims included "helps to maintain healthy joint," "supports mobility," and "helps to keep joints supple and flexible." Based on its review of eleven human intervention studies, three meta-analyses, 21 reviews and background papers, two animal studies, one in vitro study, one short report, and one case report, the EFSA panel concluded that "a cause and effect relationship has not been established between the consumption of glucosamine (either as glucosamine hydrochloride or as glucosamine sulphate), either alone or in combination with chondroitin sulphate, and the maintenance of normal joints." EFSA Panel on Dietetic Products, Nutrition and Allergies, *Scientific Opinion on the substantiation of health claims related to glucosamine alone or in combination with chondroitin sulphate and maintenance of joints and reduction of inflammation*, EFSA Journal (2009), 7(9):1264.

72. In 2012, EFSA examined the evidence glucosamine sulphate or glucosamine hydrochloride, and a claimed effect of "contributes to the maintenance of normal joint cartilage." Based on its review of 61 references provided by Merck Consumer Healthcare, the EFSA panel concluded that "a cause and effect relationship has not been established between the consumption of glucosamine and maintenance of normal joint cartilage in individuals without osteoarthritis." EFSA Panel on Dietetic Products, Nutrition and Allergies, *Scientific Opinion on the substantiation of a health claim related to glucosamine*

*and maintenance of normal join*t cartilage, EFSA Journal 2012, 10(5): 2691.

73. In 2008 and 2013, the American Academy of Orthopaedic Surgeons ("AAOS") made a "strong" recommendation that neither glucosamine nor chondroitin be used for patients with symptomatic osteoarthritis of the knee. *See* American Academy of Orthopaedic Surgeons, Treatment of Osteoarthritis of the Knee: Evidence-Based Guideline (2d ed. 2013). "Twenty-one studies were included as evidence for this recommendation."

74. Likewise, the American College of Rheumatology ("ACR"), the United Kingdom National Institute for Health and Care Excellence ("NICE"), and the Agency for Healthcare Research and Quality ("AHRQ") (one of the agencies within the United States Department of Health and Human Services) each published clinical guidelines for the treatment of osteoarthritis based on a critical review of published clinical research, including for glucosamine and chondroitin. These professional groups also recommend against using glucosamine or chondroitin for managing the pain, reduced function, and quality of life issues associated with osteoarthritis. Hochberg MC *et al.*, *American College of Rheumatology 2012 Recommendations for the Use of Nonpharmacologic and Pharmacologic Therapies in Osteoarthritis of the Hand, Hip, and Knee*, Arthritis Care & Research, 64(4):465-474 (2012); NICE National Institute for Health and Care Excellence. *Osteoarthritis: Care and management in adults*. Clinical guideline 177. Methods, evidence and recommendations (February 2014); Samson DJ *et al.*, *Treatment of Primary and Secondary Osteoarthritis of the Knee. Evidence Report/Technology Assessment*, Number 157. Prepared for Agency for Healthcare Research and Quality, U.S. Department of Health and Human Services, Publication No. 07-E012 (2007).

75. The AAOS, ACR, NICE and AHRQ guidelines were based on systematic reviews and/or meta-analyses of all of the available study data. For example, the ACR specifically cited its reliance on the GAIT study coupled with

four meta-analyses that "failed to demonstrate clinically important efficacy for these agents": Towheed, 2005; Vlad, 2007; Reichenbach, 2007; and Wandel, 2010. The NICE authors' conclusion that practitioners should "not offer glucosamine or chondroitin products" was based on a review that included Towheed 2005, which included 25 glucosamine RCTs, Reichenbach, 2007, which included 22 chondroitin RCTs, and seven studies that compared glucosamine plus chondroitin versus placebo. The 2007 AHRQ assessment was based on review of 21 glucosamine/chondroitin studies, including GAIT. The AAOS' 2013 "strong" recommendation against glucosamine and chondroitin was based on expert analysis and meta-analyses of 12 glucosamine studies, 8 chondroitin studies, and one study (GAIT) that assessed both.

IV. *The Impact of Defendant's Wrongful Conduct*

76. Despite clinical studies demonstrating the Move Free Products' ineffectiveness, Defendant conveyed and continues to convey one uniform joint health message: that the Move Free Products are joint health supplements capable of supporting and benefiting joint health.

77. As the inventor, manufacturer, and distributor of the Move Free Products, Defendant possesses specialized knowledge regarding the Move Free Products' content and effects of their ingredients, and Defendant is in a superior position to know whether the Move Free Products work as advertised.

78. Specifically, Defendant knew, but failed to disclose, or should have known, that the Move Free Products cannot benefit joint health and that well-conducted, clinical studies have found the Move Free Products' primary ingredients unable to support or benefit joint health.

79. Plaintiffs and the class members have been and will continue to be deceived or misled by Defendant's false and deceptive joint health representations.

80. Defendant's joint health representations and omissions were a material factor in influencing Plaintiffs' and the class members' decision to

purchase the Move Free Products. In fact, the only purpose for purchasing the Move Free Products is to obtain the represented joint health benefits.

