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JS 44 (Rev. 06/17)

CIVIL COVER SHEET

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

(c) Attorneys (Firm Name, A	E HOWARTH-GADON s similarly situated, f First Listed Plaintiff <u>[</u> <i>CCEPT IN U.S. PLAINTIFF CA</i> <i>Address, and Telephone Number</i> Levin Sedran & Berm	MSKI, on behalf of Delaware County SES) an, LLP, 510 Waln		DEFENDAN HILL'S PET N County of Reside NOTE: IN LAN THE TR Attorneys (If Kne	NUTF ence o ID CON RACT C	f First Lis (IN U.S. I	ted Defendant	Shawnee County ONLY) THE LOCATION OF	
II. BASIS OF JURISDI	CTION (Place an "X" in O	ne Box Only)				INCIP	AL PARTIES	(Place an "X" in One Bo	
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2 U.S. Government Defendant	4 Diversity (Indicate Citizenshi	p of Parties in Item III)		en of Another State	о: о:		Incorporated <i>and</i> of Business In Foreign Nation	Principal Place 5 Another State	2 x 5 ⊡ 6
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IV. NATURE OF SUIT			F	RFEITURE/PENAL	TY		k here for: <u>Nature</u> NKRUPTCY	of Suit Code Description	
 CONTRACT 110 Insurance 120 Marine 130 Miller Act 140 Negotiable Instrument 150 Recovery of Overpayment & Enforcement of Judgment 151 Medicare Act 152 Recovery of Defaulted Student Loans (Excludes Veterans) 153 Recovery of Overpayment of Veteran's Benefits 160 Stockholders' Suits 190 Other Contract 195 Contract Product Liability 196 Franchise 210 Land Condemnation 220 Foreclosure 230 Rent Lease & Ejectment 245 Tort Product Liability 290 All Other Real Property 	PERSONAL INJURY 310 Airplane 315 Airplane Product Liability 320 Assault, Libel & Slander 330 Federal Employers' Liability 340 Marine 345 Marine Product Liability 350 Motor Vehicle 355 Motor Vehicle 760 Other Personal Injury 360 Other Personal Injury 462 Personal Injury - Medical Malpractice CIVIL RIGHTS 440 Other Civil Rights 441 Voting 442 Employment 443 Housing/ Accommodations 444 Amer, w/Disabilities - Other Other Civil abilities - Other 448 Education	RTS PERSONAL INJUR BERSONAL INJUR GENERGENTIAL BERSONAL INJUR BERSONAL Product Liability Bersonal Injury Bersonal Injury Bersonal Injury BERSONAL PROPEI STO Other Fraud STO The Fersonal Property Damage BERSONER PETITIO Habeas Corpus: 463 Alien Detainee STO Motions to Vacate Sentence STO Motions to Vacate Sentence STO Motions to Vacate Sto General STO Detainee STO Mandamus & Oth STO Civil Rights STO Conditions of Confinement	Y 0 62 0 69 1 RTY 0 71 0 72 0 74 0 75 8 0 75 0 46	S Drug Related Seizure of Property 21 USC 1 0 Other Context Seizure 0 Fair Labor Standards Act Labor Standards Act Labor/Management Relations Relations Relations Relations Relations Relations Context Labor Litigatic Employee Retirement Income Security Act Immigration Actions	e 881 S S	↓ 422 Apri ↓ 423 Witi ↓ 823 Witi ↓ 820 Cord ↓ 820 Cord ↓ 835 Pate ↓ 835 Pate ↓ 835 Pate ↓ 840 Tra ↓ 840 Tra ↓ 861 H1/ ↓ 862 Bla ↓ 862 Bla ↓ 864 SBI ↓ 865 RSI ↓ 865 RSI ↓ 870 Tax ↓ 871 IRS	eeal 28 USC 158 hdrawal USC 157 wrights ent A bbreviated v Drug Application demark L SECURITY (1395ff) ek Lung (923) VC/DIWW (405(g)) D Title XVI	 375 False Claims Ac 376 Qui Tam (31 US 3729(a)) 400 State Reapportio 410 Antitrust 430 Banks and Bank 450 Commerce 460 Deportation 470 Racketeer Influc Corrupt Organiz 480 Consumer Cred 490 Cable/Sat TV 850 Securities/Comm 	t Comment ing enced and ations t nodities/ Actions is Matters irmation Procedure Appeal of n
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VII. REQUESTED IN COMPLAINT:	CHECK IF THIS UNDER RULE 2	IS A CLASS ACTIO 3, F.R.Cv.P.	N D	EMAND \$ 5,000,000.00			CHECK YES on JURY DEMAN	ly if demanded in comp D: X Yes □N	
VIII. RELATED CAS IF ANY	E(S) (See instructions):	JUDGE	4			DOCK	ET NUMBER		
DATE 04/03/2019 FOR OFFICE USE ONLY		SIGNATURE OF A	TORNEY				MAG. JI	IDGE	
RECEIPT # AI	MOUNT	APPLYING IFP		JUD	GE		MAG. J	UDUE	

