

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA**

Case No. _____

ANDREW MCWHORTOR and DEBORAH
MCWHORTOR, individually, and on behalf
of all others similarly situated,

Plaintiffs,

v.

MONAT GLOBAL CORP., a Florida
Corporation,

Defendant.

**CLASS ACTION COMPLAINT
JURY TRIAL DEMANDED**

INTRODUCTION

1. This class action challenges the deceptive, misleading, unfair, and unlawful conduct of Defendant Monat Global Corp. (referred to herein as “Defendant” or “Monat”) in connection with its active concealment of and failure to disclose the harmful side effects caused by hair care products designed, marketed, and sold by Defendants.

2. Since 2014, Monat has sold “specialty” hair care products touted as safe, naturally-based, and designed to increase hair strength and growth. However, complaints concerning the products safety and efficacy have become commonplace in the wake of its recent and rapid growth. Rather than increasing hair growth and minimizing breakage, individuals using the hair care products have suffered hair loss and scalp injury.

3. Instead of disclosing the risk of hair loss and other damage, Monat has intentionally concealed these risks through numerous channels and continues to sell its products as safe and defect-free. For example, Monat touts its products as “scientifically proven,” “outstanding clinical

results,” and approved by physicians and experts in the field on its “scientific board.” When customers complain about adverse side-effects, Monat classifies this (including significant hair loss) as merely a “detox” period and leads consumers to believe that their only solution to is continued use of the products and even encourages them purchase additional products to compensate for their symptoms. When customers take to social media to air their concerns (ironically the primary channel for distribution), Monat further obfuscates and conceals the side effects by deleting posts or accusing them of being paid by competitors in the field. Such conduct has found numerous former customers and partners of Monat facing law suits for expressing these opinions.

4. Relying on these omissions and misrepresentation, Plaintiffs purchased the specialty “Let It Grow” hair system. Within weeks, both husband and wife began to experience symptoms inconsistent with the representations from Defendant including hair loss, oozing sores, headaches, and itchy red patches all over their bodies. When they confronted their sales representative they were told to continue using the system and that they were merely experiencing expected “detox.” Eventually, Plaintiffs discontinued use but are still experience the effects of these injuries as of the date of the filing of this Complaint.

5. The active concealments and material omissions detailed herein induced the purchase of hair care products that no reasonable consumer would likely purchase, let alone pay a premium for. Every consumer who purchased Monat’s defective hair care products without the facts concerning risks and side effects having been disclosed prior to purchase were injured equally at the point of sale when, instead of obtaining the premium, safe, and natural hair care product they thought they were getting, they obtained Monat’s dangerous and defective product. Had the potential impacts of the defective hair care products designed and sold by Monat been disclosed

to reasonable consumers, they would not have paid the hefty premium charged for these products, or more likely, would not have purchased the products at all.

6. Now, Plaintiffs bring the instant action on behalf of themselves and all others similarly situated, seeking damages incurred for Defendant's deceptive conduct.

PARTIES

7. Defendant Monat Global Corp. is a Florida Corporation with its principle place of business in Miami, Florida. Its registered agent is CF Registered Agent, Inc., located at 100 S. Ashley Drive, Suite 400, Tampa, Florida 33602.

8. Plaintiffs Andrew and Deborah McWhortor ("the McWhortors" or "Plaintiffs") are a married couple residing in Fort Madison, Lee County, Iowa.

JURISDICTION AND VENUE

9. This Court has jurisdiction over this action pursuant to the Class Action Fairness Act and 28 U.S.C. § 1332 because this is a class action where the parties are diverse, the amount in controversy exceeds \$5,000,000 dollars exclusive of interests and costs, and the number of putative class members exceeds 100.

10. This Court has supplemental jurisdiction over state law claims pursuant to 28 U.S.C. § 1367.

11. This Court has personal jurisdiction over the Defendant because it is a citizen of Florida and this District.

12. Venue is proper in this District pursuant to 28 U.S.C. § 1391 because Monat resides in and conducts business this District, is subject to personal jurisdiction in this District, and a substantial part of the events or omissions giving rise to the claims asserted herein occurred in this District.

**FACTUAL ALLEGATIONS COMMON
TO ALL COUNTS**

A. The Monat Company

13. Monat is a direct sales company founded by Luis Urdaneta in 2014 in Miami, Florida. Monat claims it is one of the “fastest growing,” “most admired companies,” in “what experts are now calling the ‘social sell’ movement.”

14. Monat’s Mission, as detailed on their website, www.monat.com, is to “help people everywhere enjoy healthy, fulfilling lives through our exceptional, naturally based products.”

15. The direct sale model, in contrast to the retail model, means that products go directly to consumers through employees/agents of Monat and the Monat website. Through this model, Monat calls itself the “first social marketing company to focus entirely on beneficial, premium hair care products.” *See*, <http://monatglobal.com/be-part-of-something-special-4/> (last visited Mar. 6, 2018).

16. Monat encourages its customers to become direct sellers of its products, by “assembling a team of likeminded Market Partners” to sell the product in person, and ultimately obtain a portion of the team’s commissions (up to 30% of the sales). Monat “Market Partners” or “MP’s” utilize social media as the primary avenue of marketing Monat’s products. This type of sales structure is referred to as “MLMs” or “multi-level marketers.” *See*, <https://monatglobal.com/why-social-marketing/> (last visited Mar. 6, 2018).

17. Other incentives to sell products include Monat “adventures” to cities like Maui, Orlando, and Las Vegas, where MPs enjoy “luxury and pampering as part of an all-expenses paid experience,” a separate annual Leadership Summit, and the opportunity for membership in the Monat Motor Club where “driven” MPs are rewarded with a white Cadillac of their choosing.

18. In response to the growing concern of the MLM structure, the Federal Trade Commission (the “FTC”) released a guidance document entitled “Business Guidance Concerning Multi-Level Marketing” available at: <https://www.ftc.gov/tips-advice/business-center/guidance/business-guidance-concerning-multi-level-marketing>. The FTC cautions consumers that “[a]n MLM compensation structure that incentivizes participants to buy product, and to recruit additional participants to buy product, to advance in the marketing program rather than in response to consumer demand in the marketplace, poses particular risks of injury.” “In such circumstances, participants will often attempt to recruit new participants who will buy product, and pressure existing recruits to buy product, with little concern for consumer demand.”

B. Monat’s Hair Care Products

19. Monat is currently marketing various product lines ranging in price from \$35 for a shampoo, to \$99 for the Rejuveniqe serum. There are also several different “systems” consisting of a shampoo, conditioner, and usually an additional product that one can purchase for \$99. The Hydration System “[p]rovides brilliance, strength and vitality to lackluster strands” and includes a shampoo, leave-in conditioner, and a hydrating masque. The Volume System is “[f]or density, strength and manageability,” and includes a shampoo, conditioner, and root lifter. The Let It Grow system to “[r]epair your hair” “for long, lovely locks” includes an intense repair treatment shampoo and an intense repair treatment. The Stylized System “[c]reates consistent and lasting hold... while supporting the natural regrowth of hair,” and includes “sculpting taffy,” “texturizing mist,” and a hairspray. Finally, the Power Boost system “[b]oosts the natural growth of the hair from the inside out while reducing hair thinning,” and includes a Supplement Support System (S3) and an intense repair treatment. Monat also offers a variety of other products including those specifically for children and men.

20. Monat advertises the success of these products through before and after testimonials on its website with photos of individuals. For example, one user says “I am so in love with this oil after only one use!” Another says “Rejuveniqe is the most luxe hair oil I have ever tried. It has every type of oil you could wish for, and feels like liquid gold.” *See*, <https://monatglobal.com/results-2/> (last visited Mar. 6, 2018).

C. The Science of Monat

21. The “Science of Monat” page of Monat’s website describes the ingredients of Monat’s products as “naturally-based, safe, pure and sustainable.” *See*, <https://monatglobal.com/the-science-of-monat/> (last visited Mar. 6, 2018). The name Monat stands for “Modern Nature,” emphasizing the natural-based focus of the products created by Monat.

22. Through a “proprietary blend of 11+ unique molecular ingredients,” Monat touts its products “suitable for all skin and hair types” that “energize and rehabilitate the scalp to visibly repair hair with instant and long-term Age Prevention benefits.” *See*, <https://monatglobal.com/the-science-of-monat/> (last visited Mar. 6, 2018). Monat bolsters these claims with a photograph of a scientist in a lab coat reviewing slides under a microscope to create the perception of support through valid scientific research, but the source of these claims is notably absent from the webpage.

23. On the same page, Monat says “no to toxic ingredients,” and “without harmful chemicals” as a major selling point distinguishing it from other hair care products. Specifically, provides a list “of what you won’t – and will never find in any MONAT product:

- No parabens
- No sulfates
- No DEA/MEA
- No phthalates
- No PEG
- No phenoxyethanol
- No ethanol
- No petrochemicals
- No formaldehyde releasers
- No gluten
- No harmful colors
- No harmful fragrances
- No animal origin

24. Trademarked components of Monat's hair care products include Capixyl with red clover extract providing "outstanding clinical results provide significant decrease in hair loss effect and increase in hair regrowth;" Procatiline which "reduces the production of the (DHT) hormone that contributes to hair loss;" and Crodasorb, which "packs an intense defense against oxidative stress [and] protects from the sun's damaging rays and resultant UVB damage." *See*, <https://monatglobal.com/the-science-of-monat/> (last visited Mar. 6, 2018).

25. The full list of ingredients in a bottle of shampoo is not as simple as the advertising suggest:

Water (Aqua), Lauramidopropyl Betaine, Sodium C14-16 Olefin Sulfonate, Acrylates Copolymer, Sodium Methyl Cocoyl Taurate, Sodium Cocoamphoacetate, Guar Hydroxypropyltrimonium Chloride, Cinnamidopropyltrimonium Chloride, Stearyldimoniumhydroxypropyl Decylglucosides Chloride, Polyquaternium-11, Pisum Sativum (Pea) Extract, Acetyl Tetrapeptide-3, Trifolium Pratense (Clover) Flower Extract, Limnathes Alba (Meadowfoam) Seed Oil, Crambe Abyssinica Seed Oil, Camellia Oleifera Seed Oil, Solanum Lycopersicum (Tomato) Seed Oil, Daucus Carota Sativa (Carrot) Seed Oil, Citrus Limon (Lemon) Peel Oil, Citrus Aurantifolia (Lime) Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Adansonia Digitata Oil, Mauritia Flexuosa Fruit Oil, Cocos Nucifera (Coconut) Oil, Gardenia Tahitensis Flower Extract, Moringa Oleifera Seed Oil, Caryocar Brasiliense Fruit Oil, Helianthus Annuus (Sunflower) Seed Oil, Glycerin, Tocopherol, Dextran, Citric Acid, Propanediol, Glycol Distearate, Cocamidopropyl Hydroxysultaine, Sodium Hydroxypropylphosphate Decylglucoside Crosspolymer, Lauramide MIPA, Sodium Hydroxypropylphosphate Laurylglucoside Crosspolymer, Cocamidopropyl Betaine, Butylene Glycol, Propoxytetramethyl Piperdiny Dimethicone, Trideceth-6, Centrimonium Chloride, Aminomethyl Propanol, Fragrance (Parfum), C11-15 Pareth-7, Phenethyl Alcohol, Undecyl Alcohol, Benzyl Alcohol.

See, e.g., Monat Ingredients Listing, Smoothing Shampoo, <https://monatglobal.com/us/revive-shampoo/> (last visited Mar. 6, 2018).

26. Several of these ingredients are known allergens, irritants, or otherwise harmful to humans including Cocamidopropyl Betaine, Benzyl Alcohol, Red Clover Leaf Extract, and Trideceth-6 C11-15 Pareth-7. For example, in 2004, the American Contact Dermatitis Society named Cocamidopropyl Betaine the allergen of the year. *See*, <https://www.contactderm.org/i4a/pages/index.cfm?pageID=3467> (last visited Mar. 6, 2018).

27. Despite these harsh chemicals, Monat claims the following with respect to its “clinically proven ingredients” and “demonstrated outcomes:”

- | | |
|--|---|
| - 88% Increase shine and manageability | - 48% Decrease in DHT hormone that contributes to hair loss |
| - 76% Increase in collagen directly increasing follicle size | - 46% Increase in hair growth |
| - 70% Increase in repair effect improving hair anchoring | - 35% Increase in hair follicle strength |
| - 58% Noticed a decrease in fiber breakage | |

See, e.g., <https://monatglobal.com/hydration-system/> (last visited Mar. 6, 2018).

28. Coupled with the aforementioned “outstanding results” showing increase in hair growth, decrease in hair loss, and its suitability to all hair and skin types, consumers are deceived into thinking the defective hair care products are safe and effective. These statements are materially false and misleading because of the known side-effect of the ingredients in Monat’s defective hair care products, and the products themselves, that frequently leads to hair loss, thinning, and skin disorders.

D. Complaints Regarding Monat’s Products

29. As evidenced by various websites, blog posts, and forums, as detailed below, the result of Defendant’s defective hair care products is anything but “safe” and “outstanding.”

30. On September 26, 2016, the Better Business Bureau (“BBB”) sent correspondence requesting voluntary cooperation in providing steps to eliminate the pattern of customer complaints it received. *See*, <https://www.bbb.org/south-east-florida/pages/business-reviews/skin-care/monat-global-in-doral-fl-90137286/reviews-and-complaints?noskin&cle%E2%80%A6> (last visited Mar. 6, 2018). BBB had received 486 customer complaints, the vast majority of which related to “problems with product/service.” Attached hereto and incorporated by reference as **Exhibit 1** is a copy of the first three pages of complaints on BBB as of March 1, 2018.

31. For example, on February 26, 2018, one customer complained they were charged \$57.98 for cancellation after “[t]he product... caused a reaction to my hair/scalp and hair loss.” Ex. 1, p. 003.

32. On February 21, 2018 one customer complained “I had been using their products for 6 weeks when I developed a reaction on my scalp. Open soars. I called the company to return products. Not only will they not return the products but in addition charged me \$65 to cancel my subscription.” Ex. 1, p. 032.

33. Another on February 28, 2018, a customer complained “Product made my hair break off, ad sores on my scalp and instructions printed on products are misrepresenting... scalp itching and has blistering bleeding sores... I’d be bald if I had continued... I just want Monat to put on THEIR Website the possibilities that could go wrong... This company needs to be HONEST and forthcoming with the potential dangers.... they need to stop telling people the bleeding sores and oozing blisters on their heads and chunks of hair falling out is a good thing.” *See*, Ex. 1, p. 008.

34. Another on February 27, 2017 complained “my hair fell out... I was told this is the ‘detox’ phase... my Market Partner wanted to switch me products which I am not comfortable

using... I tried calling Monat customer service and was consistently in the waiting loop for periods of 27 minutes to over 2 hours... I called again... after 45 minutes and 49 second I was able to cancel my account ‘for an additional fee.’” Ex. 1, p. 011.

35. On February 7, 2018, a customer complained “hair lost half the thickness, tons of breakage, looks so dry and damaged that when I hold it in my hand, it breaks off. And when you reach out to the company, they delete any negative reviews, the MPs block you and delete all comments, tell you your going through detox (hair does not detox).” “Monat needs to quit telling people they are ‘shampooing wrong’. The business practices are showing people only the positives and will not allow the negatives. Received death threats from Market partners. Saw a post on facebook for ALL Market Partners to post fake positive reviews on here (BBB) to combat the negative ones. Even saw videos stating that the MPs make so much money they don't care if them and everyone around them go bald. <---- that right there is proof they know that there is an issue.” Ex. 1, p. 016-17.