81. Defendant's conduct has injured Plaintiffs and the class members because Defendant's Move Free Products are worthless and cannot support or benefit joint health as advertised.

82. Had Plaintiffs and the class members known the truth about Defendant's Move Free Products, they would not have purchased the Move Free Products and would not have paid the prices they paid for the Move Free Products.

83. Plaintiffs and each class member were harmed by purchasing Defendant's Move Free Products because none of the Move Free Products are capable of providing their advertised benefits. As a result, Plaintiffs and each class member lost money and property by way of purchasing Defendant's ineffective and worthless capsules.

CLASS DEFINITION AND ALLEGATIONS

84. Plaintiffs, pursuant to Fed. R. Civ. Pro. 23(b)(2) and 23(b)(3), bring this action on behalf of the following classes:

California Class

All persons who purchased in the state of California any of the Move Free Products, within the applicable statute of limitations, for personal use until the date notice is disseminated.

California Senior Class

All senior citizens who purchased in the state of California any of the Move Free Products, within the applicable statute of limitations, for personal use until the date notice is disseminated.

New York Class

All persons who purchased in the state of New York any of

the Move Free Products, within the applicable statute of limitations, for personal use until the date notice is disseminated.

85. Excluded from each Class is Defendant, its parents, subsidiaries, affiliates, officers, and directors, those who purchased the Move Free Products for resale, all persons who make a timely election to be excluded from the Class, the judge to whom this case is assigned and any immediate family members thereof, and those who assert claims for personal injury.

86. Certification of Plaintiffs' claims for class wide treatment is appropriate because Plaintiffs can prove the elements of their claims on a class wide basis using the same evidence as would be used to prove those elements in individual actions alleging the same claims.

87. **Numerosity – Federal Rule of Civil Procedure 23(a)(1).** The members of the Class are so numerous that individual joinder of all Class members is impracticable. Defendant has sold many thousands of units of Move Free Products to Class members.

88. **Commonality and Predominance – Federal Rule of Civil Procedure 23(a)(2) and 23(b)(3).** This action involves common questions of law and fact, which predominate over any questions affecting individual Class members, including, without limitation:

(a) Whether the representations discussed herein that Defendant made about its Move Free Products were or are true, misleading, or likely to deceive;

(b) Whether Defendant's conduct violates public policy;

(c) Whether Defendant engaged in false or misleading advertising;

(d) Whether Defendant's conduct constitutes violations of the laws asserted herein;

(e) Whether Plaintiffs and the other Class members have been injured and the proper measure of their losses as a result of those injuries; and

(f) Whether Plaintiffs and the other Class members are entitled to injunctive, declaratory, or other equitable relief.

89. **Typicality – Federal Rule of Civil Procedure 23(a)(3).** Plaintiffs' claims are typical of the other Class members' claims because, among other things, all Class members were comparably injured through the uniform prohibited conduct described above.

90. **Adequacy of Representation – Federal Rule of Civil Procedure 23(a)(4).** Plaintiffs are adequate representatives of the Class because Plaintiffs' interests do not conflict with the interests of the other Class members Plaintiffs seek to represent; Plaintiffs have retained counsel competent and experienced in complex commercial and class action litigation; and Plaintiffs intend to prosecute this action vigorously. The interests of the Class members will be fairly and adequately protected by Plaintiffs and their counsel.

91. **Declaratory and Injunctive Relief – Federal Rule of Civil Procedure 23(b)(2).** Defendant has acted or refused to act on grounds generally applicable to Plaintiffs and the other Class members, thereby making appropriate final injunctive relief and declaratory relief, as described below, with respect to Class as a whole.

92. **Superiority – Federal Rule of Civil Procedure 23(b)(3).** A class action is superior to any other available means for the fair and efficient adjudication of this controversy, and no unusual difficulties are likely to be encountered in the management of this class action. The damages or other financial detriment suffered by Plaintiffs and the other Class members are relatively small compared to the burden and expense that would be required to individually litigate their claims against Defendant, so it would be impracticable for Class members to

individually seek redress for Defendant's wrongful conduct. Even if Class members could afford individual litigation, the court system could not. Individualized litigation creates a potential for inconsistent or contradictory judgments, and increases the delay and expense to all parties and the court system. By contrast, the class action device presents far fewer management difficulties, and provides the benefits of single adjudication, economy of scale, and comprehensive supervision by a single court.

CLAIMS ALLEGED

COUNT I

Violation of the California Unfair Competition Law ("UCL")

Cal. Bus. & Prof. Code §§ 17200, *et seq.*

93. Plaintiffs incorporate the preceding paragraphs as if fully set forth herein.

94. Plaintiff Gordon Noboru Yamagata brings this claim individually and on behalf of the California Class and the California Senior Class.

95. Plaintiff and Defendant are "persons" within the meaning of the UCL. Cal. Bus. & Prof. Code § 17201.

96. The UCL defines unfair competition to include any "unlawful, unfair or fraudulent business act or practice," as well as any "unfair, deceptive, untrue or misleading advertising." Cal. Bus. Prof. Code § 17200.