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UNITED STATES DISTRICT COURT

FOR THE EASTERN DISTRICT OF PENNSYLVANIA

DESIGNATION FORM

(to be used by counsel or pro se plaintiff to indicate the category of the case for the purpose of assignment to the appropriate calendar)

Address of Plaintiff:

.....

731 Bobbin Mill Road, Media, PA 19063 400 South West 8th Street, Topeka, KS 66603

Address of Defendant: ____

Place of Accident, Incident or Transaction:

Media, PA

			·			
RELATEI	D CASE, IF ANY:					
Case Num	ber: Judge:		Date Terminated:			
Civil cases	s are deemed related when Yes is answered to any of the following	questions:				
 Is this previous 	s case related to property included in an earlier numbered suit pend ously terminated action in this court?	ling or within one year	Yes No			
2. Does pendi	this case involve the same issue of fact or grow out of the same training or within one year previously terminated action in this court?	insaction as a prior suit	Yes No			
3. Does numb	this case involve the validity or infringement of a patent already in pered case pending or within one year previously terminated action	a suit or any earlier of this court?	Yes No 🖌			
case f	s case a second or successive habeas corpus, social security appeal, filed by the same individual?		Yes No V			
this court e	hat, to my knowledge, the within case \Box is / \odot is not related to except as noted above.	to any case now pending or	within one year previously terminated action in 76259			
DATE: 04	4/03/2019	y LPro Se Plaintiff	Attorney I.D. # (if applicable)			
CIVIL: (Pl	lace a √ in one category only)					
<i>A</i> .	Federal Question Cases:	B. Diversity Jurisdiction (Cases:			
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	ARBITRATION CERTIFICATION					
(The effect of this certification is to remove the case from eligibility for arbitration.)						
			,			
I,	Charles E. Schaffer, counsel of record or pro se	plaintiff, do hereby certify:				
I,	Charles E. Schaffer, counsel of record <i>or</i> pro se Pursuant to Local Civil Rule 53.2, § 3(c) (2), that to the best of my exceed the sum of \$150,000.00 exclusive of interest and costs:		damages recoverable in this civil action case			

DATE: 04/03/2019

Attorney-al-Law / Pro Se Plaintiff

Attorney I.D. # (if applicable)

76259

NOTE: A trial de novo will be a trial by jury only if there has been compliance with F.R.C.P. 38.

Case 2:19-cv-01421-CMR Document 1 Filed 04/03/19 Page 3 of 24

UNITED STATES DISTRICT COURT

FOR THE EASTERN DISTRICT OF PENNSYLVANIA

DESIGNATION FORM

(to be used by counsel or pro se plaintiff to indicate the category of the case for the purpose of assignment to the appropriate calendar)