36. As of the date of the filing of this Complaint, BBB has provided an “NR” for Monat and removed the complaints from the primary web page. *See*, <https://www.bbb.org/south-east-florida/business-reviews/skin-care/monat-global-in-doral-fl-90137286> (last visited Mar. 6, 2018).

37. In December 2017, a group of consumers formed a Facebook group called “Monat – My Modern Nightmare.” The thousands of members have commented about similar experiences after using Monat’s hair care products. *See*, McNeal, S., “Monat is Suing a Woman Who Said Their Products are a ‘Nightmare;” BuzzFeed News (Feb. 7, 2018 1:34PM), *available at*: https://www.buzzfeed.com/stephaniemcneal/monat?utm_term=ilWbmOE4KX#.krp6nDoZa4 (last visited Mar. 6, 2018). According to BuzzFeed News, the group had over 12,000 members as of the publishing of the article.

38. One hair salon created a Facebook post (<https://www.facebook.com/SalonHiddenGem/posts/140090806550897>) cautioning its clients against Monat products, claiming the oils coating the scalp causing itching, redness, tenderness, infection, etc., and such damage results in scar tissue irreparably damaging hair follicles to the point where hair may never grow back. It also provides a list of harmful chemicals that have been classified as toxic or harmful by various agencies and may result in allergic reactions such as contact dermatitis. Responses to this post include individuals claiming dermatitis resulting on hands, face, and other areas of the body; others show hair loss and breakage. (last visited Mar. 6, 2018).

39. Another website, Hartline Hair (<https://www.hartlinehair.com/single-post/Monat>) claims that Monat representatives have failed to warn individuals, including cancer patients experiencing hair loss resulting from chemotherapy treatment, about the presence of a significant allergen, Cocamidopropyl Betaine contained in their products. If a Monat client has a reaction (including the more vulnerable cancer patients), those individuals are advised to “push through” and continuing using a product that may be causing painful and serious consequences to their health and well-being. Comments on this post claim Monat products have “caused my hair to fall out in massive amounts,” “it made my scalp itchy and I developed a few sores.” (last visited Mar. 6, 2018).

40. Trustpilot.com, an online review community, has posted over 150 reviews of Monat products, many of which contain claims substantially similar to Plaintiff’s. *See*, <https://www.trustpilot.com/review/monatglobal.com?languages=en&stars=1> (last visited Mar. 6, 2018). Attached hereto as **Exhibit 2** is a copy of the complaints posted at TrustPilot.com.

41. For example, one reviewer posted on February 26, 2018: “Save your money and hair.... I could not even get my fingers through my hair without cringing in pain when shampooing and attempting to blowdry. I was told this was all part of ‘detox.’ Although I knew in my gut this wasn’t right. I’ve used so many brands... But I was never in tears just trying to brush it out and seeing how much hair was coming out. I hate that the company says we are shampooing wrong.” Ex. 2, p. 041. On the same day, another reviewer says: “Just a MLM scam, be careful... My scalp has scabs on it and is itchy, and it messed with my hormones badly. BE CAREFUL. It is causing hair loss for thousands.” Ex. 2, p. 041.

42. Monat customer, Andrea Worley, with a YouTube channel posted a video on – with her “honest” review after five months on November 12, 2017. *See*, <https://www.youtube.com/watch?v=7Rs8ckMvG0g>. In the video, she described the tangling, breaking, and hair loss that her MP assured her was simply the detox period. After sticking out the “detox” period, her MP sold her various other products to treat additional issues including the “Renew” shampoo and the “Restore” leave in conditioner to help strengthen her dry hair, and dry shampoo to correct her now oily scalp. After sixty days with Monat, Worley still experienced dryness, tangles, clumps of hair loss, and significantly oily scalp, which her MP continued to attribute to “detox” and recommend additional products. She said: “It honestly made me so bummed and so sad because I feel like Monat is not doing the things that I thought that it was going to do after so many months of using this hair care system” and she did not see the results “that were claimed to be seen through these products.” After attempting to cancel her VIP status, her MP would not let her cancel without paying a \$52 fee (because she had not yet placed a third order) to compensate for free shipping and the discount she received as a VIP member. (last visited Mar. 6, 2018).

43. YouTube is replete with video journals like Worley's. *See, e.g.*, Leah Jackson aka "Junk Free Momma," May 24, 2017 (<https://www.youtube.com/watch?v=L0EQfOTxOEq>) ("hair still falling out by the handfuls" after the 90-day "detox" period) (last visited Mar. 6, 2018); Tiffany M aka "Bodiedbyt," Aug. 3, 2017 (<https://www.youtube.com/watch?v=clBx2YZq2eg>) (former MP for Monat "hair feels worse than it ever has," "my hair was falling out," "my hair is thinner than it was") (last visited Mar. 6, 2018); Destinee Irons, Nov. 11, 2017 (<https://www.youtube.com/watch?v=zRVRfnWWTo0>) (eight-month Monat review "Detox is still present after 8 months!!!!!!") (last visited Mar. 6, 2018); Heather and Holly aka "Smart Mouth Beauty," July 21, 2017 (<https://www.youtube.com/watch?v=LklafS293Q4>) ("my hair fell out in clumps," "my hair is so thin... such a difference from my normal" "scalp feels tight and sensitive" "I've been very upset") (last visited Mar. 6, 2018).

44. Despite the plethora of information available on the internet complaining of and discouraging the use of Monat's hair care products, upon information and belief Monat has exacerbated the deception and concealed the defects from the unsuspecting public by actively concealing customer's comments concerning hair loss by blocking or deleting them, and filing lawsuits against individuals who made public statements concerning the damage resulting from the defective hair care products. *See, e.g., Monat Global Corp. v. Harrington*, No. 4:18-cv-00008-D (E.D.N.C. Jan. 26, 2018); *Monat Global Corp. v. Miller*, No. 2:18-cv-00324-APG-GWF (D. Nev. Feb. 21, 2018); *Monat Global Corp. v. Baker*, No. 2:18-cv-10579-AJT-DRG (E.D. Mich. Feb. 19, 2018).

45. Indeed, one lawsuit involves a former Monat customer and MP who sought a refund for over \$900 in products after publicly reporting that the products are dangerous to women who are pregnant or breastfeeding and that her customers experienced balding, hair loss, and scalp

burns after using Monat's products. *Monat Global Corp. v. Harrington*, No. 4:18-cv-00008-D (E.D.N.C. Jan. 26, 2018). The complaints were detailed in the "Monat-My Modern Nightmare" Facebook group featured in the BuzzFeed News article, ¶37, *supra*. In its complaint, Monat of course claims that all representations by their former MP were false and lacked a scientific or factual basis.

46. In other situations where a consumer complains, Monat and its MPs lead the consumer into believing that they are experiencing an expected "detox" phase, and encourage them to continue using the product to achieve better results. Monat fails to disclose that these side-effects can cause permanent damage to skin and hair follicles even as customers are experiencing the injuries complained of herein.

E. Plaintiff's Experience with Monat Hair Care Products

47. On or about July 14, 2017 Mrs. McWhortor joined the VIP level customer sales platform of Defendant after her beautician, Katie Wilson at Katie's Cuts in West Point, Iowa recommended Monat's hair care products. Mrs. McWhortor was recovering from hair damage as a result of using Wen products prior to purchasing Monat products. Mrs. McWhortor was lead to believe that the Monat products would make her hair healthy again and cause it to grow back.

48. Prior to purchasing any Monat products, Mrs. McWhortor was given several samples by Ms. Wilson so that she could test them out. Ultimately, Ms. McWhortor decided to purchase the "Let It Grow" system for approximately \$100.00.

49. Mrs. McWhortor used the system for several months and initially observed positive changes in the quality of her hair and scalp. As a result, her and her husband purchased additional products so that he could benefit from the Let It Grow system as well.

50. Mr. McWhortor began using the products on or about December 15, 2017, but by the end of December, the McWhortors both began experiencing painful and irritating symptoms from using the products.

51. Mrs. McWhortor contracted severe sores all over her body, but primarily on her head, neck and chest. She also experienced hair loss and increased breakage. Mr. McWhortor similarly experienced hair loss and sores on his head. The sores resembled pimples that would pop and ooze clear liquids. Additionally, Mr. McWhortor also experienced increased pressure on his head that lead to significant headaches. Prior to using the Monat haircare products, Mr. McWhortor had never had any scalp conditions or significant hair loss.

52. When the McWhortors informed their MP of these symptoms, as with others, they were encouraged to continue using the product and push through the “detox phase.” Unconvinced, Mr. McWhortor did his own investigation into the products, including viewing the Monat website and various Facebook pages to determine what people were saying. After learning that other consumers had experienced similarly painful symptoms, the couple cancelled their subscriptions through their MP. In total, the McWhortors spent at least \$300.00 on Monat’s defective hair care products. Upon information and belief, Katie Wilson is no longer selling Monat products at her salon. Plaintiffs’ skin irritation has not improved since discontinuing use of the products at the end of January, 2018.

53. Monat knowingly and intentionally committed the acts, concealments and material omissions alleged herein. All actions and omissions by Monat were willful and not the result of mistake or inadvertence. At all times relevant, Monat was aware of the defective nature of hair care products. Despite this knowledge, Monat designed, marketed, and sold as fit for their intended purpose, its defective hair care products. Monat further concealed the true nature of its defective

hair care products by actively touting the scientific and “proven” benefits, and diverted reasonable consumers from discovering the truth by either (1) convincing consumers that resulting injury was a natural and expected consequence of the product and continued use would eventually cure their ailments, or (2) deleting or removing claims of inefficacy and injury from the internet and initiating litigation against individuals that attempt to warn consumers against using these products.

54. Had Plaintiffs and the Class been aware of this information prior to purchasing the defective hair care products, they would not have purchased them at all, or at the very least, would not have paid as much as they did. At a minimum, Plaintiffs and the Class would have been able to make informed purchasing decisions had they known the true risk of injury and hair loss inherent in Monat’s hair care products. This information was material to reasonable consumers, and particularly important to the consumer’s targeted by Monat who are already unhappy with their hair thickness and health.

CLASS ACTION ALLEGATIONS

55. Pursuant to Rules 23(a), 23(b)(2), and 23(b)(3) of the Federal Rules of Civil Procedure, Plaintiffs bring this action on behalf of themselves and as the “Class” defined as: all persons who, within the Class Period, purchased one or more hair care products sold by Monat Global Corp. in the United States.

56. The “Class Period” for the Class dates back to the length of the longest applicable statute of limitations for any claims asserted on behalf of that Class from the date this action was commenced and continues through the present and the date of judgment.

57. Excluded from the Class is Defendant, its employees, co-conspirators, officers, directors, legal representatives, heirs, successors and wholly or partly owned subsidiaries or affiliated companies; the undersigned counsel for Plaintiffs and its employees; and the judge and

court staff to whom this case is assigned. Plaintiffs reserve the right to amend the definition of the Class and Class Period if discovery or further investigation reveals that the Class should be expanded or otherwise modified.

58. All requirements for class certification in Fed. R. Civ. P. 23(a) and 23(b)(3) are satisfied with respect to the class. Alternatively, class certification under Fed. R. Civ. P. 23(b)(1) and/or 23(b)(2) is proper.

59. ***Numerosity of the Class***: The Class is so numerous that the individual joinder of all members is impractical under the circumstances of this case.

60. ***Ascertainability***: The community of interest among these Class members in the litigation is well defined and the proposed classes are ascertainable from objective criteria. If necessary to preserve the case as a class action, the court itself can redefine the Class and/or create sub-classes.

61. ***Commonality and Predominance***: Common questions of law and fact exist as to all members of the Class and predominate over any questions that affect only individual members of the Class. All Plaintiffs suffered damage as a result of the defective hair care products and individual questions are minimal. The common questions of law and fact include, but are not limited to:

- a) Whether Defendant's hair care products were sold in a defective manner;
- b) Whether Defendant's hair care products have the propensity to cause injury when used as directed;
- c) Whether Defendant had knowledge of the defect in its hair care products;
- d) Whether Defendant concealed the defect in its hair care products;
- e) Whether the defect was a material fact which Defendant had a duty to disclose to Plaintiffs and the Class;

- f) Whether Plaintiffs and the Class suffered damage from Defendant's defective hair care products;
- g) Whether Defendant breached the implied warranty of merchantability or other warranties related to its defective hair care products;
- h) Whether Plaintiffs and the Class are entitled to damages, restitution, restitutionary disgorgement, equitable relief, or other relief; and
- i) The amount and nature of such relief to be awarded to Plaintiffs and the Class.

62. All Plaintiffs suffered the same type of damage from Defendant's defective hair care products. All Plaintiffs also suffered the same type of harm and were damaged from the same course of conduct by Defendant.

63. Florida law applies uniformly to all Class members' transactions and dealings with Defendant. Defendant committed the deceptive acts in and from its principal offices in Florida and those misleading practices emanated to Class members in other states causing injury and financial loss. Florida law aims to both protect consumers and deter Florida residents and companies from committing deceptive acts from within Florida. Due process permits Florida law to be applied uniformly to the Class. On the Terms of use on its website, Defendant provides:

Governing Law, Jurisdiction and Venue: This Site is created and controlled by us in the State of Florida. The laws of the State of Florida govern these Terms of Use, without giving effect to any principles of conflicts of laws. You agree that any action at law or in equity arising out of or relating to these Terms of Use or the Site shall be filed, and that venue properly lies, only in the State or Federal courts located in Miami-Dade County, State of Florida, and you hereby consent and submit to the personal jurisdiction of such courts for the purposes of litigating any such action.

See, https://monatglobal.com/wp-content/uploads/2017/12/Use-Site_Terms-and-Conditions_December11-2017.pdf (last visited Mar. 6, 2018).

64. **Typicality:** Plaintiffs' claims are typical of the claims of members of the Class. Plaintiffs and the members of the Class purchased Defendant's defective hair care products with the same expectation that the products were defect-free and safe to use for their intended purpose. Plaintiffs and members of the Class have all sustained injury in that they lost the benefit of their bargain and overpaid for a product that contains the defects described above.

65. **Adequacy:** Plaintiffs and the undersigned counsel will fairly and adequately protect the interests of members of the Class. Plaintiffs have no interests that are adverse to the interests of the other members of the Class and have hired counsel experienced in class actions, complex litigation, and trial practice.

66. **Superiority:** A class action is superior to other available means for the fair and efficient adjudication of this controversy. Because individual joinder of all members of the Class is impractical, class action treatment will permit a large number of similarly situated persons to prosecute their common claims in a single forum simultaneously, efficiently, and without unnecessary duplication of effort and expense that numerous individual actions would engender. The expenses and burdens of individual litigation would make it difficult or impossible for individual members of the Class to redress the wrongs done to them, while important public interests will be served by addressing the matter as a class action. The cost and burden on the court

system of adjudication of individualized litigation would be substantial, and significantly more than the costs and burdens of a class action. Class litigation would also prevent the potential for inconsistent or contradictory judgments.

67. ***Predominance/Community of Interest.*** The proposed Class has a well-defined community of interest in the questions of fact and law to be litigated. The common questions of law and fact predominate with respect to the liability issues, relief issues, and anticipated affirmative defenses. The named Plaintiffs have claims typical of the Class. Without limitation, as a result of Defendant's conduct alleged herein, Plaintiffs were: (a) injured; and (b) sustained pecuniary loss in an ascertainable amount to be proven at the time of trial.