97. In the course of conducting business, Defendant committed unlawful business practices by, among other things, making the representations (which also constitutes advertising within the meaning of §17200) and omissions of material facts, as set forth more fully herein, and violating Civil Code §§1572, 1573, 1709, 1711, 1770(a)(5), (7), (9) and (16) and Business & Professions Code §§17200, *et seq.*, 17500, *et seq.*, and the common law.

98. Plaintiff reserves the right to allege other violations of law, which constitute other unlawful business acts or practices. Such conduct is ongoing and

continues to this date.

99. In the course of conducting business, Defendant committed "unfair" business practices by, among other things, making the representations (which also constitute advertising within the meaning of §17200) and omissions of material facts regarding Move Free Products in its advertising and labeling, including on the Move Free Products' packaging, as set forth more fully herein. There is no societal benefit from false advertising – only harm. Plaintiff and the other Class members paid for a valueless product that is not capable of conferring the benefits promised. While Plaintiff and the other Class members were harmed, Defendant was unjustly enriched by its false misrepresentations and omissions. As a result, Defendant's conduct is "unfair," as it offended an established public policy. Further, Defendant engaged in immoral, unethical, oppressive, and unscrupulous activities that are substantially injurious to consumers.

100. Further, as set forth in this Complaint, Plaintiff alleges violations of consumer protection, unfair competition, and truth in advertising laws in California and other states, resulting in harm to consumers. Defendant's acts and omissions also violate and offend the public policy against engaging in false and misleading advertising, unfair competition, and deceptive conduct towards consumers. This conduct constitutes violations of the unfair prong of Business & Professions Code §17200, *et seq*.

101. There were reasonably available alternatives to further Defendant's legitimate business interests, other than the conduct described herein. Business & Professions Code §17200, *et seq*., also prohibits any "fraudulent business act or practice." In the course of conducting business, Defendant committed "fraudulent business act or practices" by, among other things, making the representations (which also constitute advertising within the meaning of §17200) and omissions of material facts regarding the Move Free Products in its advertising, including on the Move Free Products' packaging and labeling, as set forth more fully herein.

Defendant made the misrepresentations and omissions regarding the efficacy of its Move Free Products, among other ways, by misrepresenting on each and every Move Free Product's packaging and labeling that the Products are effective when taken as directed, when, in fact, the representations are false and deceptive, and the Move Free Products are not capable of conferring the promised health benefits.

102. Defendant's actions, claims, omissions, and misleading statements, as more fully set forth above, were also false, misleading and/or likely to deceive the consuming public within the meaning of Business & Professions Code §17200, *et seq*.

103. Plaintiff and the other members of the Class have in fact been deceived as a result of their reliance on Defendant's material representations and omissions, which are described above. This reliance has caused harm to Plaintiff and the other members of the Class, each of whom purchased Defendant's Move Free Products. Plaintiff and the other Class members have suffered injury in fact and lost money as a result of purchasing the Move Free Products and Defendant's unlawful, unfair, and fraudulent practices.

104. Defendant knew, or should have known, that its material misrepresentations and omissions would be likely to deceive and harm the consuming public and result in consumers making payments to Defendant for Move Free Products that are valueless and that are incapable of actually supporting, maintaining, improving or benefiting joint health.

105. As a result of its deception, Defendant was unjustly enriched by receiving payments from Plaintiff and the Class in return for providing Plaintiff and the Class Move Free Products that do not perform as advertised.

106. Unless restrained and enjoined, Defendant will continue to engage in the unlawful, unfair and fraudulent conduct described herein.

107. Accordingly, Plaintiff, individually and on behalf of all others similarly situated, and on behalf of the general public, seeks restitution from

Defendant of all money obtained from Plaintiff and the other members of the Class collected as a result of Defendant's unfair competition, and for an injunction prohibiting Defendant from continuing and further engaging in its unlawful, unfair and fraudulent conduct, requiring corrective advertising, and awarding all other relief this Court deems appropriate.

COUNT II

Violation of the California Consumers Legal Remedies Act ("CLRA")

Cal. Civ. Code §§ 1750, *et seq.*

108. Plaintiffs incorporate the preceding paragraphs as if fully set forth herein.

109. Plaintiff Gordon Noboru Yamagata brings this claim individually and on behalf of the California Class and the California Senior Class.

110. Plaintiff is a "consumer," Defendant is a "person," and the Move Free Products are "goods" within the meaning of the CLRA. Cal. Civ. Code § 1761(a), (c) and (d).

111. Defendant's sale and advertisement of its Move Free Products constitute "transactions" within the meaning of the CLRA. Cal. Civ. Code § 1761(e).

112. The CLRA declares as unlawful the following unfair methods of competition and unfair or deceptive acts or practices when undertaken by any person in a transaction intended to result, or which results in the sale of goods to any consumer:

(5) Representing that goods … have … approval, characteristics, … uses [and] benefits … which [they do] not have ….