Address of Plaintiff: _____

731 Bobbin Mill Road, Media, PA 19063 400 South West 8th Street, Topeka, KS 66603

Address of Defendant: _____

Place of Accident, Incident or Transaction: _

Media, PA

RELATED CASE,					
Case Number:	J	udge:		Date Terminated:	
Civil cases are deer	ned related when Yes is answered to a	any of the following quest	ions:		
	ted to property included in an earlier ninated action in this court?	numbered suit pending of	r within one year	Yes	No
2. Does this case pending or with	2. Does this case involve the same issue of fact or grow out of the same transaction as a prior suit Yes No Ver pending or within one year previously terminated action in this court?			No	
3. Does this case numbered case	B. Does this case involve the validity or infringement of a patent already in suit or any earlier Yes No Ver No Ve			No 🖌	
4. Is this case a s case filed by the	cond or successive habeas corpus, so e same individual?	ocial security appeal, or pr	o se civil rights	Yes	No 🖌
this court except as	I certify that, to my knowledge, the within case \Box is / \odot is not related to any case now pending or within one year previously terminated action in this court except as noted above. DATE: 04/03/2019 Attorney-at-Law / Pro Se Plaintiff Attorney I.D. # (if applicable)				
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2. FELA 3. Jones Ac 4. Antitrust 5. Patent 6. Labor-M 7. Civil Rig 8. Habeas C 9. Securitie: 10. Social Se 11. All other	Contract, Marine Contract, and All -Personal Injury inagement Relations nts orpus Act(s) Cases purity Review Cases Federal Question Cases ictfy):		 Airplane Person Assault, Defama Marine Personal Motor Vehicle F Other Personal I Products Liabili Products Liabili All other Divers 	ation 1 Injury Personal Injury Injury <i>(Please specify):</i> ity ity – Asbestos	
		ARBITRATION C	ERTIFICATION		
	(The effect of i	his certification is to remove	the case from eligibility	for arbitration.)	
_{I,} Char	es E. Schaffer	sel of record <i>or</i> pro se plainti	ff, do hereby certify:		
Pursuant exceed th	Pursuant to Local Civil Rule 53.2, § 3(c) (2), that to the best of my knowledge and belief, the damages recoverable in this civil action case exceed the sum of \$150,000.00 exclusive of interest and costs:				
Relief ot	er than monetary damages is sought.				
DATE: 04/03/2	019	11			76259
	o will be a trial by jury only if there has b	Attorney-at-Law / Pr		Attorney	I.D. # (if applicable)

Civ. 609 (5/2018)

IN THE UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF PENNSYLVANIA

CASE MANAGEMENT TRACK DESIGNATION FORM

LEE SKOOG, MICHELLE BLACK, TIFFANY M BARBARA WERTMAN and HOWARTH-GAD on behalf of themselves and all others similarly si	OMSKI, :	CIVIL ACTION
ν.	:	
HILL'S PET NUTRITION, INC.		NO

In accordance with the Civil Justice Expense and Delay Reduction Plan of this court, counsel for plaintiff shall complete a Case Management Track Designation Form in all civil cases at the time of filing the complaint and serve a copy on all defendants. (See § 1:03 of the plan set forth on the reverse side of this form.) In the event that a defendant does not agree with the plaintiff regarding said designation, that defendant shall, with its first appearance, submit to the clerk of court and serve on the plaintiff and all other parties, a Case Management Track Designation Form specifying the track to which that defendant believes the case should be assigned.

SELECT ONE OF THE FOLLOWING CASE MANAGEMENT TRACKS:

(a)	Habeas Corpus – Cases brought under 28 U.S.C. § 2241 through § 2255.	()	
(b)	Social Security – Cases requesting review of a decision of the Secretary of Health and Human Services denying plaintiff Social Security Benefits.	()	
(c)	Arbitration – Cases required to be designated for arbitration under Local Civil Rule 53.2.	()	
(d)	Asbestos – Cases involving claims for personal injury or property damage from exposure to asbestos.	()	
(e)	Special Management – Cases that do not fall into tracks (a) through (d) that are commonly referred to as complex and that need special or intense management by the court. (See reverse side of this form for a detailed explanation of special management cases.)	()	X)	
(f)	Standard Management – Cases that do not fall into any one of the other tracks.	()	

04/03/2019 Date	Charles E. Schaffer Attorney-at-law	Plaintiffs Attorney for
(215) 592-1500	(215) 592-4663	cschaffer@lfsblaw.com
Telephone	FAX Number	E-Mail Address

(Civ. 660) 10/02

IN THE UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF PENNSYLVANIA

LEE SKOOG, MICHELLE BLACK, TIFFANY MILLER, BARBARA WERTMAN and CANDICE HOWARTH-GADOMSKI on behalf of themselves and all others similarly situated,

Plaintiffs,

v.

HILL'S PET NUTRITION, INC.,

Defendant.

Case No.

JURY TRIAL DEMANDED CLASS ACTION COMPLAINT

Plaintiffs Lee Skoog, Michelle Black, Tiffany Miller, Barbara Wertman and Candice Howarth-Gadomski ("Plaintiffs") bring this action, on behalf of themselves and all others similarly situated, against Hill's Pet Nutrition, Inc. ("Hill's" or "Defendant") and allege as follows:

FACTUAL ALLEGATIONS

1. Defendant sells pet food for dogs and has worked to build a premium brand specifically targeted at ingredient-conscious pet owners.