68. In the alternative, the above-defined Class may be certified pursuant to Fed. R. Civ. P. 23(b)(1) and (b)(2) because:

- a) The prosecution of separate actions by the individual members of the Class would create a risk of inconsistent or varying adjudication with respect to individual Class members' claims which would establish incompatible standards of conduct for Defendant;
- b) The prosecution of separate actions by individual members of the Class would create a risk of adjudications which would as a practical matter be dispositive of the interests of other members of the Class who are not parties to the adjudications, or which would substantially impair or impede the ability of other class members to protect their interests; and
- c) Defendant has acted or refused to act on grounds generally applicable to the Class, thereby making appropriate final and injunctive relief with respect to the Class.

CAUSES OF ACTION

COUNT I

Violation of the Magnuson-Moss Warranty Act 15 U.S.C. § 2301, *et seq.*

69. Plaintiffs reallege and incorporate the allegations contained in paragraphs 1 - 68 herein and further allege as follows:

70. The Magnuson-Moss Warranty Act provides a private right of action by purchasers of consumer products against manufacturers or retailers who, among other things, fail to comply with the terms of the written, express, or implied warranties. See 15 U.S.C. § 2310(d)(1).

71. As alleged herein, Defendant failed to comply with the terms of its written, express, or implied warranties.

72. This Court has jurisdiction to decide claims brought under 15 U.S.C. § 2301 by virtue of 28 U.S.C. § 1332.

73. Plaintiffs and the Class members are “consumers” as defined by the Magnuson Moss Warranty Act, 15 U.S.C. § 2301(3).

74. Monat is a “supplier” and “warrantor” within the meaning of the Magnuson-Moss Warranty Act, 15 U.S.C. § 2301(4)-(5).

75. The Monat hair care products at issue in this case are “consumer products” within the meaning of the Magnuson-Moss Warranty Act, 15 U.S.C. § 2301(a).

76. As described herein, and more full set forth in Counts II and III of this Complaint, Defendant has breached its warranties by failing to honor its written promises and representations and failing to deliver a merchantable product that is fit for its intended use.

77. Plaintiffs and Class members have had sufficient direct dealings with either Monat or its MPs to establish privity of contract.

78. Monat and/or its agents were on notice of the problems and provided an opportunity to cure due to the plethora of complaints received, without such concerns being resolved.

79. The futility of any notice is underscored by the multiple lawsuits Defendant has filed against consumer based on their allegations regarding the defective nature of these products. *See, e.g., Monat Global Corp. v. Harrington*, No. 4:18-cv-00008-D (E.D.N.C. Jan. 26, 2018);

Monat Global Corp. v. Miller, No. 2:18-cv-00324-APG-GWF (D. Nev. Feb. 21, 2018); *Monat Global Corp. v. Baker*, No. 2:18-cv-10579-AJT-DRG (E.D. Mich. Feb. 19, 2018).

80. Any attempt to disclaim warranties under the circumstances is unconscionable and unenforceable.

81. The amount in controversy of this action exceeds the sum of \$5,000,000, exclusive of interest and costs, computed based on all claims to be determined in this lawsuit. For each Class member the amount in controversy at least exceeds the sum of \$35, exclusive of interest and costs, which is the minimum difference in value between what Plaintiffs bargained for (a safe, defect-free hair care product) and what Plaintiffs received (a valueless product that can cause substantial irritation and injury).

82. Plaintiffs seek all damages in an amount they will prove at trial. In addition, pursuant to 15 U.S.C. § 2310(d)(2), Plaintiffs and Class members seek a sum equal to the aggregate amount of costs and expenses (including attorneys' fees based on actual time expended) determined by the Court to have reasonably been incurred by Plaintiffs and Class members in connection with the commencement and prosecution of this Action.

COUNT II

Breach of Implied Warranty

83. Plaintiffs reallege and incorporate the allegations contained in paragraphs 1 - 68 herein and further allege as follows:

84. At all times relevant herein, Monat was a merchant with respect to the defective hair care products as described in this Complaint.

85. The defective hair care products sold to Plaintiffs and members of the Class are goods as defined by relevant statutes.

86. Defendant's hair care products include and implied warranty that they are merchantable in that they are, *inter alia*, fit for the ordinary purpose for which such goods are used.

87. The defective hair care products at issue in this case are not in merchantable condition or fit for the ordinary purpose for which such goods are used in that rather than cleaning and conditioning hair, they cause skin irritation, injury, and hair loss, among other damage.

88. At all times relevant herein, Defendant was aware of the defect in the defective hair care products. Specifically, Monat and/or its agents were on notice of the problems and provided an opportunity to cure due to the plethora of complaints received, without such concerns being resolved.

89. Plaintiffs and members of the Class were in direct privity with Defendant and/or its agents, or were intended third-party beneficiaries of the warranties breached herein to the extent required by law.

90. Plaintiffs and the Class were harmed by Defendants omissions and misrepresentations when they purchased the defective hair care products.

91. Had Defendant disclosed the true nature of the defect in its hair care products, Plaintiffs and members of the Class would not have purchased Monat's hair care products.

92. Plaintiffs and members of the Class have suffered a loss by paying more than they would have otherwise paid for the defective hair care products and by receiving hair care products of inferior value than what they were promised by Defendant.

93. As a direct and proximate result of Defendant's breaches, Plaintiffs and members of the Class have suffered, and will continue to suffer, significant damages, loss, and injury in an amount to be determined at trial.

94. Plaintiffs and members of the Class are entitled to legal and equitable relief against Monat, including actual and consequential damages, rescission, attorneys' fees, costs of suit, and other relief as deemed appropriate.

COUNT III
Breach of Express Warranty

95. Plaintiffs reallege and incorporate the allegations contained in paragraphs 1 - 68 herein and further allege as follows:

96. As described herein, Monat placed labels on its defective hair care products with the intention that consumers would rely on those misrepresentations and purchase the product from Defendant.

97. At all times relevant herein, Defendant was aware of the defect in the defective hair care products. Specifically, Monat and/or its agents were on notice of the problems and provided an opportunity to cure due to the plethora of complaints received, without such concerns being resolved.

98. Defendant's false and misleading statements related to quality and safety became a basis of the bargain, and Plaintiffs and members of the Class expected that the Monat hair care products that they purchased would conform to Defendant's affirmations.

99. Plaintiffs and members of the Class were in direct privity with Defendant and/or its agents, or were intended third-party beneficiaries of the warranties breached herein to the extent required by law.

100. Plaintiffs and the Class were harmed by Defendants omissions and misrepresentations when they purchased the defective hair care products.

101. Had Defendant disclosed the true nature of the defect in its hair care products, Plaintiffs and members of the Class would not have purchased the hair care products.

102. Plaintiffs and members of the Class have suffered a loss by paying more than they would have otherwise paid for the defective hair care products and by receiving hair care products of inferior value than what they were promised by Defendant.

103. As a direct and proximate result of Defendant's breaches, Plaintiffs and members of the Class have suffered, and will continue to suffer, significant damages, loss, and injury in an amount to be determined at trial.

104. Plaintiffs and members of the Class are entitled to legal and equitable relief against Monat, including actual and consequential damages, rescission, attorneys' fees, costs of suit, and other relief as deemed appropriate.

COUNT IV
Violations of Florida Deceptive and Unfair Trade Practices Act
Fla. Stat. § 501.201, *et seq.*

105. Plaintiffs reallege and incorporate the allegations contained in paragraphs 1 - 68 herein and further allege as follows:

106. The Florida Deceptive and Unfair Trade Practices Act ("FDUTPA") prohibits "unfair methods of competition, unconscionable acts or practices, and unfair or deceptive acts or practices in the conduct of any trade or commerce." Fla. Stat. § 501.204.

107. Plaintiffs and the Class are "consumers" as defined by Fla. Stat. 501.203(7).

108. Monat has engaged in, and continues to engage in, unconscionable acts or practices. Defendant engaged in unfair or deceptive acts in the conduct of its trade or commerce emanating and transpiring entirely from within the State of Florida by concealing and failing to disclose material facts about the defective hair care products at issue in this case, with the intent that consumer rely upon its omissions and concealment.

109. Specifically, Monat placed its defective products into the stream of commerce from Florida knowing that they were unsuitable for hair care and could cause significant injury to consumers including, but not limited to, scalp irritation and hair loss.

110. Monat concealed such material facts from the Class in a common manner.

111. These unfair and deceptive acts and practices were likely to, and did in fact, deceive reasonable consumers including Plaintiffs and the Class, as to the safety, functionality, quality, and true value of the defective hair care products at issue in this case.

112. The determination of whether a concealed fact is material is an objective determination capable of resolution on a classwide basis.

113. Plaintiffs and the Class have sustained actual damages as a direct and proximate result of Defendant's unfair, deceptive, and unconscionable acts and practices. Neither Plaintiffs nor the Class would have purchased the defective hair care products at issue in this case had they known about the defect such that they have not received the benefit of their bargains.

114. Section 501.211(2) of the Florida Statutes provides Plaintiffs with a private right of action against Monat and entitles them to recover their actual damages, plus attorneys' fees and costs.

115. Plaintiffs and the Class are entitled to judgment against Monat for compensatory damages, pre- and post-judgment interest, attorneys' fees, injunctive and declaratory relief, restitution, costs incurred in bringing this action, and any other relief as this Court deems just and proper.

COUNT V
Breach of Contract

116. Plaintiffs reallege and incorporate the allegations contained in paragraphs 1 - 68 herein and further allege as follows.

117. Monat offered to sell Plaintiffs the hair care products at issue in this case.

118. Plaintiffs accepted Monat's offer and performed under the contract by providing payment for the hair care products at the price dictated by Monat's offer.

119. Monat breached its contract with Plaintiffs by supplying them with defective and unmerchantable hair care products.

120. As a direct and proximate result of Monat's breach of contract, Plaintiffs have sustained economic losses and are entitled to compensatory damages in an amount to be proven at trial.

COUNT VI
Unjust Enrichment

121. Plaintiffs reallege and incorporate the allegations contained in paragraphs 1 - 68 herein and further allege as follows:

122. Plaintiffs bring this claim on behalf of the Class as an alternative to the claims for breach of warranty and breach of contract (Counts I-III, V).

123. As alleged above, Defendant's unlawful, unfair, deceptive, and wrongful acts and omissions, unjust enriched Defendant at the expense of Plaintiffs and the Class. Plaintiffs and the Class paid a premium for hair care products which were unfit for their ordinary use.

124. Plaintiffs and Class members conferred a benefit on Defendant through payment for the defective hair care products.

125. Defendant's retention of the benefit conferred as a result of its unlawful acts was inequitable and unjust.

126. Plaintiffs and members of the Class have no adequate remedy at law.

127. Plaintiffs and members of the Class are entitled to seek restitution and other relief from Monat, including an order requiring Defendant to disgorge all profits, benefits, and other compensation obtained by Defendant through and for its wrongful conduct.

PRAYER FOR RELIEF

WHEREFORE, Plaintiffs, on behalf of themselves and all other similarly situated individuals, demand judgment against Defendant as follows:

- A. Declaring this action to be a proper class action maintainable pursuant to Rule 23(a) and 23(b)(1), or Rule 23(b)(3) of the Federal Rules of Civil Procedure;
- B. Appointment of Plaintiffs as Class Representatives and the undersigned as Class counsel on behalf of the Class sought in this Complaint;
- C. Awarding Plaintiffs and members of the Class monetary damages including compensatory relief, punitive damages, and actual damages in an amount to be determined at trial;
- D. Appropriate preliminary and permanent injunctive and declaratory relief;
- E. Statutory damages and penalties as provided by law;
- F. Prejudgment continuing through the date of entry of judgment in this action;
- G. Costs and fees incurred in connection with this action, including attorneys' fees, expert witness fees, and other costs, as provided by law; and
- H. Such other and further relief as this Court deems just and proper.

JURY DEMAND

Plaintiffs demand a trial by jury on all issues so triable.

Date: March 7, 2018

Respectfully submitted,

s/ Lance A. Harke

Lance A. Harke, P.A.

Florida Bar No. 863599

lhake@harkeclasby.com

Barbara C. Lewis, Esq.

Florida Bar No. 118114

blewis@harkeclasby.com

HARKE CLASBY & BUSHMAN LLP

9699 NE Second Avenue

Miami Shores, Florida 33138

Telephone: (305) 536-8220

Facsimile: (305) 536-8229

Hart L. Robinovitch (PHV to be filed)

hart.robinovitch@zimmreed.com

ZIMMERMAN REED LLP

14646 N. Kierland Blvd., Suite 145

Scottsdale, AZ 85254

Telephone: (480) 348-6400

Facsimile: (480) 348-6415

Counsel for Plaintiffs

JS 44 (Rev. 12/12) (Modified by FLSD - April 29, 2013)

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.) **NOTICE: Attorneys MUST Indicate All Re-filed Cases Below.**

I. (a) PLAINTIFFS ANDREW MCWHORTOR and DEBORAH MCWHORTOR, individually, and on behalf of **DEFENDANTS** MONAT GLOBAL CORP., a Florida Corporation

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

County of Residence of First Listed Defendant Miami-Dade County, FL
(IN U.S. PLAINTIFF CASES ONLY)

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

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

Harke Clasby & Bushman LLP 305 536-8220
9699 NE 2nd Avenue, Miami Shores, FL 33138

Attorneys (If Known)

(d) Check County Where Action Arose ☒ MIAMI-DADE ☐ MONROE ☐ BROWARD ☐ PALM BEACH ☐ MARTIN ☐ ST. LUCIE ☐ INDIAN RIVER ☐ OKEECHOBEE ☐ HIGHLANDS

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

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 (Excl. 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	PERSONAL INJURY <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 - Med. Malpractice	PERSONAL INJURY <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 PERSONAL PROPERTY <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 LABOR <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Mgmt. 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 Empl Ret Inc Security Act IMMIGRATION <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 PROPERTY RIGHTS <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 840 Trademark SOCIAL SECURITY <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)) FEDERAL TAX SUITS <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"/> 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 <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	CIVIL RIGHTS <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	PRISONER PETITIONS Habeas Corpus: <input type="checkbox"/> 463 Alien Detainee <input type="checkbox"/> 510 Motions to Vacate Sentence Other: <input type="checkbox"/> 530 General <input type="checkbox"/> 535 Death Penalty <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 Re-filed (See VI below)
☐ 4 Reinstated or Reopened
☐ 5 Transferred from another district (specify)
☐ 6 Multidistrict Litigation
☐ 7 Appeal to District Judge from Magistrate Judgment
☐ 8 Remanded from Appellate Court

VI. RELATED/RE-FILED CASE(S)

(See instructions): a) Re-filed Case ☐ YES ☒ NO b) Related Cases ☒ YES ☐ NO

JUDGE Darrin P. Gayles; Marcia G. Cooke

DOCKET NUMBER 18-cv-20636; 18-cv-20624

Cite the U.S. Civil Statute under which you are filing and Write a Brief Statement of Cause (Do not cite jurisdictional statutes unless diversity)

VII. CAUSE OF ACTION 28 U.S.C. § 1332, Action to recover damages sustained as a result of Defendant's sale of its hair care products.
LENGTH OF TRIAL via days estimated (for both sides to try entire case)

VIII. REQUESTED IN COMPLAINT:

☒ CHECK IF THIS IS A CLASS ACTION UNDER F.R.C.P. 23

DEMAND \$
In excess of \$5 million

CHECK YES only if demanded in complaint
JURY DEMAND: ☒ Yes ☐ No

ABOVE INFORMATION IS TRUE & CORRECT TO THE BEST OF MY KNOWLEDGE
DATE

SIGNATURE OF ATTORNEY OF RECORD

March 7, 2018

FOR OFFICE USE ONLY

RECEIPT #

AMOUNT

IFP

JUDGE

MAG JUDGE

Signature of Clerk or Deputy Clerk

Civil Action No. _____

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:

EXHIBIT 1

Reviews & Complaints

Additional Complaint Information

BBB files contain a pattern of complaints from consumers that allege the terms and conditions of Monat's VIP auto-ship program are not clearly disclosed. Consumers also allege they attempt to cancel the auto shipments from Monat but they are unable to reach company to cancel and continue to receive products. Some consumers informed the BBB they have returned the products, requested a refund and Monat has not provided a refund

On September 26, 2016 BBB sent correspondence to Monat Global Corp. requesting their voluntary cooperation in providing steps it will implement to eliminate the pattern of customer complaints.