(7) Representing that goods … are of a particular standard, quality or grade … if they are of another.

(9) Advertising goods …with intent not to sell them as advertised.

(16) Representing that [goods] have been supplied in accordance with a

previous representation when [they have] not.

Cal. Civ. Code § 1770(a)(5), (7), (9) and (16).

113. Defendant violated the CLRA by representing that its Move Free Products are beneficial for joint health, when, in reality, the Move Free Products cannot provide their advertised benefits and the Move Free Products' ingredients are ineffective at improving, supporting, maintaining or benefiting the health of human joints.

114. Defendant knew or should have known its joint health representations were false and misleading, and that by omitting the ineffectiveness of its Move Free Products it was omitting a material fact that would alter any consumer's decision to purchase the Move Free Products.

115. Defendant's violations of the CLRA proximately caused injury in fact to Plaintiff and the Class.

116. Plaintiff and the Class members purchased Defendant's Move Free Products on the belief that they would receive the advertised joint benefits from the Move Free Products. Indeed, no consumer would purchase a joint health supplement unless he or she believed it was capable of providing meaningful joint benefits.

117. Defendant's Move Free Products, however, are worthless and cannot provide their advertised benefits. Since the Move Free Products lack any value, Plaintiff and each Class member was injured by the mere fact of their purchase.

118. Pursuant to Cal. Civ. Code § 1782(d), Plaintiff, individually and on behalf of the other members of the Class, seeks a Court order enjoining the above-described wrongful acts and practices of Defendant and for restitution and disgorgement.

119. Pursuant to Cal. Civ. Code § 1782(a), Defendant was notified in writing by certified mail of the particular violations of Section 1770 of the CLRA, which notification demanded that Defendant rectify the problems associated with

the actions detailed above and give notice to all affected consumers of Defendant's intent to so act. A copy of the letter is attached hereto as Exhibit A.

120. If Defendant fails to rectify or agree to rectify the problems associated with the actions detailed above and give notice to all affected consumers within 30 days of the date of written notice pursuant to §1782 of the Act, Plaintiff will amend this complaint to add claims for actual, punitive and statutory damages, as appropriate, including statutory damages awards under §1780(b)(1) for the members of the California Senior Class.

121. Defendant's conduct is fraudulent, wanton, and malicious.

122. Pursuant to §1780(d) of the Act, attached hereto as Exhibit B is the affidavit showing that this action has been commenced in the proper forum.

COUNT III

Violation of the California False Advertising Law ("FAL")

Cal. Bus. & Prof. Code §§ 17500, *et seq.*

123. Plaintiffs incorporate the preceding paragraphs as if fully set forth herein.

124. Plaintiff Gordon Noboru Yamagata brings this claim individually and on behalf of the California Class and the California Senior Class.

125. The FAL, in relevant part, states that "[i]t is unlawful for any … corporation … with intent … to dispose of … personal property … to induce the public to enter into any obligation relating thereto, to make or disseminate or cause to be made or disseminated … from this state before the public in any state, in any newspaper or other publication, or any advertising device, or by public outcry or proclamation, or in any other manner or means whatever, including over the Internet, any statement … which is *untrue* or *misleading*, and which is known, or which by the exercise of reasonable care should be known, to be untrue or misleading[.]" Cal. Bus. & Prof. Code § 17500 (emphasis added).

126. The required intent is the intent to dispose of property, not the intent

to mislead the public in the disposition of such property.

127. Defendant violated the FAL by making untrue or misleading representations that its Move Free Products are beneficial for joint health, when, in reality, the Move Free Products cannot provide any of their advertised benefits and the Move Free Products' ingredients are ineffective at improving, supporting or maintaining the health of human joints.

128. As a direct and proximate result of Defendant's untrue and misleading advertising, Plaintiff and the Class members have suffered injury in fact and have lost money.

129. Accordingly, Plaintiff requests that the Court order Defendant to restore the money Defendant has received from Plaintiff and the members of the Class, and that the Court enjoin Defendant from continuing its unlawful practices, and engage in corrective advertising.

COUNT IV

Violation of N.Y. Gen. Bus. Law ("GBL") §§ 349 and 350

130. Plaintiffs incorporate the preceding paragraphs as if fully set forth herein.

131. Plaintiff Stamatis F. Pelardis brings this claim individually and on behalf of the New York Class.

132. Defendant's acts and practices as described herein were consumer-oriented because they undermined the ability of consumers, including Plaintiff and the Class, to evaluate their market options and to make free and intelligent choices.

133. Section 349(a) of the GBL declares as unlawful "[d]eceptive acts or practices in the conduct of any business, trade or commerce."

134. Section 350 of the GBL declares as unlawful "[f]alse advertising in the conduct of any business, trade or commerce."

135. Defendant violated the GBL by representing that its Move Free Products are beneficial for joint health, when, in reality, the Move Free Products

cannot provide their advertised benefits and the Move Free Products' ingredients are ineffective at improving, supporting, maintaining or benefiting the health of human joints.