2. Founded in 1939, Defendant claims to "make nutrition a cornerstone of veterinary medicine." Defendant sells its products through veterinary clinics (including those with on-line stores) and in leading national pet specialty chains, including PetSmart and Petco as well as online through vendors such as Amazon.

3. Veterinarians usually prescribe Defendant's Science Diet and Prescription Diet product lines to address nutritional deficiencies and health issues. Therefore, the alleged

premium ingredients present in these pet foods are an important characteristic to consumers,

including the Plaintiffs and Class Members.

4. At issue in this action are certain sizes and varieties of two of Defendant's pet

food product lines: "Science Diet" and "Prescription Diet" (collectively "Hill's Products").¹

- Hill's Prescription Diet c/d Multicare Canine Chicken & Vegetable Stew 12.5 oz.
- Hill's Prescription Diet i/d Canine Chicken & Vegetable Stew 12.5 oz.
- Hill's Prescription Diet i/d Canine Chicken & Vegetable Stew 5.5 oz.
- Hill's Prescription Diet z/d Canine 5.5 oz.
- Hill's Prescription Diet g/d Canine 13 oz.
- Hill's Prescription Diet i/d Canine 13 oz.
- Hill's Prescription Diet j/d Canine 13 oz.
- Hill's Prescription Diet k/d Canine 13 oz.
- Hill's Prescription Diet w/d Canine 13 oz.
- Hill's Prescription Diet z/d Canine 13 oz.
- Hill's Prescription Diet k/d Kidney Care with Lamb Canned Dog Food, 13oz, 12-pack
- Hill's® Science Diet® Adult Perfect Weight Chicken & Vegetable Entrée dog food 12 x 12.8oz cans
- Hill's® Prescription Diet® c/d® Multicare Urinary Care Chicken & Vegetable Stew Canned Dog Food, 5.5oz, 24-pack
- Hill's® Prescription Diet® i/d® Low Fat Canine Rice, Vegetable & Chicken Stew 24 x 5.5oz cans
- Hill's Prescription Diet r/d Canine 12 x 12.30z cans
- Hill's Science Diet Adult Beef & Barley Entrée Canned Dog Food, 13oz, 12-pack
- Hill's® Science Diet® Adult 7+ Healthy Cuisine Roasted Chicken, Carrots & Spinach Stew dog food 12 x 12.5oz cans
- Hill's® Science Diet® Healthy Cuisine Adult Braised Beef, Carrots & Peas Stew Canned Dog Food, 12.5oz, 12-pack
- Hill's Prescription Diet Metabolic + Mobility Canine Vegetable & Tuna Stew 12.5 oz.
- Hill's Prescription Diet w/d Canine Vegetable & Chicken Stew 12.5 oz.
- Hill's Prescription Diet i/d Low Fat Canine Rice, Vegetable & Chicken Stew 12.5 oz.
- Hill's Prescription Diet Derm Defense Canine Chicken & Vegetable Stew 12.5 oz.
- Hill's Science Diet Adult 7+ Small & Toy Breed Chicken & Barley Entrée Dog Food 5.8 oz.
- Hill's Science Diet Puppy Chicken & Barley Entrée 13 oz.
- Hill's Science Diet Adult Chicken & Barley Entrée Dog Food 13 oz.
- Hill's Science Diet Adult Turkey & Barley Dog Food 13 oz.
- Hill's Science Diet Adult Chicken & Beef Entrée Dog Food 13 oz.
- Hill's Science Diet Adult Light with Liver Dog Food 13 oz.
- Hill's Science Diet Adult 7+ Chicken & Barley Entrée Dog Food 13 oz.
- Hill's Science Diet Adult 7+ Beef & Barley Entrée Dog Food 13 oz.
- Hill's Science Diet Adult 7+ Turkey & Barley Entrée 13 oz.

¹ The products that are part of the Hill's Pet Nutrition dog food recall include the following canned dog food products (Plaintiffs reserve the right to amend this list as necessary):

Hill's Misrepresentations

5. In its advertising, marketing material and packaging, Defendant represents that Hill's Products provide "[n]utrition that can transform the lives of pets and comfort the pet parents and vets who care for them."²

6. In order to better sell its Products, and to entice veterinarians to prescribe them, Defendant markets the Products as formulated and intended for dogs with specific needs or illnesses, such as: age-specific dietary needs, breed-specific dietary needs, digestive issues, heart issues, liver issues, or kidney issues.