On October 5, 2016 Monat Global responded to BBB and provided information on steps they are implementing to help eliminate the cause of customer complaints.

Our Compliance and Communications department are working together to update the VIP terms and conditions to make sure the new updates are as transparent as possible.

New VIPs enrolling for the first time have to agree to the new updated terms and conditions and they will have access to it after enrollment, through their VIP lounge, online. Additional to updating the terms and conditions, another approach we are implementing is that we reach out to the sponsors who enrolled VIPs and did not disclose basic VIP program requirements. We contact the sponsors for a leadership training call to assure that they are trained on how to explain the VIP program appropriately.

BBB will continue to monitor the complaints for Monat Global and update the review as needed.

[View Customer Reviews \[1\]](#)[View Customer Complaints \[486\]](#)

SORT BY: FILTER BY:

05/07/17

Pamela M.

Negative

Virtually impossible to get through on the customer service phone (wait time 45 min) and they offer no other means of contact. Once I got to talk to a customer service representative, I requested that my account was to be closed and wanted no further shipments to be made. The rep. reassured me several times that the account was now closed and there would be no further shipments made and no further withdraws made on my bank account. This was done approx. 04/05/2017. Now on 05/05/2017, the company has withdrawn another \$92.07 from my account and sent another shipment of product. I will have to close my bank account to get them to stop.

Comments**Comment from the Business:**

Greetings ***, We apologize for any inconvenience you may have experienced while attempting to contact us. We understand that due to our high call volume, there are some days where our hold time may be longer than others. If this happens, we recommend sending an email to our Correspondence Team to assure that your needs are attended to. I notice that there was a call documented in our system requesting your Flexship be cancelled. As our VIP Program requires three qualifying Flexships to be completed before cancellation, the program was removed from your account. This information is made available to all clients prior to enrollment. However due to the circumstances, we will make the exception to have this Flexship cancelled. We have also created an RMA# for you to return your recent May 5, 2017 order (RMA# XXXXXXXX). Please include this number on the box when having the order returned to our warehouse for verification. We hope this helps! If you should remain with any further questions or concerns, please let me know. Best Regards, *** ** Guideline Support Specialist

by Business on May. 15, 2017

Was this review helpful? ☐ Yes ☐ No

Customer Complaints Summary

486 complaints closed with BBB in last 3 years | 451 closed in last 12 months

Complaint Type	Total Closed Complaints
Advertising / Sales Issues	43
Billing / Collection Issues	58
Delivery Issues	14
Guarantee / Warranty Issues	4
Problems with Product / Service	367

Complaint Type	Total Closed Complaints
Total Closed Complaints	486

The complainant verified the issue was resolved to their satisfaction. (143 complaints)

02/26/2018 Problems with Product / Service

Complaint

Cancellation Fee \$57.98

I signed up through a friend for the Monat Products and as a VIP for reduce pricing. I was not advised of a contract cancellation policy. The product has caused a reaction to my hair/scalp and hair loss. In order to cancel I was forced to let Monat charge my card \$57.98. This is literally stealing from people. I am requesting this money be returned. I have a rash on my scalp as a result of use of these products. How can a business charge you and then tell you they have no management who can override the cancellation charge. ([Show Less of Complaint](#))

Desired Settlement

Please refund the \$57.98 cancellation charge.

Consumer Business Dialog

Business Response

Hello *****,

We apologize for the inconvenience this may have caused you.

Although MONAT's ingredients are naturally-based, safe, pure and sustainable, we understand that some may experience a reaction and should discontinue use.

Attached find the VIP Customer Terms & Conditions.

Consumer Response

Hello,

May I ask why this complaint has been closed? I ended up disputing the charges on my Discover Card but want to note that they took \$50.00 without authorization from my card that ties to no transaction that was not addressed here and the response to the dispute of the \$57.98 is not justified or true as it was not disclosed. I always attached an email with proof that they claim to credit me what they took but it never happened. You also can't find information on them from the BBB page now. I'm just wondering why this was closed with no truly helpful response to my claim? Thanks kindly.

Final Business Response

A refund was issued on 2/8/2018 to cc ending in 6336.

See the attached receipt.

Thank you

Final Consumer Response ([Show Less of Consumer Business Dialog](#))

02/12/2018 Problems with Product / Service

Complaint

Still waiting on refund after cancelling within 15 hours and 12 days after they received product back.

I went to a wine and wash hosted by their rep. After filling us with 2 bottles of wine she proceeds to tell us it only \$19.99 to join as a VIP. so she starts signing us up next thing I know it \$125.84 total. She left out you have to buy immediately and they sign up for monthly shipping of \$84.00. She really pressured us. This was around 7:30 pm on January 5, 2018. Next morning I woke and immediately cancelled the membership. They issued a return number cause of course they ship the product before you have time to change your mind. This was 9 am on January 6. I sent the package back the same day I received it. They received it at 11:34 am on January 12. Do date I still do not have my money back. They claim they process refunds from the 15 to the 30th. This is unacceptable. They have had the merchandise back for 12 days, there is no reason I do not have my money yet. ([Show Less of Complaint](#))

Desired Settlement

Full refund and interest for the ridiculous time it is taking. It takes they 20 seconds to take the money from your account but over 20 days to put it back. Unacceptable.

Consumer Business Dialog

Business Response

Hi *****,

We apologize for the inconvenience this may have caused you.

We have escalated the issue and are looking to resolve it as soon as possible.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

I just checked my account and there has not been a refund as of 1/26/18 at 1:32 pm.

Final Business Response

Hi *****,

A refund was issued on 1/25/2018 to Credit Card ending in 6291.

Thank you

Final Consumer Response

Good afternoon,

They finally resolved the issue. ([Show Less of Consumer Business Dialog](#))

02/07/2018 Problems with Product / Service

Complaint

Products and Services are horrible. Hair loss and will not acknowledge

I used Monat for 6 months prior to having a negative experience. My hair lost half the thickness, tons of breakage, looks so dry and damaged that when I hold it in my hand, it

breaks off. And when you reach out to the company, they delete any negative reviews, the MPs block you and delete all comments, tell you your going through detox (hair does not detox). Had testing and my hair loss is not caused from health issues and also had allergy testing and am not allergic to this. They state zero build up but yet a clarifying treatment before Monat and after Monat prove that theory wrong. All I need is someone to acknowledge this is an issue and for them to take blame. Monat needs to quit telling people they are "shampooing wrong". The business practices are showing people only the positives and will not allow the negatives. Received death threats from Market partners. Saw a post on facebook for ALL Market Partners to post fake positive reviews on here (BBB) to combat the negative ones. Even saw videos stating that the MPs make so much money they don't care if them and everyone around them go bald. <---- that right there is proof they know that there is an issue. (Show Less of Complaint)

Desired Settlement

I am looking for Monat to take responsibility without giving a generic response. Also to make sure the MPs are no longer threatening people. These are horrible business practices and even though my hair fell out, all I want is them to acknowledge and quit deleting negative reviews on their testimonies page.

Consumer Business Dialog

Business Response

Hi *****,

We apologize for the inconvenience this may have caused you.

We appreciate the feed back you have provided to us. Our Market Partners are independent business owners and MONAT encourages ethical conduct. Please submit detailed information with evidence supporting your statement to *****@Monatglobal.com so we can further research.

Please note any information provided to Compliance is not open to the public but, marked as confidential.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

They never addressed the hair loss or completely ruining my hair

Final Business Response

Ms. *****,

You have asked that MONAT "acknowledge" that the problems with you hair were "caused" by MONAT's products. We are not able to do that, particularly when we have no evidence to that effect.

MONAT's ingredients are naturally-based, we use high-quality botanical extracts, essential oils and vitamins in pleasing and effective formulations. The MONAT Products have passed *** clinical safety tests to which they have been subjected. MONAT's product ingredients have all been verified as safe for consumer use in the quantities MONAT uses them by the U.S.

Food and Drug Administration, and the European Commission in the European Union.

We are not denying that you have evidenced issues. These could be due to environmental issues, medications or possibly an allergic reaction to other products or even the MONAT products. Therefore, please note that MONAT recommends anyone who has problems and

suspects it is our products to stop using the product immediately. The advice of a physician or other qualified health provider should be sought regarding any questions you may have regarding any medical condition.

MONAT has a process to deal with any and all product complaints. We ask that you follow this process so that we can get more information regarding your specific situation. MONAT investigates each consumer complaint it receives to the fullest extent permitted. We will have one of our customer service agents contact you to assist you with the complaint process.

Thank you.

Final Consumer Response

(The consumer indicated he/she ACCEPTED the response from the business.)

They will never take any blame so no point in continuing. My hair is healing from SALON PROFESSIONAL products. And i will Continue telling people my story. ([Show Less of Consumer Business Dialog](#))

Read More Complaints: << () < () 1 () 2 3 > >>

The business responded to the dispute but failed to make a good faith effort to resolve it. (1 complaint)

02/28/2018

Billing / Collection Issues

Complaint

Charges made on my account and NOT RECEIVING products since Feb 2017.

I have contacted MONAT Global multiple times and spoke to different representatives. Their Local Distributor Ms. Ashley Roberts sold me my first & only product (Shampoo) for \$111.32 in 28Feb17. I told her to cancel it after receiving my first product. Unfortunately, Ms. Roberts did not cancel my request & they continued to charge me money every month without sending me any product. It would've at least notify me that I am still getting charged for something I was not receiving. This went on for a few more months until I noticed it on my bank statement. I immediately notified Ms. Roberts and she said she will get it taken care off. A few months went by and I was still get charged for products I never received. I spoke to her again but she now started avoiding my calls. I went ahead and called MONAT global personally but their customer service is horrendous. Their wait time is ridiculous. I kept trying every day for months and finally I got a hold of *****@monatglobal.com after being on hold for 30 mins. I am not even joking. Mr. Oscar told me it will be taken care off and they will cancel the billing cycle. It took me from June to Nov2017 to finally get a hold of someone but still the issues have not been resolved. He gave me his email address but I still have not heard anything from this Awful company. A friend of mine suggested for me to go to the bank. I didn't realize I can dispute charges through my bank. I filed a complaint to them Dec2017 but I have not heard from them (Tinker FCU). I was directed to speak to you all (BBB) to see if you guys can help. MONAT Global owes me approximately \$1,000 with all these charges they billed me without sending me the products they billed and without my consent. TFCU finally told me to cancel my debit card and issued me a new one so I can prevent them from charging me anymore. ([Show Less of Complaint](#))

Desired Settlement

If they can return the money they have taken from me since I have not received ANY OF THEIR PRODUCTS after Feb2017. Which is the only one I received and they kept charging me since Mar2017 til Nov2017. I have emailed and called so many times without any replies and waited more than 30 mins every time I call them on their VIP lines!!!! Please help v/r

SSgt ***** (Retired) (Show Less of Desired Settlement)

Consumer Business Dialog**Business Response**

Hello *****,

We apologize for the inconvenience this may have caused you.

Please note the issue has been escalated and we will be reaching out to obtain more details in effort to resolve this matter.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

MONAT Global still have not contacted me via phone or email. I still cannot get a hold of them. They have not resolve any of my issues after taking my money since February 2017. I still did not get any products in return after Monat Global takes my money every month from Feb-Nov 2017. I also have gone to my bank TINKER FEDERAL Credit UNION to dispute the charges but my bank said they can't go back that far so please can someone help me??? thank you.

Final Business Response

Hi Eneida,

We offered ***** a refund for his order and are currently investigating a potential fraud situation. We will provide further details as soon as possible.

Thank you,

Legal Assistant

MONAT(r) We are Modern Nature

3470 NW 82nd Avenue, Suite 910, Miami, FL XXXXX

Ph:(XXX) XXX-XXXX

Email: *****@monatglobal.com

Web: monatglobal.com

Final Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

Ms. Eneida,

I have yet to hear from MONAT global since the email that I received from you on 22Feb18. Like I said MONAT Global is not being specific about their response to you. They offered to refund 1 payment that was made in Nov2017. I am not satisfied with that response because they owe me more than that. I sent you the listed charges that they made on my account despite never receiving anything from them. I will forward you the emails that I've been getting from them and you will see how many times I've waited for their representative to call me. I have been patient with them and I really feel violated. I hope this gets resolved soon because it has been almost a year since my first dealing with them.

Thank you,

v/r

SSgt ***** , Retired USAF (Show Less of Consumer Business Dialog)

The Business addressed the issues within the complaint, but the consumer either (a) did not accept the response, OR (b) did not notify BBB as to their satisfaction. (342 complaints)

02/28/2018

Problems with Product / Service

Complaint

Product made my hair break off, bad sores on my scalp and instructions printed on products are misrepresenting.

I purchased this product in November a shampoo, conditioner set and some leave-in products. With the promise of beautiful healthy hair. The first issue I have is on their Replenis Masque Conditioner the instructions say after cleansing remove excess water apply evenly to clean damp hair, for maximum results use 1-2 times per week. GREAT, but according to their Monat little chats the little secret is if you overuse this your hair will snap off... WHY should I have to go to a support page and try and hunt down these answers? Why aren't the products labeled correctly?

Secondly I have been washing my hair for 54 years and I'm sure its been growing all these year, never ever have I been told "Great News Your scalp is itching and has blistering bleeding sores that means your hair is growing??? Keep going with that Product" coming from nonprofessionals? Third The claim is it takes 90 days to see results (I'd be bald if I had continued) but there return policy is 30 days so when you have an issue or complaining on one of their support sites they cheer you on to keep going or say you need another product or you are using it wrong. So by that time of course your 30 days is up. Is it just me or in your opinion should a shampoo make your hair fall out and big sores on your scalp they say you use it wrong or you got the wrong system??? Really I would think if I bought the wrong system maybe my hair would be frizzy or maybe too much volume you get where I'm going. I've never had sores or scalp pain and horrible hair loss like this. I just want Monat to put on THEIR Website the possibilities that could go wrong, not have to search through these sites to find an answer. Also nonprofessionals or at that any of their salespeople should NOT be advising people to continue on that these sores are GREAT NEWS, its not!! I also developed nose bleeds while using this (maybe coincidence it is winter time) but they did stop once I stopped using the product. Another thing I saw on one of their support groups that if you used the Hydration Shampoo and received it in November, it was a bad batch?? Are YOU KIDDING ME????? Then why wouldn't the company let everyone know that purchased this that is a potential problem instead of waiting to see if my flipping hair fell out, they claim if theres a problem they'll replace!! How can this NOT be a mandatory recall. This company needs to be HONEST and forthcoming with the potential dangers. And MONAT should be helping people not someone that knows nothing about shampoo making these decisions for people. I was smart enough to stop before the 90 days, but I see them preying on these people. You don't even want to know how much more I had to spend to fix my hair. I am going to cancel my VIP Status for this junk. I don't even want my money back, but I would like this company to

standup and educate their customers not have every Tom **** and Harry out there looking to make a quick buck telling people who are in pain and miserable to carry on with these products, it's not fair. They are vultures. In my opinion they should be shut down, but that is just my opinion. I'm sure I had a lot more to say about this absolute **** but for now I'm done. This is a very deceptive company. They need to at the very least put the correct instructions on their packaging especially with the dreadful consequences that their products can have. And please they need to stop telling people the bleeding sores and oozing blisters on their heads and chunks of hair falling out is a good thing because your hair is growing!!! This is the MOST ridiculous **** again I've been growing hair for 54 years and never ever have heard this GARBAGE. I would like an explanation from Monat how they plan on fixing this problem (Show Less of Complaint)

Desired Settlement

I want them to put proper instructions on their products, I want them to tell their Market Partners to STOP TELLING people sores and major hair loss are good thing!! My God tell these poor people to stop immediately and go see a doctor!! I can't even fathom that this is even legal. I know they cant be shut-down (although they should) They need to have a web-site, not a market partner web site that you need to basically apply to get on, and once you voice a concern or have a problem you comment is deleted or they block you leaving you with nothing. A rotten bunch of people never (Show Less of Desired Settlement)

Consumer Business Dialog

Business Response

Hello *****,

We apologize for the inconvenience this may have caused you.