136. Defendant's violations caused injury to Plaintiff and the Class.

137. Plaintiff and the Class members purchased Defendant's Move Free Products on the belief that their joints would benefit from the Move Free Products. Indeed, no consumer would purchase a joint health supplement unless he or she believed it worked.

138. Defendant's Move Free Products, however, are worthless and cannot provide their advertised benefits. Accordingly, Plaintiff and the other members of the Class have been injured in that they purchased the Move Free Products reasonably believing they could provide the promised benefits.

139. Plaintiff and the Class members are entitled to recover actual damages, statutory damages, treble damages, reasonable attorneys' fees, and seek an order enjoining Defendant from continuing its false and deceptive conduct.

JURY DEMAND

140. Plaintiffs demand a trial by jury of all claims in this Complaint so triable.

REQUEST FOR RELIEF

WHEREFORE, Plaintiffs, individually and on behalf of the other members of the proposed Class, respectfully request that the Court enter judgment in Plaintiffs' favor and against Defendant as follows:

A. Declaring that this action is a proper class action, certifying the Classes as requested herein, designating Plaintiffs as Class Representatives and appointing the undersigned counsel as Class Counsel;

B. Ordering restitution and disgorgement of all profits and unjust enrichment that Defendant obtained from Plaintiffs and the Class members as a

result of Defendant's unlawful, unfair and fraudulent business practices;

C. Ordering injunctive relief as permitted by law or equity, including enjoining Defendant from continuing the unlawful practices as set forth herein, and ordering Defendant to engage in a corrective advertising campaign;

D. Ordering damages for Plaintiffs and the Classes;

E. Ordering Defendant to pay attorneys' fees and litigation costs to Plaintiffs and the other members of the Class;

F. Ordering Defendant to pay both pre- and post-judgment interest on any amounts awarded; and

G. Ordering such other and further relief as may be just and proper.

Dated: June 19, 2017

CARLSON LYNCH SWEET KILPELA & CARPENTER, LLP

By: */s/ Todd D. Carpenter*

TODD D. CARPENTER (234464)
402 West Broadway, 29th Floor
San Diego, California 92101
Telephone: (619) 756-6994
Facsimile: (619) 756-6991
tcarpenter@carlsonlynch.com

BLOOD HURST & O'REARDON, LLP
TIMOTHY G. BLOOD (149343)
THOMAS J. O'REARDON II (247952)
701 B Street, Suite 1700
San Diego, CA 92101
Telephone: (619) 338-1100
Facsimile: (619) 338-1101
tblood@bholaw.com
toreardon@bholaw.com

Attorneys for Plaintiff and Class Counsel

EXHIBIT A

CARLSON LYNCH SWEET KILPELA CARPENTER

CARLSON LYNCH

402 West Broadway, 29th Floor
San Diego, California 92101
Telephone: (619) 347-3517
Facsimile: (619) 756-6990
tcarpenter@carlsonlynch.com

June 19, 2017

VIA CERTIFIED MAIL (RETURN RECEIPT)
(RECEIPT NO. 7017-0530-0000-3306-4999)

Chief Executive Officer / President
Reckitt Benckiser, LLC
2711 Centerville Rd., Ste. 400
Wilmington, DE 19808

Re: *Gordon Noboru Yamagata, et al. v. Reckitt Benckiser, LLC*

Dear Sir/Madam:

Our law firm[1], along with the law firm of Blood Hurst & O'Reardon, LLP, represent Gordon Noboru Yamagata and Stamatis F. Pelardis and all other similarly situated California Residents in an action against Reckitt Benckiser, LLC ("Reckitt Benckiser") arising out of, *inter alia*, misrepresentations, either express or implied to consumers that its Schiff Move Free Advanced Triple Strength, Schiff Move Free Advanced Plus MSM, Schiff Move Free Advanced Plus MSM & Vitamin D, and Schiff Move Free Double Strength (collectively the "Schiff Move Free") products are beneficial to the joints of the consumers who use them and provide meaningful joint health benefits. All of the Schiff Move Free Products are labeled as "joint health" supplements and advertise that the products will provide "flexibility, comfort, [and] lubrication." All Schiff Move Free products contain a picture of a runner with his knee joint highlighted. Moreover, the label of the Move Free Double Strength Product warrants it is a "joint strengthener" and will provide "cushion, lubricate and nourish your joints." Additionally, the Schiff Move Free product labels prominently advertise that Schiff is a "proud sponsor of the Arthritis Foundation" and includes the Arthritis Foundation logo.

As you are aware, Reckitt Benckiser warranted on its product labeling that the claimed benefits can be received through the recommended consumption of any of the Schiff Move Free Products. Gordon Yamagata, Stamatis Pelardis, and others similarly situated purchased the Schiff Move Free Advanced Triple Strength product and the Schiff Move Free Advanced Plus MSM product, respectively, unaware that the representations found on the products' labels are false.