7. Defendant proudly declares that "We only accept ingredients from suppliers whose facilities meet stringent quality standards and who are approved by Hill's. Not only is each ingredient examined to ensure its safety, we also analyze each product's ingredient profile for essential nutrients to ensure your pet gets the stringent, precise formulation they need."³

8. Defendant goes on to state that "We conduct annual quality systems audits for all manufacturing facilities to ensure we meet the high standards your pet deserves. We demand compliance with current Good Manufacturing Practices (cGMP) and Hill's high-quality standards, so your pet's food is produced under clean and sanitary conditions."⁴

9. Further, Defendant declares that "We conduct final safety checks daily on every Hill's pet food product to help ensure the safety of your pet's food. Additionally, all finished

[•] Hill's Science Diet Adult 7+ Healthy Cuisine Braised Beef, Carrots & Peas Stew Dog Food 12.5 oz.

Hill's Science Diet Adult 7+ Youthful Vitality Chicken & Vegetable Stew Dog Food 12.5 oz.
 <u>https://www.hillspet.com/productlist?gclid=CjwKCAiA767jBRBqEiwAGdAOr98jryZUcUF6QfRg_53X</u>
 <u>Y 88eysTT6230JZpMAHvfUDhMi2G6akNRoCk6AQAvD_BwE&gclsrc=aw.ds</u> (last accessed on April 1, 2019).

² https://www.hillspet.com/dog-food (last accessed on February 28, 2019).

³ https://www.hillspet.com/about-us/quality-and-safety (last accessed on February 28, 2019).

 $^{^{4}}$ Id.

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products are physically inspected and tested for key nutrients prior to release to help ensure your pet gets a consistent product bag to bag."⁵

10. Defendant clearly states that its products contain the "precise balance" of nutrients needed for a healthy dog: "Guided by science, we formulate our food with precise balance so your pet gets all the nutrients they need — and none they don't."⁶

11. The packaging for the Products include claims that the Hill's Products "[s]upport[] a healthy immune system," "improve and lengthen quality of life," "can be used long-term," "[p]rotect[] vital kidney & heart function," "[s]upport your dog's natural ability to build lean muscle daily," and "meet[] the special nutritional needs of puppies and adult dogs."

12. As demonstrated by the recall discussed below and the thousands of sickened and dead dogs who consumed Hill's Products, Defendant's representations about quality, ingredient supply, and product manufacturing and oversight are false, misleading and deceptive.

The Recall

⁵ Id.

13. On January 31, 2019, Defendant announced an initial recall of canned Prescription Diet and Science Diet products. Hill's issued a press release detailing the risk of excessive vitamin D consumption and identifying certain affected products.

14. On February 7, 2019, Defendant announced an expansion of the recall to include additional SKU and lot numbers of canned Prescription Diet and Science Diet products.

15. On March 20, 2019, Defendant announced a second expansion of the recall to include additional Science Diet and Prescription products and additional Science Diet and Prescription Diet SKU and lot numbers.

⁶ https://www.hillspet.com/about-us/nutritional-philosophy (last accessed on February 28, 2019).

16. Hill's claims the excessive vitamin D is "due to a supplier error."⁷

The Price Premium

17. Defendant charges a premium price for its Products. As demonstrated below, the

Hill's Products command a substantial premium over other dog food products:⁸

Brand	Quantity	Price	Unit Price
Hill's Pres. Diet i/d	12 cans	\$39.99	\$3.33 per can
Canine Chicken &			\$0.27 per ounce
Vegetable Stew 12.5			
oz.			
Hill's Pres. Diet w/d	12 cans	\$38.99	\$3.25 per can
Canine Vegetable &			\$0.26 per ounce
Chicken Stew 12.5 oz.			
Hill's Science Diet	12 cans	\$22.20	\$1.85 per can
Adult Chicken & Barley			\$0.14 per ounce
Entrée Dog Food 13			
oz.			
Hill's Science Diet	12 cans	\$22.20	\$1.85 per can
Adult 7+ Beef & Barley			\$0.14 per ounce
Entrée Dog Food 13			
OZ.	······································		A1.00
Purina ONE	12 cans	\$12.67	\$1.06 per can
SmartBlend Classic			\$0.08 per ounce
Ground Beef and			
Brown Rice Adult 13			
OZ.	4.0	¢10.00	\$1.40 per can
lams ProActive Health	12 cans	\$16.80	\$0.11 per ounce
Adult Chicken and			50.11 per ounce
Whole Grain Rice Pate			
13 oz.	10	\$13.99	\$1.17 per can
Nature's Recipe Easy-	12 cans	\$13.99	\$0.09 per ounce
to-Digest Chicken, Rice			50.05 per bunce
& Barley Recipe Cuts			
in Gravy Stew 13.2 oz.	12	\$12.60	\$1.05 per can
Purina Dog Chow High	12 cans	\$12.0U	\$0.08 per ounce
Protein Chicken Classic			
Ground Canned Dog			
Food 13 oz.			