Although MONAT's ingredients are naturally-based, safe, pure and sustainable, we understand that some may experience a reaction and should discontinue use.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

I asked for action on how they plan to fix these issues, NOT a form letter that doesn't show any intention of them addressing any of the issues that they are having with these products. When I see a change on THEIR website that offers reviews whether good or bad, and I want to see some proof that they have their salesforce stop acting like they are doctors! Monat has not done one thing to help resolve these issues. From this company that seems to care so much, considering the damage that was done to me, I can't even fathom that they sent me a ridiculous form letter!! Really Monat??? You insult my intelligence. I would like Monat to respond with how they are going to implement some changes. I WILL NOT accept one of their Form letters. At least have the decency to address one of my issues!! I have never in my life encountered such a heartless money grabbing company. There is a "special place" for vultures like this. Makes me sad for them and even sadder for their victims. Funny thing I just saw on one of your "cookie cutter" responses on BBB, that customers should see a Physician before using your products? Holy **** this company gets scarier by the day. Can I also ask where is that disclaimer on your website??? I certainly wasn't told that when I signed up for your ****.

Final Business Response

Hello *****,

Per a conversation you had with one of our agents you advised you did not want us to send you a form to fill out regarding your experience.

You advised you would try to send us pictures.

At this point there is nothing to do from our end and an email was sent to you regarding the summary of the conversation.

Thank you

Final Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

Please send me a copy of the summary of my conversation that was supposedly sent to me!

([Show Less of Consumer Business Dialog](#))

02/27/2018

Problems with Product / Service

Complaint

The company, Monat is, fraudulently taking money from my bank account.

Dear Sir or Madam, January, 25th 2018

In late October an Esthetician that works in my office told me that her neighbor was selling some really

nice hair products and wondered if I would be interested in trying it. I agreed to try it and pay the \$200 some dollars for the whole system, her neighbor Brittany called me and processed my order.

A month later I received another \$200 & some charge on my credit card and an entire new system, I called Brittany and told her that I was not interested in this product and I wanted to return for my money back; she informed me that she no longer worked for this company and I would need to go directly through Monat for a refund.

I called the company and the man informed that I was in a contract and that I was unable to get out of AND if I wanted to return the product that I would do so at my own expense. I explained to him that I was not in a contract and I didn't authorize this purchase and he told me that I "gave my credit card number to representative and therefore there was no fault on there end" and I would just have to Suck it up, he then agreed to open a return.

Today, I received another \$236.00(no product) charge. I called the company again and this time was able to get a hold of a supervisor, Nesto, and after going through the whole story he said that he would need to speak to someone in management and if they would approve it I would get my Money back within 72 working business hours. I would just like to reiterate that I have never seen a contract much less sign one. I want NOTHING to do with this company, or any one associated with them.

Respectfully,

3032 Fosters Glenn Dr.

Johns Island, SC XXXXX

(XXX)XXX-XXXX ([Show Less of Complaint](#))

Desired Settlement

I would like for them to never send me any product or take my money, at will, out of my bank

account and I want my \$230. refunded.

Consumer Business Dialog

Business Response

Hi *****,

Per a conversation you had with one of our agents, you were provided with an RMA number. Once the products are received a refund can be processed so long the product is in resalable condition.

Additionally, your Flexship account was terminated.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

I have received yet another box and charge for. The representative that promised to call me with refund still has not!

Final Business Response

Hello *****,

We've been trying to contact you with no success.

Please note an RMA and shipping label were emailed to you.

As soon as we received the products we can begin the refund process.

Thank you ([Show Less of Consumer Business Dialog](#))

02/27/2018

Problems with Product / Service

Complaint

My hair fell out in brush full's after every wash. My scalp burned and was super sensitive. I purchased products on 01 Sep 2017. My hair fell out in brush full's each time it was washed. I was told this is the "detox" phase. A hair/scalp detox is defined as "A treatment that includes massaging in a mask to exfoliate the scalp, which unclogs your pores of dead skin and removes toxins from the hair follicles, roots, and oil glands." A detox does not define HAIR LOSS. It should not remove the hair follicles! My scalp burned the first few times it was used and was persistently sensitive every time thereafter.

I tried reaching out to my Market Partner to cancel my account but she wanted to switch me products which I am not comfortable using anything else from Monat.

I tried calling Monat customer service and was consistently in the waiting loop for periods of 27 minutes to over 2 hours.

I emailed on 14 November 2017 with no reply.

I called again on 16 November and after 45 minutes and 49 seconds I was able to cancel my account "for an additional fee." The CSR stated I could get a refund if I got documentation from a doctor stating that the product is what caused the hair loss and the burning. The product does not require a prescription to obtain, so this request violates HIPAA. ([Show Less of Complaint](#))

Desired Settlement

I want the company to refund me for the cost of the products, shipping, and the "early termination fee."

\$143.23 products, shipping, VIP fee

\$30 termination fee

Consumer Business Dialog

Business Response

Greetings *****,

We are sorry to hear of your dissatisfaction. While we understand your frustrations with this matter, we would like to confirm that our policy is made available on our corporate website before, during and after enrollment. We have emphasized the requirements of our VIP Program and have made it abundantly clear that a cancellation fee would apply if not completed. Therefore, unfortunately you would not be excused from the early termination fee that was applied. If you'd like, you may reference these terms on our website as needed. We are willing to reconsider if the proper documentation is provided. As our products are tested and approved for safety, we would like to reference this claim for the future as needed.

If you should remain with any further questions or concerns, please feel free to let us know.

Best Regards,

***** *

Compliance Supervisor

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

My hair fell out; I just want my money back. The company needs to understand that not all products are meant for everyone. When I attempted to vocalize my condition and dissatisfaction, I was told this was a detox phase. A detox shouldn't make my hair fall out and scalp burn.

Final Consumer Response

I spoke with both Hector Salazar and Rashad Wiggan regarding returning the products. I was told upon receipt of the products, a full refund would be issued. The FedEx tracking number XXXX XXXX XXXX shows it was both received and signed for on 12 January. O have contacted Rashad Wiggan weekly for information with no reply. I have also contacted Hector Salazar with no reply. This needs to be resolved this time.

Final Business Response

Hello *****,

Please not a refund was issued to you on 2/14.

It was sent FedEx overnight. Check # 3851.

Thank you ([Show Less of Consumer Business Dialog](#))

Read More Complaints: << () < () 1 () 2 3 > >>

Reviews & Complaints

Additional Complaint Information

BBB files contain a pattern of complaints from consumers that allege the terms and conditions of Monat's VIP auto-ship program are not clearly disclosed. Consumers also allege they attempt to cancel the auto shipments from Monat but they are unable to reach company to cancel and continue to receive products. Some consumers informed the BBB they have returned the products, requested a refund and Monat has not provided a refund

On September 26, 2016 BBB sent correspondence to Monat Global Corp. requesting their voluntary cooperation in providing steps it will implement to eliminate the pattern of customer complaints.

On October 5, 2016 Monat Global responded to BBB and provided information on steps they are implementing to help eliminate the cause of customer complaints.

Our Compliance and Communications department are working together to update the VIP terms and conditions to make sure the new updates are as transparent as possible.

New VIPs enrolling for the first time have to agree to the new updated terms and conditions and they will have access to it after enrollment, through their VIP lounge, online. Additional to updating the terms and conditions, another approach we are implementing is that we reach out to the sponsors who enrolled VIPs and did not disclose basic VIP program requirements. We contact the sponsors for a leadership training call to assure that they are trained on how to explain the VIP program appropriately.

BBB will continue to monitor the complaints for Monat Global and update the review as needed.

View Customer Reviews [1]

View Customer Complaints [486]

SORT BY: FILTER BY:

05/07/17

Pamela M.

Negative

Virtually impossible to get through on the customer service phone (wait time 45 min) and they offer no other means of contact. Once I got to talk to a customer service representative, I requested that my account was to be closed and wanted no further shipments to be made. The rep. reassured me several times that the account was now closed and there would be no further shipments made and no further withdraws made on my bank account. This was done approx. 04/05/2017. Now on 05/05/2017, the company has withdrawn another \$92.07 from my account and sent another shipment of product. I will have to close my bank account to get them to stop.

Comments**Comment from the Business:**

Greetings ***, We apologize for any inconvenience you may have experienced while attempting to contact us. We understand that due to our high call volume, there are some days where our hold time may be longer than others. If this happens, we recommend sending an email to our Correspondence Team to assure that your needs are attended to. I notice that there was a call documented in our system requesting your Flexship be cancelled. As our VIP Program requires three qualifying Flexships to be completed before cancellation, the program was removed from your account. This information is made available to all clients prior to enrollment. However due to the circumstances, we will make the exception to have this Flexship cancelled. We have also created an RMA# for you to return your recent May 5, 2017 order (RMA# XXXXXXXX). Please include this number on the box when having the order returned to our warehouse for verification. We hope this helps! If you should remain with any further questions or concerns, please let me know. Best Regards, *** ** Guideline Support Specialist

by Business on May. 15, 2017

Was this review helpful? ☐ Yes ☐ No

Customer Complaints Summary

486 complaints closed with BBB in last 3 years | 451 closed in last 12 months

Complaint Type	Total Closed Complaints
Advertising / Sales Issues	43
Billing / Collection Issues	58
Delivery Issues	14
Guarantee / Warranty Issues	4
Problems with Product / Service	367

Complaint Type	Total Closed Complaints
Total Closed Complaints	486

The complainant verified the issue was resolved to their satisfaction. (143 complaints)

02/26/2018 Problems with Product / Service

Complaint

Cancellation Fee \$57.98

I signed up through a friend for the Monat Products and as a VIP for reduce pricing. I was not advised of a contract cancellation policy. The product has caused a reaction to my hair/scalp and hair loss. In order to cancel I was forced to let Monat charge my card \$57.98. This is literally stealing from people. I am requesting this money be returned. I have a rash on my scalp as a result of use of these products. How can a business charge you and then tell you they have no management who can override the cancellation charge. ([Show Less of Complaint](#))

Desired Settlement

Please refund the \$57.98 cancellation charge.

Consumer Business Dialog

Business Response

Hello *****,

We apologize for the inconvenience this may have caused you.

Although MONAT's ingredients are naturally-based, safe, pure and sustainable, we understand that some may experience a reaction and should discontinue use.

Attached find the VIP Customer Terms & Conditions.

Consumer Response

Hello,

May I ask why this complaint has been closed? I ended up disputing the charges on my Discover Card but want to note that they took \$50.00 without authorization from my card that ties to no transaction that was not addressed here and the response to the dispute of the \$57.98 is not justified or true as it was not disclosed. I always attached an email with proof that they claim to credit me what they took but it never happened. You also can't find information on them from the BBB page now. I'm just wondering why this was closed with no truly helpful response to my claim? Thanks kindly.

Final Business Response

A refund was issued on 2/8/2018 to cc ending in 6336.

See the attached receipt.

Thank you

Final Consumer Response ([Show Less of Consumer Business Dialog](#))

02/12/2018 Problems with Product / Service

Complaint

Still waiting on refund after cancelling within 15 hours and 12 days after they received product back.

I went to a wine and wash hosted by their rep. After filling us with 2 bottles of wine she proceeds to tell us it only \$19.99 to join as a VIP. so she starts signing us up next thing I know it \$125.84 total. She left out you have to buy immediately and they sign up for monthly shipping of \$84.00. She really pressured us. This was around 7:30 pm on January 5, 2018. Next morning I woke and immediately cancelled the membership. They issued a return number cause of course they ship the product before you have time to change your mind. This was 9 am on January 6. I sent the package back the same day I received it. They received it at 11:34 am on January 12. Do date I still do not have my money back. They claim they process refunds from the 15 to the 30th. This is unacceptable. They have had the merchandise back for 12 days, there is no reason I do not have my money yet. ([Show Less of Complaint](#))

Desired Settlement

Full refund and interest for the ridiculous time it is taking. It takes they 20 seconds to take the money from your account but over 20 days to put it back. Unacceptable.

Consumer Business Dialog

Business Response

Hi *****,

We apologize for the inconvenience this may have caused you.

We have escalated the issue and are looking to resolve it as soon as possible.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

I just checked my account and there has not been a refund as of 1/26/18 at 1:32 pm.

Final Business Response

Hi *****,

A refund was issued on 1/25/2018 to Credit Card ending in 6291.

Thank you

Final Consumer Response

Good afternoon,

They finally resolved the issue. ([Show Less of Consumer Business Dialog](#))

02/07/2018 Problems with Product / Service

Complaint

Products and Services are horrible. Hair loss and will not acknowledge

I used Monat for 6 months prior to having a negative experience. My hair lost half the thickness, tons of breakage, looks so dry and damaged that when I hold it in my hand, it

breaks off. And when you reach out to the company, they delete any negative reviews, the MPs block you and delete all comments, tell you your going through detox (hair does not detox). Had testing and my hair loss is not caused from health issues and also had allergy testing and am not allergic to this. They state zero build up but yet a clarifying treatment before Monat and after Monat prove that theory wrong. All I need is someone to acknowledge this is an issue and for them to take blame. Monat needs to quit telling people they are "shampooing wrong". The business practices are showing people only the positives and will not allow the negatives. Received death threats from Market partners. Saw a post on facebook for ALL Market Partners to post fake positive reviews on here (BBB) to combat the negative ones. Even saw videos stating that the MPs make so much money they don't care if them and everyone around them go bald. <---- that right there is proof they know that there is an issue. (Show Less of Complaint)

Desired Settlement

I am looking for Monat to take responsibility without giving a generic response. Also to make sure the MPs are no longer threatening people. These are horrible business practices and even though my hair fell out, all I want is them to acknowledge and quit deleting negative reviews on their testimonies page.

Consumer Business Dialog

Business Response

Hi *****,

We apologize for the inconvenience this may have caused you.

We appreciate the feed back you have provided to us. Our Market Partners are independent business owners and MONAT encourages ethical conduct. Please submit detailed information with evidence supporting your statement to *****@Monatglobal.com so we can further research.

Please note any information provided to Compliance is not open to the public but, marked as confidential.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

They never addressed the hair loss or completely ruining my hair

Final Business Response

Ms. *****,

You have asked that MONAT "acknowledge" that the problems with you hair were "caused" by MONAT's products. We are not able to do that, particularly when we have no evidence to that effect.