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1 Our firm has successfully prosecuted several Glucosamine supplement cases resulting in multi-million dollar settlements, including: *Clavert v. Walgreen Co.,* No. 13 cv1161 (W.D. Pa), *Nunez v. Supervalu, Inc.* No. 13cv626 (S.D. Cal.), and *Hazlin v. Botanical Laboratories*, L.L.C. et al, Case No. 3:13-cv-00618 (S.D. Cal.). We are presently counsel of record for the certified class in *Sonner v. Premier Nutrition Corp,* Case No. 13-cv-01271-RS (N.D. Cal).

Several clinical studies have found no causative link between the ingredients in the Schiff Move Free Products and improved joint health or comfort. The full claims, including the facts and circumstances surrounding these claims, are detailed in the Class Action Complaint, a copy of which is enclosed and incorporated by this reference.

Of the numerous clinical trials examining the palliative and structural benefits of glucosamine and chondroitin, the Glucosamine/Chondroitin Arthritis Intervention Trials ("GAIT") studies are the most influential. In 2006, 2008, and 2010 the NIH conducted three multicenter clinical trials to evaluate the efficacy of glucosamine and chondroitin. The first of these studies examined whether five treatments reduced pain and stiffness in patients suffering from OA. Trial participants received one of five treatments for twenty-four weeks: (1) glucosamine hydrochloride, (2) chondroitin, (3) glucosamine and chondroitin, (4) celecoxib,6 and (5) placebo. In 2006, the authors of the GAIT I study concluded, "Glucosamine and chondroitin sulfate alone or in combination did not reduce pain effectively in the overall group of patients with [OA] of the knee." In other words, glucosamine and chondroitin, alone or in combination, performed no better than placebo.

Two years later, in 2008, NIH published a follow-up study, GAIT II, which explored the effects of the same five treatments on progressive loss of joint space width in patients with OA of the knee over a period of twenty-four months. Researchers found "no significant differences in mean [joint space width] loss over 2 years between the treatment groups and the placebo group . . . ." GAIT II at 5.

Finally, in 2010, NIH released the third study designed to evaluate the efficacy and safety of the same five treatments over a twenty-four-month period. In addition, this study examined the research question the GAIT I study left open: whether people with moderate to severe joint pain benefit from taking glucosamine and chondroitin. The authors of GAIT III concluded "no treatment achieved a clinically important difference in WOMAC Pain or Function as compared with placebo." GAIT III at 3. These results caused the researchers to conclude that glucosamine was "ineffective for treatment of pain." Id. at 6.

In addition to the GAIT studies, numerous double-blind randomized placebo-controlled clinical trials add to the body of scientific literature finding that glucosamine and chondroitin do not provide palliative or functional benefits. A 2015 six-month, double-blind study concluded that glucosamine and chondroitin have "no impact on the relief of OA symptoms." (Hochberg, 2015). In 2014, the Long-term Evaluation of Glucosamine Sulfate study ("the LEGS study") did "not detect significant symptomatic benefit" of glucosamine and chondroitin. Similarly, a short-term study of "glucosamine hydrochloride in beverage form"—the first of its kind—found no evidence "that glucosamine is more effective than placebo in improving joint health" when assessing cartilage damage.

Reckitt Benckiser's representations are false and misleading and constitute unfair methods of competition and unlawful, unfair, and fraudulent acts or practices, undertaken by Reckitt Benckiser with the intent to result in the sale of the Schiff Move Free Products to the consuming public.

This practice constitutes a violation of California Civil Code §1770(a) under, *inter alia,* the following subdivisions:

(5) Representing that [the Schiff Move Free Products have] . . . characteristics, . . . uses [or] benefits. . . which [they do] not have.

* * *

(7) Representing that [the Schiff Move Free Products are] of a particular standard, quality or grade . . . if [they are] of another.

* * *

(9) Advertising goods . . . with the intent not to sell them as advertised.

* * *

(16) Representing that [the Schiff Move Free Products have] been supplied in accordance with a previous representation when [they have] not.

California Civil Code §1770(a)(5)-(16).

Reckitt Benckiser's representations also constitute violations of California Business and Professions Code §17200, *et seq.*, and a breach of express warranties.

While our Class Action Complaint constitutes sufficient notice of the claims asserted, pursuant to California Civil Code §1782, we hereby demand on behalf of our client and all other similarly situated California Residents that Reckitt Benckiser immediately correct and rectify this violation of California Civil Code §1770 by ceasing the misleading marketing campaign and ceasing dissemination of false and misleading information as described in the enclosed Complaint. In addition, Reckitt Benckiser should offer to refund the purchase price to all consumer purchasers of the Schiff Move Free Products, plus reimbursement for interest, costs, and fees.

Plaintiff will, after 30 days from the date of this letter, amend the Complaint without leave of Court, as permitted by California Civil Code §1782, to include claims for actual and punitive damages (as may be appropriate) if a full and adequate response to this letter is not received. These damage claims also would include claims under already asserted theories of unlawful business acts, as well as the claims under the Consumers Legal Remedies Act. Thus, to avoid further litigation, it is in the interest of all parties concerned that Reckitt Benckiser address this problem immediately.