⁷ <u>https://www.fda.gov/Safety/Recalls/ucm630232.htm</u> (last accessed on February 28, 2019).

⁸ Pricing information obtained from: https://www.chewy.com, accessed on 02/15/2019.

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18. The presence of toxic levels of vitamin D in the Products leading to a high probability of endangering the health of the dogs and ultimately resulting in many sick and dead dogs indicates that the Hill's Products' value to the consumers is diminished, and consequently, the Products are worth substantially less than the premium prices paid to purchase them.

19. As a result of Defendant's misrepresentations, deceptive conduct and unfair practices, Plaintiffs and class members suffered actual damages and economic losses because they overpaid for the Hill's Products not knowing that the Hill's Products had an adverse effect on their pets' health.

20. Consumers are willing to pay a premium for Defendant's Hill's Products because these foods are represented to be specifically formulated for the particular health needs of dogs and to meet certain ingredient supply, quality, testing and oversight, and manufacturing standards. In its advertising, marketing material and packaging, Defendant represents, among other things, that Hill's Products provide "[n]utrition that can transform the lives of pets and comfort the pet parents and vets who care for them."⁹

21. Instead, Plaintiffs and Class Members paid a premium for a product that sickened or killed thousands of dogs. And, all Class Members despite having paid a premium price for supposedly healthy dog food marketed to be specifically formulated to address certain health concerns and to meet certain ingredient supply, quality, testing and oversight, and manufacturing standards, did not receive what they paid for. Pet owners purchased the Hill's Products and paid the pricing premium because of the positive benefits to their dog's health, as claimed by Defendant. Instead of receiving this positive health benefits, these consumers were subject to

⁹ https://www.hillspet.com/dog-food (last accessed on February 28, 2019).

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expensive veterinary bills and related costs as they tried to address the illnesses caused by the excessive and toxic vitamin D levels in the Hill's Products.

22. As a result of Defendant's deceptive conduct and/or unfair practices, Plaintiffs and Class Members suffered actual damages and/or economic losses.

Additional Advertising and Marketing Misrepresentations

23. As described above and below, Defendant has engaged in an extensive, nationwide, uniform marketing and advertising campaign replete with misrepresentations and false statements concerning the nutritional advantage of the Science Diet and Prescription Diet product lines.

24. Describing the quality of Hill's Products, Defendant's website¹⁰ states a "commitment to quality" with more than 220 veterinarians, food scientists, technicians and Ph.D. nutritionists developing all of Hill's pet foods. Defendant also states that ingredients are accepted only from suppliers whose facilities meet stringent quality standards and who are approved by Defendant. Each ingredient is supposedly examined to ensure its safety.¹¹

25. Another component to Defendant's deceptive marketing and advertising campaign for its Prescription Diet product line is its alliance with veterinarians¹² which emphasizes a "unique position to find a solution" to dietary and health issues that dogs may face.

26. Additionally, Defendant claims that its Science Diet product line would feed "your dog's best life" with biology-based nutrition and that "we make our foods using only highquality ingredients."¹³

¹⁰ <u>https://www.hillspet.com/about-us/quality-and-safety</u> (Last visited on February 28, 2019).
¹¹ Id.

¹² https://www.hillspet.com/prescription-diet/dog-food (Last visited on February 28, 2019).

¹³ https://www.hillspet.com/science-diet/dog-food (Last visited on February 28, 2019)/

Defendant's Misrepresentations and Omissions are Material to Consumers

27. Although pet foods vary in the quality of ingredients, formula, manufacturing processes and inspection quality, and nutritional value, premium or ultra-premium pet foods, like Hill's Products, typically have higher standards with respect to each of these important variables.

28. Hill's Pet Nutrition Prescription Diet and Science Diet product lines are typically sold through a veterinarian's office and provide tailored nutritional care to help with conditions including obesity, digestive problems, skin sensitivities, kidney problems, aging joints, diabetes, liver problems, heart health, and more.