MONAT's ingredients are naturally-based, we use high-quality botanical extracts, essential oils and vitamins in pleasing and effective formulations. The MONAT Products have passed *** clinical safety tests to which they have been subjected. MONAT's product ingredients have all been verified as safe for consumer use in the quantities MONAT uses them by the U.S.

Food and Drug Administration, and the European Commission in the European Union.

We are not denying that you have evidenced issues. These could be due to environmental issues, medications or possibly an allergic reaction to other products or even the MONAT products. Therefore, please note that MONAT recommends anyone who has problems and

suspects it is our products to stop using the product immediately. The advice of a physician or other qualified health provider should be sought regarding any questions you may have regarding any medical condition.

MONAT has a process to deal with any and all product complaints. We ask that you follow this process so that we can get more information regarding your specific situation. MONAT investigates each consumer complaint it receives to the fullest extent permitted. We will have one of our customer service agents contact you to assist you with the complaint process.

Thank you.

Final Consumer Response

(The consumer indicated he/she ACCEPTED the response from the business.)

They will never take any blame so no point in continuing. My hair is healing from SALON PROFESSIONAL products. And i will Continue telling people my story. ([Show Less of Consumer Business Dialog](#))

Read More Complaints: << () < () 1 () 2 3 > >>

The business responded to the dispute but failed to make a good faith effort to resolve it. (1 complaint)

02/28/2018

Billing / Collection Issues

Complaint

Charges made on my account and NOT RECEIVING products since Feb 2017.

I have contacted MONAT Global multiple times and spoke to different representatives. Their Local Distributor Ms. Ashley Roberts sold me my first & only product (Shampoo) for \$111.32 in 28Feb17. I told her to cancel it after receiving my first product. Unfortunately, Ms. Roberts did not cancel my request & they continued to charge me money every month without sending me any product. It would've at least notify me that I am still getting charged for something I was not receiving. This went on for a few more months until I noticed it on my bank statement. I immediately notified Ms. Roberts and she said she will get it taken care off. A few months went by and I was still get charged for products I never received. I spoke to her again but she now started avoiding my calls. I went ahead and called MONAT global personally but their customer service is horrendous. Their wait time is ridiculous. I kept trying every day for months and finally I got a hold of *****@monatglobal.com after being on hold for 30 mins. I am not even joking. Mr. Oscar told me it will be taken care off and they will cancel the billing cycle. It took me from June to Nov2017 to finally get a hold of someone but still the issues have not been resolved. He gave me his email address but I still have not heard anything from this Awful company. A friend of mine suggested for me to go to the bank. I didn't realize I can dispute charges through my bank. I filed a complaint to them Dec2017 but I have not heard from them (Tinker FCU). I was directed to speak to you all (BBB) to see if you guys can help. MONAT Global owes me approximately \$1,000 with all these charges they billed me without sending me the products they billed and without my consent. TFCU finally told me to cancel my debit card and issued me a new one so I can prevent them from charging me anymore. ([Show Less of Complaint](#))

Desired Settlement

If they can return the money they have taken from me since I have not received ANY OF THEIR PRODUCTS after Feb2017. Which is the only one I received and they kept charging me since Mar2017 til Nov2017. I have emailed and called so many times without any replies and waited more than 30 mins every time I call them on their VIP lines!!!! Please help
v/r

SSgt ***** (Retired) ([Show Less of Desired Settlement](#))

Consumer Business Dialog**Business Response**

Hello *****,

We apologize for the inconvenience this may have caused you.

Please note the issue has been escalated and we will be reaching out to obtain more details in effort to resolve this matter.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

MONAT Global still have not contacted me via phone or email. I still cannot get a hold of them. They have not resolve any of my issues after taking my money since February 2017. I still did not get any products in return after Monat Global takes my money every month from Feb-Nov 2017. I also have gone to my bank TINKER FEDERAL Credit UNION to dispute the charges but my bank said they can't go back that far so please can someone help me???
thank you.

Final Business Response

Hi Eneida,

We offered ***** a refund for his order and are currently investigating a potential fraud situation. We will provide further details as soon as possible.

Thank you,

Legal Assistant

MONAT(r) We are Modern Nature

3470 NW 82nd Avenue, Suite 910, Miami, FL XXXXX

Ph:(XXX) XXX-XXXX

Email: *****@monatglobal.com

Web: monatglobal.com

Final Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

Ms. Eneida,

I have yet to hear from MONAT global since the email that I received from you on 22Feb18. Like I said MONAT Global is not being specific about their response to you. They offered to refund 1 payment that was made in Nov2017. I am not satisfied with that response because they owe me more than that. I sent you the listed charges that they made on my account despite never receiving anything from them. I will forward you the emails that I've been getting from them and you will see how many times I've waited for their representative to call me. I have been patient with them and I really feel violated. I hope this gets resolved soon because it has been almost a year since my first dealing with them.

Thank you,

v/r

SSgt ***** , Retired USAF (Show Less of Consumer Business Dialog)

The Business addressed the issues within the complaint, but the consumer either (a) did not accept the response, OR (b) did not notify BBB as to their satisfaction. (342 complaints)

02/26/2018

Problems with Product / Service

Complaint

Been using Monat for 4 months and the product damaged my scalp and my hair. Breakage and red dots all over my scalp.

I started using the entire Monat system on August 21, 2017. I am almost hitting the four-month mark of using this product about 2-3 times a week. I have been using the intense repair shampoo, intense conditioner, the restore leave-in conditioner, the intense repair treatment and the replenish masque.

Let me start off by saying, I stopped using all the products I was using and I have ONLY been using Monat. I felt to give the company and the product my all, I needed to use ONLY their product.

One product, the intense repair treatment, needed to be rubbed into my scalp; this treatment was intended to help my hair grow. I ordered two bottles of that and my hair was growing exactly the same. My goal was for my hair to get longer, but when that really wasn't working, I felt like well, at least I am making my hair healthy and taking all the "*****" out of my hair and "detoxing" it! So I kept using it. On October 22, I went to my salon and my stylist, bless her heart, did notice some breakage, but did not want to worry me, so she just cut the breakage off. When I went on December 12, she asked me to pull up the picture from October 22. I did that and we put them side-by-side. The difference in my hair from October to December, about 6 to 7 weeks, was so drastic! My hair was jagged, coarse, and the breakage was so horrible. When we took the picture, one side looked fuller than the other and she could not figure out why. When she examined it underneath, she noticed I had breakage towards my scalp! She also separated parts of my hair and took pictures to show me that I had red dots all over my entire scalp! I have never had something like that on my scalp before. I look like I have measles or something on my scalp!

She styled it, cut an inch and a half off (from the breakage because she didn't want to cut it too short).

The next morning I showered and washed my hair with my original product that I used before Monat, which was Joico. I tried to brush my wet hair, but was not able to pull the brush through my hair what so ever. I tried using a thick comb, but I still could not comb through it. I decided to let my hair air dry. After it was dry I tried to comb through my hair, but it felt gummy, sticky and like a rubber band. It had a spring to it when I was brushing it. I sent a picture to my stylist and she told me, to come in ASAP.

On December 13th, I was there for almost 3 hours, where she did 4 clarifying shampoos to strip my hair of all the buildup from Monat. With each clarifying shampoo my hair got worse. By the fourth clarifying shampoo treatment, She could not even put her fingers through my

hair even from the top of my scalp. It looked like my hair was matted, the way a dog's hair gets matted from not getting brushed out enough. It was horrible!

After all the clarifying treatments, her putting nutrients back into my hair and whatever else she did, my hair was a little bit better. She styled it and we cut ANOTHER inch and a half to 2 inches off.

When I saw my hair the next morning and the breakage was literally above my ear lobe and the back of my hair was so damaged more than halfway up, I was devastated. I knew I needed to cut all of it off.

I am so upset that I invested financially into this company, to grow my hair and make it healthy. For me in the end to have to cut all of my hair off ! This experience has been extremely upsetting.

I went back Thursday and we cut, in the back, another 6 inches or more.

I now have a stacked haircut in the back a little longer on the sides. I have also contacted the company several times with ZERO response back.... with my story and my pictures

I have an amazing hair stylist and she worked with my hair for 4 straight days and probably over 10 hours to Restore my hair back to some type of normal (I mean if Normal is having to chop ALL of your hair off because of a product) ([Show Less of Complaint](#))

Desired Settlement

I am Expecting th company to refund me for all the products I have Bought over the 4 months \$139.56 & \$120.50

Also the 4 days I spent At the salon for all the clarifying shampoo treatments, nutrients, haircuts & Re coloring my hair

\$150 treatments \$125 color \$60 in haircuts total is \$335

Total for all

\$594.50

Consumer Business Dialog

Business Response

Hello *****,

We apologize for the inconvenience this may have caused you.

Please note your flex-ship was cancelled on 12/16 as requested through our call center. At that time a refund was not requested.

We will have one of our agents reach out to further assist you with the refund process.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

I sent him several emails to this company, nobody returned my calls. As soon as the Better Business Bureau reached out to the company ironically, I finally got a phone call from the company. I have been sick with the flu and emailed that person back to let them know I had the flu. They were supposed to contact me yesterday. They have since to contact me again. The email they did send me in reference to the better business bureau complaint, was that they canceled my automatic shipment therefore it's been closed. I do not agree with that. I called and could not cancel, I finally called my marketing representative and she is the one who called someone and told them what happened to me and then they cancel my automatic shipment. They did not refund me all the hundreds of dollars I spent on the product that ruin

my hair nor did they refund me the money it took to fix my hair from all the damage that the product did. I am not spoken to anyone about this, the company does not seem to care whatsoever.

Final Consumer Response

The business MONAT did not even call me back after I told My story. How is that ok? All they did was ask what happened and said they would call me back, they never did !

Please do not close this case !

I lost All my hair !!

Final Business Response

Hi ***** ,

Refund was reissued to the CC ending in 5518, RMA No.:XXXXXXX & XXXXXXXX . (Refund Merchandise Authorization). Refunds to credit or debit cards can take up to several days depending on the card company involved. Please contact your card company for further information.

Thank you ([Show Less of Consumer Business Dialog](#))

02/26/2018

Problems with Product / Service

Complaint

If someone has an allergic reaction, they should NOT be forced to buy or to keep on ordering from Monat! Or any product for that matter!

The company needs to make changes in their policies. It's just common sense to discontinue use of a product if irritation occurs. So why keep your customers trapped with fees, or forcing to purchase a flexship of a product they are saying does not work for them???

If someone has a reaction, they should NOT be encouraged to keep on using Monat! Or any product for that matter! Anyone can be allergic to anything. The ones who have had reactions shouldn't be expected to be committed to 1, or 2 more orders of something that are obviously allergic or responding badly to!!!

As for getting out of the VIP membership, the money should be refunded to the customer! It is a scam. Monat says you have a 30 day money back guarantee. But when you start losing hair, and having bad allergic reactions, the reps tell you it's detox, and send you Monat graphics with all their "info" on the said "detox". And also told to try a different shampoo that may suit us better. By then, the 30 days are up, and we lose altogether.

Monat's biggest mistake is not allowing customers to stop their VIP membership immediately if we have any kind of reaction. It is downright wrong for any company to treat their customers this way.

I have received no sympathy, and zero customer service! Not to mention, I was over charged for shipping with my very first order in November, and after numerous emails, and phone calls from myself and my rep, I have still not received my refund. Even though they say it is processing. Should not take 60 plus days. ([Show Less of Complaint](#))

Desired Settlement

For Monat to allow their VIP membership immediately if we have any kind of reaction. It is downright wrong for any company to treat their customers this way.

Consumer Business Dialog**Business Response**

Hi *****,

We apologize for the inconvenience this may have caused you.

We appreciate the feedback you have provided to us; Unfortunately, We were unable to further conduct research of your account because our systems do not reflect you are a registered customer with us with the information provided to us by the BBB. We have escalated the issue and are seeking to resolve this issue as soon as possible.

Thank you

Final Business Response

From: Tasmiyah Easterling

Sent: Monday, February 12, XXXX X:XX PM

Subject: RE: RE: ***** (ID# N/A) BBB CASE#: XXXXXXXX

Contacted customer to offer assistance she states there is no longer an issue and she was told she would not be able to return since after 30 days, advised of after 30 days 90% policy she said she is fine and doesn't believe they would be resalable. But does not want any additional orders. Flexships were already cancelled on the account. ([Show Less of Consumer Business Dialog](#))

02/23/2018

Problems with Product / Service

Complaint

I am very unhappy with the experience i have had with this company.

I signed up for a MP in this company and an hour later changed my mind about wanting to sign up. I emailed the company then and told them before they shipped out the product i wanted to cancel it so i could just make the whole process easier to get my money back instead of waiting for the package to arrive. I told the person i signed up with how i was feeling and that i had changed my mind and it took me telling her three times no before she would finally listen. Then a few hours later I had people messaging me from her team trying to persuade me not to cancel and would not leave me alone about why i changed my mind. This one lady was harassing me after I kindly asked her to stop. Now that the package has arrived i now have found out I MYSELF have to pay for the shipping back and wait almost a month to get my \$400 dollars back. This company needs to learn to accept "no" and leave the person alone when they tell them they aren't interested and respond faster to insure stuff like this can be addressed in a quicker manner. I will be sharing this experience with my friends, my social media, and inner circle to insure other people are not drawn in and treated this way by this company. ([Show Less of Complaint](#))

Desired Settlement

I do not feel like i am responsible to pay for shipping when I contacted numerous people of the business the day I ordered this and told them I wanted to cancel before it got shipped out. The fact that people in this business would not listen to me and kept trying to drag me in and explain myself is just wrong

Consumer Business Dialog

Business Response

Hello ****,

Per a conversation you had with one of our agents, you were provided instructions on how to return the product to the WH.

As of now we have not received the returned products. Once received a refund can be processed so long the product is in resalable condition.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

In my previous complaint no where had I mentioned asking about how to return a product. I had complained about the fact that I shouldn't have to pay for shipping with wasn't obviously disregarded as well as the fact I was Harassed in the fact I was no longer interested in this company. As far as the response I got saying I would only get a refund if the products were resellable I have messages to prove the girl I signed up with telling me I would get my money back even if I tried the product just to see what it was all about. Good thing I didn't open anything or else ! I also have the tracking number on my package saying it was delivered to the warehouse on January XX XXXX and you guys writing the response on the 31 saying my package is not received is questionable. I would just like my money back as I have had a horrible experience with this company and am tired of waiting for a refund. I would like to have a phone number or a confirmation saying my package is received and that I can ensure my money will be given back.

Final Business Response

Hi Eneida!

Hope this email finds you well.

I just wanted to inform you we will be issuing ***** (BBB CASE#: XXXXXXXX) a refund on 2/16/2018.

Are we able to keep the case open until 2/16/2018 without deeming it unresolved?

Thank you,

***** (Show Less of Consumer Business Dialog)

Read More Complaints: << < 1 2 () 3 > >>

Reviews & Complaints

Additional Complaint Information

BBB files contain a pattern of complaints from consumers that allege the terms and conditions of Monat's VIP auto-ship program are not clearly disclosed. Consumers also allege they attempt to cancel the auto shipments from Monat but they are unable to reach company to cancel and continue to receive products. Some consumers informed the BBB they have returned the products, requested a refund and Monat has not provided a refund

On September 26, 2016 BBB sent correspondence to Monat Global Corp. requesting their voluntary cooperation in providing steps it will implement to eliminate the pattern of customer complaints.

On October 5, 2016 Monat Global responded to BBB and provided information on steps they are implementing to help eliminate the cause of customer complaints.

Our Compliance and Communications department are working together to update the VIP terms and conditions to make sure the new updates are as transparent as possible.