Reckitt Benckiser must undertake all of the following actions to satisfy the requirements of California Civil Code §1782(c):

1. Identify or make a reasonable attempt to identify purchasers of the subject Products who reside in California;

2. Notify all such purchasers so identified that upon their request, Reckitt Benckiser will offer an appropriate correction, replacement, or other remedy for its wrongful conduct, which can include a full refund of the purchase price paid for such Product, plus interest, costs and fees;

3. Undertake (or promise to undertake within a reasonable time if it cannot be done immediately) the actions described above for all Schiff Move Free Product purchasers who so request; and

4. Cease from expressly or impliedly representing to consumers that the Schiff Move Free Products are effective at promoting joint health and comfort. Including, refrain from making representations that Schiff Move Free products are "joint health" supplements, provide "flexibility, comfort, lubrication," and is a "proud sponsor of the Arthritis Foundation." Reckitt Benckiser shall also refrain from warranting on its Move Free Double Strength Product that it is a "joint strengthener" and will provide "cushion, lubricate and nourish your joints."

If you would like to discuss resolution of Plaintiff's claims prior to the filing of the lawsuit, please contact us within fourteen (14) days of receipt of this letter.

We await your response.

Very truly yours,

/s/ Todd D. Carpenter
Todd D. Carpenter
For the Firm

Enclosures

EXHIBIT B

CARLSON LYNCH SWEET KILPELA & CARPENTER, LLP
TODD D. CARPENTER (234464)
402 West Broadway, 29th Floor
San Diego, California 92101
Telephone: (619) 756-6994
Facsimile: (619) 756-6991
tcarpenter@carlsonlynch.com

BLOOD HURST & O'REARDON, LLP
TIMOTHY G. BLOOD (149343)
THOMAS J. O'REARDON II (247952)
701 B Street, Suite 1700
San Diego, CA 92101
Telephone: (619) 338-1100
Facsimile: (619) 338-1101
tblood@bholaw.com
toreardon@bholaw.com

Attorneys for Plaintiff and Class Counsel

UNITED STATES DISTRICT COURT

NORTHERN DISTRICT OF CALIFORNIA

SAN FRANCISCO DIVISION

GORDON NOBORU YAMAGATA and STAMATIS F. PELARDIS, individually and on behalf of all others similarly situated, Plaintiffs, v. RECKITT BENCKISER LLC, Defendant.	Case No.: 17-3529 **DECLARATION IN SUPPORT OF JURISDICTION**

I, Todd D. Carpenter, declare under penalty of perjury the following:

1. I am an attorney duly licensed to practice before all of the courts in the State of California. I am a partner at Carlson Lynch Sweet Kilpela & Carpenter, LLP, and the counsel of record for Plaintiff in the above-entitled action.

2. Defendant Reckitt Benckiser LLC has done and is doing business in the County of Alameda. Such business includes the marketing, distributing, and sale of its Schiff Move Free Products.

3. Plaintiff Gordon Noboru Yamagata purchased Defendant's Schiff Move Free Advanced Triple Strength product in Alameda County.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed this 19th day of June, 2017 in San Diego, California.

/s/ Todd D. Carpenter
Todd D. Carpenter

JS 44 (Rev. 06/17)

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
Gordon Noboru Yamagata and Stamatis F. Pelardis, individually and on behalf of all others similarly situated

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

(c) Attorneys *(Firm Name, Address, and Telephone Number)*
Todd Carpenter (619-756-6994)
Carlson Lynch Sweet Kilpela & Carpenter LLP
402 W. Broadway, 29th Fl., San Diego, CA 92101

DEFENDANTS
Reckitt Benckiser, LLC

County of Residence of First Listed Defendant Delaware
(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
- ☐ 3 Federal Question *(U.S. Government Not a Party)*
- ☐ 2 U.S. Government Defendant
- ☒ 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)*
(For Diversity Cases Only)

	PTF	DEF		PTF	DEF
Citizen of This State	☒ 1	☐ 1	Incorporated *or* Principal Place of Business In This State	☐ 4	☐ 4
Citizen of Another State	☐ 2	☒ 2	Incorporated *and* Principal Place of Business In Another State	☐ 5	☒ 5
Citizen or Subject of a Foreign Country	☐ 3	☐ 3	Foreign Nation	☐ 6	☐ 6

IV. NATURE OF SUIT *(Place an "X" in One Box Only)*
Click here for: Nature of Suit Code Descriptions.

CONTRACT
- ☐ 110 Insurance
- ☐ 120 Marine
- ☐ 130 Miller Act
- ☐ 140 Negotiable Instrument
- ☐ 150 Recovery of Overpayment & Enforcement of Judgment
- ☐ 151 Medicare Act
- ☐ 152 Recovery of Defaulted Student Loans (Excludes Veterans)
- ☐ 153 Recovery of Overpayment of Veteran's Benefits
- ☐ 160 Stockholders' Suits
- ☐ 190 Other Contract
- ☐ 195 Contract Product Liability
- ☐ 196 Franchise