29. As discussed above, Hill's Products emphasize nutritional value for the dogs consuming them. Pet owners generally buy them to address a health issue or nutritional deficiency that their dog may be experiencing – and pay a premium price to do so.

30. Accordingly, Defendant's ultra-premium pet foods are higher priced with larger mark-ups.

PARTIES

31. Plaintiff Lee Skoog is a citizen of Pennsylvania and resides in Media, Pennsylvania. At various times within the Relevant Time Period (defined below), Plaintiff Skoog purchased the following Hill's Products for her dog named Gracie: Hill's Prescription Diet i/d Canine Chicken & Vegetable Stew 12.5 oz., Hill's Prescription Diet i/d Canine Chicken & Vegetable Stew 5.5 oz., Hill's Science Diet Adult 7+ Small & Toy Breed Chicken & Barley Entrée Dog Food 5.8 oz., Hill's Science Diet Adult 7+ Chicken & Barley Entrée Dog Food 13 oz. and Hill's Prescription Diet k/d Kidney Care with Lamb Canned Dog Food 13oz. Gracie consumed the Hill's Products and became ill and then died because of the toxic levels of vitamin D present in the Hill's Products consumed. Plaintiff Skoog incurred over \$2,000 in veterinary

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bills and expenses because of the toxic Hill's Products consumed by Gracie.

32. Plaintiff Michelle Black is a citizen of Pennsylvania and resides in Lemont, Pennsylvania. At various times within the Relevant Time Period (defined below), Plaintiff Black purchased Hill's Prescription Diet k/d Canine in 13-ounce cans for her four-year-old Cocker Spaniel named Nemo. Nemo consumed the Prescription Diet Digestive Care i/d with turkey 13oz cans. Nemo became ill from these Hill's Products, and then died because of the toxic levels of vitamin D present in the Hill's Products consumed. Plaintiff Black incurred \$2,457.90 in veterinary bills and expenses because of the toxic Hill's Products consumed by Nemo.

33. Plaintiff Tiffany Miller is a citizen of Pennsylvania and resides in Allentown, Pennsylvania. At various times within the Relevant Time Period (defined below), Plaintiff Miller purchased the following Hill's Products for her Golden Retriever named Fido: Hill's Science Diet Adult 7+ Chicken & Barley Entrée Dog Food 13 oz., Hill's Science Diet Adult 7+ Beef & Barley Entrée Dog Food 13 oz., Hill's Science Diet Adult 7+ Turkey & Barley Entrée 13 oz., and Hill's Science Diet Adult 7+ Youthful Vitality Chicken & Vegetable Stew Dog Food 12.5 oz. Fido consumed the Hill's Products, became ill from these Hill's Products, and then died because of the toxic levels of vitamin D present in the Hill's Products consumed . Plaintiff Miller incurred \$450 in bills and expenses because of the illness and death of Fido as a result of the toxic Hill's Products consumed by Fido.

34. Plaintiff Barbara Wertman is a citizen of Pennsylvania and resides in Dillsburgh, Pennsylvania. At various times within the Relevant Time Period (defined below), Plaintiff Wertman purchased the following Hill's Products for her 2 Toy Fox Terriers named Doogie (male) and Maciekae (female): Hill's Prescription Diet i/d Low Fat Canine Rice, Vegetable & Chicken Stew 12.5 oz., both of her dogs became ill because of the toxic levels of Vitamin D

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present in the Hills Products consumed, and Maciekae died because of these toxic levels of vitamin D present in the Hill's Products consumed. Plaintiff Wertman incurred nearly \$500 in veterinary bills and expenses for Doogie and \$ 300 for Maciekae because of the toxic Hill's Products consumed by her dogs.

35. Plaintiff Candice Howarth-Gadomski is a citizen of Pennsylvania and resides in Lake Ariel, Pennsylvania. At various times within the Relevant Time Period (defined below), Plaintiff Howarth-Gadomski purchased the following Hill's Products for her Shepard/Husky named Rusty: Hill's Prescription Science Diet z/d. Fido consumed the Hill's Products, became ill from these Hill's Products, and then died because of the toxic levels of vitamin D present in the Hill's Products consumed. Plaintiff Howarth-Gadomski incurred bills and expenses because of the illness and death Rusty of as a result of the toxic Hill's Products consumed by Rusty.