New VIPs enrolling for the first time have to agree to the new updated terms and conditions and they will have access to it after enrollment, through their VIP lounge, online. Additional to updating the terms and conditions, another approach we are implementing is that we reach out to the sponsors who enrolled VIPs and did not disclose basic VIP program requirements. We contact the sponsors for a leadership training call to assure that they are trained on how to explain the VIP program appropriately.

BBB will continue to monitor the complaints for Monat Global and update the review as needed.

View Customer Reviews [1]

View Customer Complaints [486]

SORT BY:

FILTER BY:

05/07/17

Pamela M.

Negative

Virtually impossible to get through on the customer service phone (wait time 45 min) and they offer no other means of contact. Once I got to talk to a customer service representative, I requested that my account was to be closed and wanted no further shipments to be made. The rep. reassured me several times that the account was now closed and there would be no further shipments made and no further withdraws made on my bank account. This was done approx. 04/05/2017. Now on 05/05/2017, the company has withdrawn another \$92.07 from my account and sent another shipment of product. I will have to close my bank account to get them to stop.

Comments**Comment from the Business:**

Greetings ***, We apologize for any inconvenience you may have experienced while attempting to contact us. We understand that due to our high call volume, there are some days where our hold time may be longer than others. If this happens, we recommend sending an email to our Correspondence Team to assure that your needs are attended to. I notice that there was a call documented in our system requesting your Flexship be cancelled. As our VIP Program requires three qualifying Flexships to be completed before cancellation, the program was removed from your account. This information is made available to all clients prior to enrollment. However due to the circumstances, we will make the exception to have this Flexship cancelled. We have also created an RMA# for you to return your recent May 5, 2017 order (RMA# XXXXXXXX). Please include this number on the box when having the order returned to our warehouse for verification. We hope this helps! If you should remain with any further questions or concerns, please let me know. Best Regards, *** ** Guideline Support Specialist

by Business on May. 15, 2017

Was this review helpful? ☐ Yes ☐ No

Customer Complaints Summary

486 complaints closed with BBB in last 3 years | 451 closed in last 12 months

Complaint Type	Total Closed Complaints
Advertising / Sales Issues	43
Billing / Collection Issues	58
Delivery Issues	14
Guarantee / Warranty Issues	4
Problems with Product / Service	367

Complaint Type	Total Closed Complaints
Total Closed Complaints	486

The complainant verified the issue was resolved to their satisfaction. (143 complaints)

02/26/2018 Problems with Product / Service

Complaint

Cancellation Fee \$57.98

I signed up through a friend for the Monat Products and as a VIP for reduce pricing. I was not advised of a contract cancellation policy. The product has caused a reaction to my hair/scalp and hair loss. In order to cancel I was forced to let Monat charge my card \$57.98. This is literally stealing from people. I am requesting this money be returned. I have a rash on my scalp as a result of use of these products. How can a business charge you and then tell you they have no management who can override the cancellation charge. ([Show Less of Complaint](#))

Desired Settlement

Please refund the \$57.98 cancellation charge.

Consumer Business Dialog

Business Response

Hello *****,

We apologize for the inconvenience this may have caused you.

Although MONAT's ingredients are naturally-based, safe, pure and sustainable, we understand that some may experience a reaction and should discontinue use.

Attached find the VIP Customer Terms & Conditions.

Consumer Response

Hello,

May I ask why this complaint has been closed? I ended up disputing the charges on my Discover Card but want to note that they took \$50.00 without authorization from my card that ties to no transaction that was not addressed here and the response to the dispute of the \$57.98 is not justified or true as it was not disclosed. I always attached an email with proof that they claim to credit me what they took but it never happened. You also can't find information on them from the BBB page now. I'm just wondering why this was closed with no truly helpful response to my claim? Thanks kindly.

Final Business Response

A refund was issued on 2/8/2018 to cc ending in 6336.

See the attached receipt.

Thank you

Final Consumer Response ([Show Less of Consumer Business Dialog](#))

02/12/2018 Problems with Product / Service

Complaint

Still waiting on refund after cancelling within 15 hours and 12 days after they received product back.

I went to a wine and wash hosted by their rep. After filling us with 2 bottles of wine she proceeds to tell us it only \$19.99 to join as a VIP. so she starts signing us up next thing I know it \$125.84 total. She left out you have to buy immediately and they sign up for monthly shipping of \$84.00. She really pressured us. This was around 7:30 pm on January 5, 2018. Next morning I woke and immediately cancelled the membership. They issued a return number cause of course they ship the product before you have time to change your mind. This was 9 am on January 6. I sent the package back the same day I received it. They received it at 11:34 am on January 12. Do date I still do not have my money back. They claim they process refunds from the 15 to the 30th. This is unacceptable. They have had the merchandise back for 12 days, there is no reason I do not have my money yet. ([Show Less of Complaint](#))

Desired Settlement

Full refund and interest for the ridiculous time it is taking. It takes they 20 seconds to take the money from your account but over 20 days to put it back. Unacceptable.

Consumer Business Dialog

Business Response

Hi *****,

We apologize for the inconvenience this may have caused you.

We have escalated the issue and are looking to resolve it as soon as possible.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

I just checked my account and there has not been a refund as of 1/26/18 at 1:32 pm.

Final Business Response

Hi *****,

A refund was issued on 1/25/2018 to Credit Card ending in 6291.

Thank you

Final Consumer Response

Good afternoon,

They finally resolved the issue. ([Show Less of Consumer Business Dialog](#))

02/07/2018 Problems with Product / Service

Complaint

Products and Services are horrible. Hair loss and will not acknowledge

I used Monat for 6 months prior to having a negative experience. My hair lost half the thickness, tons of breakage, looks so dry and damaged that when I hold it in my hand, it

breaks off. And when you reach out to the company, they delete any negative reviews, the MPs block you and delete all comments, tell you your going through detox (hair does not detox). Had testing and my hair loss is not caused from health issues and also had allergy testing and am not allergic to this. They state zero build up but yet a clarifying treatment before Monat and after Monat prove that theory wrong. All I need is someone to acknowledge this is an issue and for them to take blame. Monat needs to quit telling people they are "shampooing wrong". The business practices are showing people only the positives and will not allow the negatives. Received death threats from Market partners. Saw a post on facebook for ALL Market Partners to post fake positive reviews on here (BBB) to combat the negative ones. Even saw videos stating that the MPs make so much money they don't care if them and everyone around them go bald. <---- that right there is proof they know that there is an issue. (Show Less of Complaint)

Desired Settlement

I am looking for Monat to take responsibility without giving a generic response. Also to make sure the MPs are no longer threatening people. These are horrible business practices and even though my hair fell out, all I want is them to acknowledge and quit deleting negative reviews on their testimonies page.

Consumer Business Dialog

Business Response

Hi *****,

We apologize for the inconvenience this may have caused you.

We appreciate the feed back you have provided to us. Our Market Partners are independent business owners and MONAT encourages ethical conduct. Please submit detailed information with evidence supporting your statement to *****@Monatglobal.com so we can further research.

Please note any information provided to Compliance is not open to the public but, marked as confidential.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

They never addressed the hair loss or completely ruining my hair

Final Business Response

Ms. *****,

You have asked that MONAT "acknowledge" that the problems with you hair were "caused" by MONAT's products. We are not able to do that, particularly when we have no evidence to that effect.

MONAT's ingredients are naturally-based, we use high-quality botanical extracts, essential oils and vitamins in pleasing and effective formulations. The MONAT Products have passed *** clinical safety tests to which they have been subjected. MONAT's product ingredients have all been verified as safe for consumer use in the quantities MONAT uses them by the U.S.

Food and Drug Administration, and the European Commission in the European Union.

We are not denying that you have evidenced issues. These could be due to environmental issues, medications or possibly an allergic reaction to other products or even the MONAT products. Therefore, please note that MONAT recommends anyone who has problems and

suspects it is our products to stop using the product immediately. The advice of a physician or other qualified health provider should be sought regarding any questions you may have regarding any medical condition.

MONAT has a process to deal with any and all product complaints. We ask that you follow this process so that we can get more information regarding your specific situation. MONAT investigates each consumer complaint it receives to the fullest extent permitted. We will have one of our customer service agents contact you to assist you with the complaint process.

Thank you.

Final Consumer Response

(The consumer indicated he/she ACCEPTED the response from the business.)

They will never take any blame so no point in continuing. My hair is healing from SALON PROFESSIONAL products. And i will Continue telling people my story. ([Show Less of Consumer Business Dialog](#))

Read More Complaints: << () < () 1 () 2 3 > >>

The business responded to the dispute but failed to make a good faith effort to resolve it. (1 complaint)

02/28/2018

Billing / Collection Issues

Complaint

Charges made on my account and NOT RECEIVING products since Feb 2017.

I have contacted MONAT Global multiple times and spoke to different representatives. Their Local Distributor Ms. Ashley Roberts sold me my first & only product (Shampoo) for \$111.32 in 28Feb17. I told her to cancel it after receiving my first product. Unfortunately, Ms. Roberts did not cancel my request & they continued to charge me money every month without sending me any product. It would've at least notify me that I am still getting charged for something I was not receiving. This went on for a few more months until I noticed it on my bank statement. I immediately notified Ms. Roberts and she said she will get it taken care off. A few months went by and I was still get charged for products I never received. I spoke to her again but she now started avoiding my calls. I went ahead and called MONAT global personally but their customer service is horrendous. Their wait time is ridiculous. I kept trying every day for months and finally I got a hold of *****@monatglobal.com after being on hold for 30 mins. I am not even joking. Mr. Oscar told me it will be taken care off and they will cancel the billing cycle. It took me from June to Nov2017 to finally get a hold of someone but still the issues have not been resolved. He gave me his email address but I still have not heard anything from this Awful company. A friend of mine suggested for me to go to the bank. I didn't realize I can dispute charges through my bank. I filed a complaint to them Dec2017 but I have not heard from them (Tinker FCU). I was directed to speak to you all (BBB) to see if you guys can help. MONAT Global owes me approximately \$1,000 with all these charges they billed me without sending me the products they billed and without my consent. TFCU finally told me to cancel my debit card and issued me a new one so I can prevent them from charging me anymore. ([Show Less of Complaint](#))

Desired Settlement

If they can return the money they have taken from me since I have not received ANY OF THEIR PRODUCTS after Feb2017. Which is the only one I received and they kept charging me since Mar2017 til Nov2017. I have emailed and called so many times without any replies and waited more than 30 mins every time I call them on their VIP lines!!!! Please help
v/r

SSgt ***** (Retired) ([Show Less of Desired Settlement](#))

Consumer Business Dialog**Business Response**

Hello *****,

We apologize for the inconvenience this may have caused you.

Please note the issue has been escalated and we will be reaching out to obtain more details in effort to resolve this matter.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

MONAT Global still have not contacted me via phone or email. I still cannot get a hold of them. They have not resolve any of my issues after taking my money since February 2017. I still did not get any products in return after Monat Global takes my money every month from Feb-Nov 2017. I also have gone to my bank TINKER FEDERAL Credit UNION to dispute the charges but my bank said they can't go back that far so please can someone help me???
thank you.

Final Business Response

Hi Eneida,

We offered ***** a refund for his order and are currently investigating a potential fraud situation. We will provide further details as soon as possible.

Thank you,

Legal Assistant

MONAT(r) We are Modern Nature

3470 NW 82nd Avenue, Suite 910, Miami, FL XXXXX

Ph:(XXX) XXX-XXXX

Email: *****@monatglobal.com

Web: monatglobal.com

Final Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

Ms. Eneida,

I have yet to hear from MONAT global since the email that I received from you on 22Feb18. Like I said MONAT Global is not being specific about their response to you. They offered to refund 1 payment that was made in Nov2017. I am not satisfied with that response because they owe me more than that. I sent you the listed charges that they made on my account despite never receiving anything from them. I will forward you the emails that I've been getting from them and you will see how many times I've waited for their representative to call me. I have been patient with them and I really feel violated. I hope this gets resolved soon because it has been almost a year since my first dealing with them.

Thank you,

v/r

SSgt ***** , Retired USAF (Show Less of Consumer Business Dialog)

The Business addressed the issues within the complaint, but the consumer either (a) did not accept the response, OR (b) did not notify BBB as to their satisfaction. (342 complaints)

02/21/2018

Problems with Product / Service

Complaint

Will not refund money and charged me to cancel.

I had been using their products for 6 weeks when I developed a reaction on my scalp. Open soars. I called the company to return products. Not only will they not return the products but in addition charged me \$65 to cancel my subscription.

Desired Settlement

I would like to be able to return my product for a full refund.

Consumer Business Dialog

Business Response

Hi *****,

We apologize for the inconvenience this may have caused you.

MONAT's ingredients are naturally-based, we use high-quality botanical extracts, essential oils and vitamins in pleasing and effective formulations. We recommend anyone to always seek the advice of a physician or other qualified health provider with any questions you may have regarding any medical condition.

For Returns, please reference our Return Policy:

RETURNS: MONAT Global offers VIP Customers a 100% money-back, satisfaction guarantee (less shipping and handling charges) on all of its products for a period of 30-days after their receipt. After this 30-day period, MONAT will refund 90% of the product purchase price; product must be in resalable condition.

Attached find the VIP agreement.

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

I made my purchase on Jan 1, 2018. In this Flex ship order I had New never before used products. I had a reaction to at least one of them. Your company told me they would not refund. Of course they can be re-sold, they've been used.

This is bad business practice. With products that touch people's skin there is always the risk of having a reaction as everyone's skin is different and has different sensitivities. One would not now know if the product works for them without first trying the product.... making it not re-sellable. So essentially your claim to have a 100% guarantee is a lie. You essentially guarantee your product until someone opens it and tries it, making it not guaranteed at all. I will now be contacting the FDA due to your companies false claims.

Final Business Response

Hi *****,

As per a conversation you had with one of our agents, you informed us that you want one order returned. You were informed of the return process and time frame. A Prepaid shipping label was sent to your address on file. (RMA#XXXXXXX). Additionally, your Flex-ship membership was terminated.

Thank you ([Show Less of Consumer Business Dialog](#))

02/21/2018

Problems with Product / Service

Complaint

I requested cancellation in December 2016 and received confirmation. I just received an email reminding me of my next auto ship

In Nov 2016 I prolonged an auto ship order but received it anyways. I requested a return with no a prepaid shipping label which had to be authorized by the manager. 30 days later i was still fighting to have this label emailed (getting a complete runaround from every rep I talked to) and I decided to just cancel my membership. The rep cancelled the membership but could not provide any conf # or ref #. I did receive an email that confirmed cancellation of my membership. I just received an email reminder for my next auto ship. This is absolutely irritating and frustrating as I should not have any auto ships as my membership (and thus any future shipments) should be cancelled. This business seems to have uneducated service reps and shady practices. I already received 1 shipment after prolonging my date 1 month and now they are trying to send me another shipment after I cancelled.

Additionally, the products don't work. I started using them in aug 2016 and my hair felt more dry and my dandruff got even worse than normal. I was told this is a normal "detox" phase (which as a medical professional seemed like a made up excuse). 4 months later it never got any better and my hair was dry but looked greasy and was always itchy. I stoped using the products and my hair feels normal again.

Don't buy the hype this company is selling. The products don't work and there are plenty of other natural products you can try if that is why you are using these. If not-the money for these products is not worth the claims about the hair it gives you. And once you decide to prolong a shipment or cancel completely-forget it-you are stuck and they will keep trying to send you product. ([Show Less of Complaint](#))

Desired Settlement

This company needs to learn better business practices if they would like to retain customers. In general multi level marketing isn't widely trusted and experiences like this don't help

Consumer Business Dialog

Business Response

Hello *****,

Our records indicate a refund was issued to you on 12/8/2017 for order XXXXXXXX to CC ending in 452.