REAL PROPERTY
- ☐ 210 Land Condemnation
- ☐ 220 Foreclosure
- ☐ 230 Rent Lease & Ejectment
- ☐ 240 Torts to Land
- ☐ 245 Tort Product Liability
- ☐ 290 All Other Real Property

TORTS

PERSONAL INJURY
- ☐ 310 Airplane
- ☐ 315 Airplane Product Liability
- ☐ 320 Assault, Libel & Slander
- ☐ 330 Federal Employers' Liability
- ☐ 340 Marine
- ☐ 345 Marine Product Liability
- ☐ 350 Motor Vehicle
- ☐ 355 Motor Vehicle Product Liability
- ☐ 360 Other Personal Injury
- ☐ 362 Personal Injury - Medical Malpractice

PERSONAL INJURY
- ☐ 365 Personal Injury - Product Liability
- ☐ 367 Health Care/ Pharmaceutical Personal Injury Product Liability
- ☐ 368 Asbestos Personal Injury Product Liability

PERSONAL PROPERTY
- ☐ 370 Other Fraud
- ☐ 371 Truth in Lending
- ☐ 380 Other Personal Property Damage
- ☐ 385 Property Damage Product Liability

CIVIL RIGHTS
- ☐ 440 Other Civil Rights
- ☐ 441 Voting
- ☐ 442 Employment
- ☐ 443 Housing/ Accommodations
- ☐ 445 Amer. w/Disabilities - Employment
- ☐ 446 Amer. w/Disabilities - Other
- ☐ 448 Education

PRISONER PETITIONS

Habeas Corpus:
- ☐ 463 Alien Detainee
- ☐ 510 Motions to Vacate Sentence
- ☐ 530 General
- ☐ 535 Death Penalty

Other:
- ☐ 540 Mandamus & Other
- ☐ 550 Civil Rights
- ☐ 555 Prison Condition
- ☐ 560 Civil Detainee - Conditions of Confinement

FORFEITURE/PENALTY
- ☐ 625 Drug Related Seizure of Property 21 USC 881
- ☐ 690 Other

LABOR
- ☐ 710 Fair Labor Standards Act
- ☐ 720 Labor/Management Relations
- ☐ 740 Railway Labor Act
- ☐ 751 Family and Medical Leave Act
- ☐ 790 Other Labor Litigation
- ☐ 791 Employee Retirement Income Security Act

IMMIGRATION
- ☐ 462 Naturalization Application
- ☐ 465 Other Immigration Actions

BANKRUPTCY
- ☐ 422 Appeal 28 USC 158
- ☐ 423 Withdrawal 28 USC 157

PROPERTY RIGHTS
- ☐ 820 Copyrights
- ☐ 830 Patent
- ☐ 835 Patent - Abbreviated New Drug Application
- ☐ 840 Trademark

SOCIAL SECURITY
- ☐ 861 HIA (1395ff)
- ☐ 862 Black Lung (923)
- ☐ 863 DIWC/DIWW (405(g))
- ☐ 864 SSID Title XVI
- ☐ 865 RSI (405(g))

FEDERAL TAX SUITS
- ☐ 870 Taxes (U.S. Plaintiff or Defendant)
- ☐ 871 IRS—Third Party 26 USC 7609

OTHER STATUTES
- ☐ 375 False Claims Act
- ☐ 376 Qui Tam (31 USC 3729(a))
- ☐ 400 State Reapportionment
- ☐ 410 Antitrust
- ☐ 430 Banks and Banking
- ☐ 450 Commerce
- ☐ 460 Deportation
- ☐ 470 Racketeer Influenced and Corrupt Organizations
- ☐ 480 Consumer Credit
- ☐ 490 Cable/Sat TV
- ☐ 850 Securities/Commodities/ Exchange
- ☒ 890 Other Statutory Actions
- ☐ 891 Agricultural Acts
- ☐ 893 Environmental Matters
- ☐ 895 Freedom of Information Act
- ☐ 896 Arbitration
- ☐ 899 Administrative Procedure Act/Review or Appeal of Agency Decision
- ☐ 950 Constitutionality of State Statutes

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 U.S.C. section 1332(d)(2)
Brief description of cause:
Violation of UCL, Violation of CLRA, Violation of FAL, Violation of N.Y. GBL section 349 & 350

VII. REQUESTED IN COMPLAINT:
☒ CHECK IF THIS IS A **CLASS ACTION** UNDER RULE 23, F.R.Cv.P.
DEMAND $
CHECK YES only if demanded in complaint:
JURY DEMAND: ☒ Yes ☐ No

VIII. RELATED CASE(S) IF ANY *(See instructions):*
JUDGE _____ DOCKET NUMBER _____

DATE
06/19/2017

SIGNATURE OF ATTORNEY OF RECORD
/s/ Todd D. Carpenter

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 there are multiple nature of suit codes associated with the case, pick the nature of suit code that is most applicable. Click here for: Nature of Suit Code Descriptions.

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 statue.

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.