Additionally, your flex-ship was deleted.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

A refund was initiated but never completed as I had requested a prepaid shipping label which had to be approved by your manager and took weeks of diff answers from your customer service representatives. I finally asked to just keep the order as my last 'VIP' order and cancel my membership with no fee. This was supposedly done but I then received an email for the auto ship reminder. When I called to ask why I received that email-the rep told me my membership was cancelled but the pending shipment was not. When a membership is cancelled any pending shipments should be automatically cancelled. This seems like a shady way to rope someone into "one last order" that they then have to call and get a refund for and pay shipping to you back for. It is poor business. Very poor business. And the fact that I had to call your customer service rep again to discuss this matter is atrocious.

Final Business Response

Hi *****,

As per a conversation you had with one of our agent, you have informed us that you will keep the products and no longer want a refund.

Thank you ([Show Less of Consumer Business Dialog](#))

02/16/2018

Problems with Product / Service

Complaint

Hair products cause a lot of damage/thinning/breakage to my hair.

I signed up in August 2017 but didn't start using Monat regularly until November 2017. In December I began to have a lot of hair loss/thinning but was informed this is part of the detox. Come January my hair is extremely thin, breaking, and falling out. I reached out to Monat who wanted to replace one shampoo and send me a moisture masque to attempt to fix their mistake however they will not explain to me why my hair is so damaged when I used their products exactly as told. My precious hair was thick and curly and now it is awful thin and frizzy. When reaching out to Monat they will not give me a refund unless everything is sealed which is not a satisfaction guaranteed response! ([Show Less of Complaint](#))

Desired Settlement

I would like a refund from the company for my products because of the price I am having to pay to have my hair repaired. However, my main concern is getting the info made known so that others do not suffer the same damage I am currently going through.

Consumer Business Dialog

Business Response

Hello *****,

We apologize for the inconvenience this may have caused you.

Please note we have a refund pending for you (RMA XXXXXXXX). The issue has been escalate it and we are looking to resolve it ASAP.

Thank you

Consumer Response

(The consumer indicated he/she DID NOT accept the response from the business.)

I received a refund only for \$46 I understood it that I would be getting a refund for all products

I have purchased. I had spent over \$200 attempting to repair my hair including cutting over 3 inches off the end due to damage, which should be more however I couldn't bare the thought of going shorter currently. I would like a full refund for my time with Monat. ([Show Less of Consumer Business Dialog](#))

Read More Complaints: << < 2 3 () 4 > >>

EXHIBIT 2



(http://monatglobal.com?utm_medium=company_profile&utm_source=trustpilot&utm_campaign=logo_click)

MONAT

Reviews (1,956) • Great

Unclaimed

[Details](#)

Rate MONAT?

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(/evaluate/monatglobal.com?stars=4)



(/evaluate/monatglobal.com?stars=5)

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Jeanell (/users/5a981fff4de5666d34c67e27)

**e Dasc
her**

1 review

Published 119 minutes ago

Don't waste your money!!! (/reviews/5a98210ed27b0a06882f4aca)

Thought it was great at first. Kept losing handfuls of hair in the shower. I was told it was "detox" so I believed them. Turns out detox is not real for hair. Stopped using the shampoo and conditioner. When using the rejuvabeads and I'd brush my hair, tons of breakage happened. The products contain silicones and PEG's however the MP and website stated they didn't at the time. Terrible customer service. You are on hold FOREVER!!!! Their flexship program is terrible. They force you to complete 3 orders or else you have to pay to NOT receive them anymore and cancel. Do your research. Not worth the money.

4 Useful

> (https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a98210ed27b0a06882f4aca)

; G



Liz (/users/5a8da94ff675864e56055e88)

1 review

Published 24 hours ago

Do your research before committing...won't be using again. (/reviews/5a96ec93d27b0a06882ef511)

The score I've given this company is based on two things.... First, my personal experience using this product. I was given samples to try and after using Monat (shampoo/conditioner) only once my hair went from looking and feeling healthy to very tangly, EXTREMELY static and completely unmanageable. The static was so bad that I had to rewash my hair the next morning to get it back to normal as it completely dried out my hair....this has never happened to me before. Second, I find it very odd and quite alarming that there has been a flood of excellent reviews about this product within minutes...even seconds of each other. Honestly, a mass of excellent reviews posted together almost attempting to wash out the bad ones...kind of shady in my opinion. The consumer has a right to know both positive and negative experiences to best decide if the product is right for them. I realize everyone is different, but my suggestion is to really do your research before committing.

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OK, got it.

4 Useful 3

> (<https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a96ec93d27b0a06882ef511>)

; G



Elizabet (/users/5a9071de68b736becce96534)
h
2 reviews

Published 41 hours ago

Let's blame the damage on the victim....You must not know how to read directions and shampoo your hair so the damage is your fault (/reviews/5a96018dd27b0a0a18db3cf0)

"The bad reviews are from stylists who never used the products who are jealous of how it has taken their market share or from people who didn't follow the directions". WOW! I mean, how Very insulting to say this to people who have had drastic damage from this defective product. Oh, and I didn't use the products correctly????? Yes shampooing hair can be extremely difficult to master I guess. Let's see, the bottle says to shampoo once, rinse, shampoo again. That's very difficult to master and I guess I'm to blame for the horrible damage I'm left with for months! It's hair that affects the way people look and for me it has taken so long to try to repair and many inches cut off. I also lost so much hair. I'm not a stylist! I used the products! But I guess the market partners don't care enough about me or the ones like me to actually listen and see if it could be real and maybe save others from the damage. They only care about the sale. And then When someone has a problem blame it on them, block them and deny deny deny so other people won't hear the truth.

4 Useful 4

> (<https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a96018dd27b0a0a18db3cf0>)

; G



anonym (/users/5a95a0660e7d9e4188762fd5)
mous
1 review

Published 47 hours ago

Started out good, ended in hell! (/reviews/5a95a2a5d27b0a0a18db20ad)

Monat started out good for me. I liked the way my hair felt, smelled, etc. After a couple months it took a huge turn for the worst and I will be spending a day this week at a salon getting a treatment done to try and save my hair. No telling how much that will cost me! I now have about half the hair I started with. About 5" of it is split ends that I'll have to get cut off. I started Monat because I wanted longer, thicker hair. After Thursday I'll have short thinning hair that hopefully will repair itself with time. I wish this site let you post before and after photos because I'd be happy to show mine INCLUDING photos of the horrible rash I developed that seems to be a common thing among other users who had a bad experience. Please do not ruin your hair like I did. Their customer service has been very nice though, too bad their product isn't the same quality as their people.

4 Useful 4

> (<https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a95a2a5d27b0a0a18db20ad>)

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OK, got it.

Cate

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Johnni (/users/5a9591bb0e7d9e4188650966)
e
1 review

Published 2 days ago
If your a blonde PLEASE read (/reviews/5a9592b7d27b0a0a2cce244a)

Monat was amazing initially. Idk if it was the "bad shampoo" that they sold the months of November-February or not. My MP did have all I've my bottles replaced. I was a bleached blonde with healthy hair but now my ends are fried. Honestly it didn't make sense to me until I decided to test the pH of their styling products. The blowout cream, rejuvabeads, and air dry cream tested at a 9-10 pH. According to my stylist who is a MONAT rep said That's equivalent to a perm solution. She has apologized numerous Times and has told me to discontinue use. She initially told me I tested the products incorrectly so I asked her to test them herself. She got the same results. I'm hoping MONAT can correct the errors because I loved it initially. I'm just afraid to continue using it because, what if their shampoo was compromised again? My MP said 1,000s of complaints had been made before they started replacing the Shampoos.

4 Useful 4

> (<https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a9592b7d27b0a0a2cce244a>)
; G

Kim Tayl (/users/5a9069b968b736becce9617e)
or
3 reviews

Published 2 days ago
The employees of this company are... (/reviews/5a95804ad27b0a0a14047cf1)

The employees of this company are making these 5* reviews to drown out the legitimate negative reviews on this site. Check the dates and times of the current reviews. This company has TWO class action lawsuits currently filed against them with more coming. This hair product has serious issues that this company refuses to acknowledge!

4 Useful 6

> (<https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a95804ad27b0a0a14047cf1>)
; G

Macka (/users/5a94f7430e7d9e4188b437ef)
yla
1 review

Published 2 days ago
Made my hair worse! (/reviews/5a94f777d27b0a06f0f92df2)

Made my hair worse, and gave me sores on my scalp. I have so much breakage, and now my hair is unmanageable. I used it for almost 3 months. Worst thing I could have done for my hair.

4 Useful 4

> (<https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a94f777d27b0a06f0f92df2>)
; G

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Maddie (/users/5a94c8070e7d9e4188894eeb)
Martin
 1 review

Published 3 days ago

This product is complete garbage (/reviews/5a94c811d27b0a0594d167a2)

This product is complete garbage. I had naturally long, thick and healthy hair prior to using Monat. After only one use it changed the colour of my hair and turned it into this complete fizzy mess. I was told it was a part of the "detox" process. 7 months later and my hair is thin, full of frizz, and split ends all over. I am devastated as I don't dye my hair and keep it as natural as possible. DO NOT USE!!

4 Useful 3

> (https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a94c811d27b0a0594d167a2)

; G



Sara Ly (/users/5a94c12b0e7d9e4188832f0f)
nn
 1 review

Published 3 days ago

Would never trust a company that claims... (/reviews/5a94c132d27b0a0594d1670d)

Would never trust a company that claims to be a 'professional' brand, but gets Molly from next door who barely graduated from high school selling it. The MPs are bullies, the company lies, and its just a big money hungry scam. They can take their Cadillac club and stick it up their butts along with their treats of suing the 19000+ people who have had bad results. Not only that, they are now getting their MPs to log onto these review sites and post their "money making reviews" to increase the rating so the truth is hidden, peoples lives are damaged, and they still get to drive around in their stupid car!

4 Useful 6

> (https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a94c132d27b0a0594d1670d)

; G

Amy (/users/5a9498290e7d9e41885e3e27)
 1 review

Published 3 days ago

Horrible (/reviews/5a9498f3d27b0a0658c0438d)

Product discolored my hair, made it very brittle to the point where it would just break off. Lost large clumps. Very upset with what it did to my hair.

4 Useful 7

> (https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a9498f3d27b0a0658c0438d)

; G

Sherry (/users/5a94977c0e7d9e41885d8a78)
Howard
 1 review

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4 Useful 7

> (<https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a9483e0d27b0a0594d15da7>)

; G



Vanessa (/users/5a93933e68b736beccea2894)

a

1 review

Published 4 days ago

Save your money and hair (/reviews/5a93935ed27b0a0208db2949)

I will be honest, I did not mind the products at the beginning. Although it didn't take long for my to realize how awful my hair felt and started to look. What I thought was new growth was actually breakage. Especially around my hairline/partline & underneath of my hair. I could not even get my fingers through my hair without cringing in pain when shampooing and attempting to blowdry. I was told this was all part of "detox". Although I knew in my gut this wasn't right. I've used so many brands ranging from other all natural lines, to drugstore like Pantene, tresseme and I have never had the same experience like this. Sure maybe the drugstore products made my hair a little dry or maybe feel coated. But I was never in tears just trying to brush it out and seeing how much hair was coming out. I hate that the company says we are shampooing wrong ... we have been doing that majority of our lives!! There is no and should be no crazy scientific direction on how to use/ apply shampoo products. I only experienced scalp irritation a few times, but nothing as severe as some have. I followed all "their rules" and my hair looks and feels worse than before I started. Including leaving the shampoo for a certain time, lowering heat settings, and using a wet brush. I also initially had problems with the company overcharging my bank account which caused me to have to cancel my card. It got resolved but only with the help of a distributor. I emailed them about the issue and never got a reply back. Do not waste your money and do not let a "soccer mom" tell you that you're shampooing wrong.

4 Useful 9

> (<https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a93935ed27b0a0208db2949>)

; G



Aly M (/users/5a90894d68b736becce96d8d)

2 reviews

Published 4 days ago

Just a MLM scam (/reviews/5a93830ad27b0a0594d10266)

Just a MLM scam, be careful before you go spending a fortune on this!! My scalp has scabs on it and is itchy, and it messed with my hormones badly. BE CAREFUL. It is causing hair loss for thousands.

4 Useful 10

> (<https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a93830ad27b0a0594d10266>)

; G

Kelly (/users/5a937a6368b736beccea25bd)

a

1 review

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OK, got it.



Published 4 days ago

My hair has NEVER been this dry or... (/reviews/5a937a94d27b0a0208db28fe)

My hair has NEVER been this dry or brittle. Not to mention the thinning that has occurred.

4 Useful 9

> (https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a937a94d27b0a0208db28fe)

; G

e (/users/5a932ccf68b736beccea1721)
2 reviews

Published 4 days ago

Super disappointed (/reviews/5a932cfdd27b0a04049dcb0f)

I tried every single product line to help with the dryness and it just became so dry and brittle that it broke off. I also lost enough hair in a span of a month to clog my tub.

4 Useful 18

> (https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a932cfdd27b0a04049dcb0f)

; G



Melissa (/users/5a90f57c68b736becce984ab)

S

2 reviews

Published 4 days ago

I Wish I Had Never Tried Monat! (/reviews/5a932ca2d27b0a073808612e)

I used my mom's Revive Shampoo and Revitalize Conditioner after I ran out of Nioxin in January. The first day, my hair seemed the same, but I had a hard time combing the wet hair and my scalp was a little itchy. I followed the shampoo instructions and used the shampoo and kept it on for three minutes. It didn't lather. I rinsed and then I repeated and it lathered pretty well. I left it on again for three minutes. Then I rinsed and used the conditioner. I used it for 4 days in a row and my scalp was on fire and it took forever to get through the tangles. I started to develop seeping sores. I went to Ulta and purchased Pureology. My scalp started to feel a little better, so I continued. After a month and a half, my scalp is a lot better. I went to my hair stylist and I wanted some highlights for my spring break trip. Unfortunately, the highlights turned gray on the virgin hair growth from coloring about 6 months ago. The processed part took really well. She had to cut about 6 - 8 inches off the bottom though. My hair was so healthy in December and I received a lot of compliments. I continue to use Pureology and I have no problem getting my comb through and my hair is shinier than ever. I just hate that the top of my hair is gray where it wasn't before.

4 Useful 16

> (https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a932ca2d27b0a073808612e)

; G

Sara (/users/5a93127868b736beccea0f04)

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OK, got it.



Published 4 days ago

Worst Hair Product Ever (/reviews/5a931297d27b0a08202dcce5)

Worst Hair Product Ever! I used Monat for about 5 months and 3 months in my hair started falling out in clumps and breaking. I started to use Monat because I have extremely oily hair and have to wash it every day. Now, my hair is so dry and was so broken on the ends that I had to cut six inches off. This was so traumatizing for me given I already have thin hair and now it is even thinner. When I reached out to my MP she told me that it was the detox and is completely normal. I have only ever used professional products so I don't know why I would need to detox. There is also nothing normal about how much hair I was losing and the breakage. She then told me it was my styling tools. I have used the same styling tools for years so why didn't that happen before? I'm shocked that she made this seem like it was my fault. I would not recommend this product to anyone!

4 Useful 15

> (<https://businessapp.b2b.trustpilot.com/?locale=en-us/#/reviews/5a931297d27b0a08202dcce5>)

; G

Next page >

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