36. Defendant Hill's Pet Nutrition is a Kansas corporation with its corporate headquarters located at 400 South West 8th Street, Topeka, Kansas 66603. Defendant markets, advertises, distributes and sells various pet food products nationwide, including the Hill's Products covered by this action.

JURISDICTION AND VENUE

37. This Court has jurisdiction over this action pursuant to 28 U.S.C. § 1332(d) because there are more than 100 class members and the aggregate amount in controversy exceeds \$5,000,000.00, exclusive of interest, fees, and costs, and at least one Class Member is a citizen of a state different from Defendant.

38. Venue is proper in this judicial district pursuant to 28 U.S.C. § 1391 because Defendant is headquartered and does business throughout this District.

CLASS ACTION ALLEGATIONS

39. Plaintiffs bring this action on behalf of themselves and all other similarly situated persons pursuant to Fed. R. Civ. P. 23.

The Classes and Subclasses Defined

40. Plaintiffs seek to represent a nationwide class defined as all persons in the United States who purchased Hill's Products during the Relevant Time Period. "Relevant Time Period" means the time period beginning with the earliest date that the Hill's Products contained abnormally high levels of vitamin D.

41. Plaintiffs also seek to represent an Pennsylvania Subclass defined as all persons who are Pennsylvania residents who purchased Hill's Products during the Relevant Time Period.

42. Excluded from the Class and Pennsylvania Subclass are Defendant, any entity in which Defendant has a controlling interest, and its legal representatives, officers, directors, employees, assigns and successors; persons and entities that purchased Hill's Products for resale; the Judge to whom this case is assigned and any member of the Judge's staff or immediate family; and Class Counsel.

The Classes and Subclasses Satisfy the Rule 23 Requirements

43. Members of the Class and Subclasses are so numerous that joinder of all members is impracticable. While the exact number of Class Members is presently unknown, and can only be ascertained through appropriate discovery, Plaintiffs believe the members of the Class exceed thousands of persons, if not hundreds of thousands.

44. Common questions of law and fact exist as to all members of the Class and Subclass and predominate over any questions solely affecting individual members of the Class and Subclass. Among questions of law and fact common to the Class and Subclass are:

- a. Whether Hill's Products contain excessive levels of vitamin D;
- b. Whether Hill's Products contain excessive vitamin D at levels high enough to injure and kill dogs;
- c. Whether Defendant's labeling, advertising, and marketing is false;
- d. Whether Defendant's labeling, advertising, and marketing is misleading;
- e. Whether Defendant's labeling, advertising, and marketing is deceptive;
- f. Whether Defendant breached warranties by making the representations above;
- g. Whether Defendant was unjustly enriched by making the representations and omissions above;
- h. Whether Defendant's actions as described above violated the Magnuson-Moss Warranty Act, 15 U.S.C. § 2301, et seq.;
- i. Whether the Hill's Products' value to Class Members and Subclass Members is diminished, and consequently, the Products are worth substantially less than the premium prices paid for them because of the toxic level of vitamin D; and
- j. Whether Defendant's actions as described above violated various state consumer protection statutes.

45. Plaintiffs' claims are typical of the claims of Class and the Subclass because Plaintiffs and each member of the Class and Subclass purchased Hill's Products and suffered damages and a loss of money as a result of that purchase.

46. Plaintiffs are adequate representatives of the Class and the Subclass because their interests do not conflict with the interests of the Class and Subclass members they seek to represent, they have retained competent counsel experienced in prosecuting class actions, and

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they intend to prosecute this action vigorously. The interests of the Class and the Subclass members will be fairly and adequately protected by Plaintiffs and their counsel.

47. A class action is superior to all other available methods for the fair and efficient adjudication of this controversy since joinder of all members is impracticable. Furthermore, as the damages suffered by the individual members of the Class and Subclass may be relatively small, the expense and burden of individual litigation make it impossible for members of the Class and Subclass to individually redress these wrongs. There will be no difficulty in the management of this class action.

48. Certification pursuant to Fed. R. Civ. 23(b)(1) is appropriate because prosecuting separate actions by or against individual class members would create a risk of inconsistent or varying adjudications with respect to individual class and subclass members that, as a practical matter, would be dispositive of the interests of the other members not parties to the individual adjudications or would substantially impair or impede their ability to protect their interests.

49. Certification pursuant to Fed. R. Civ. 23(b)(2) is appropriate because Defendant has acted or refused to act on grounds that apply generally to the Class and Subclass so that final injunctive relief or corresponding declaratory relief is appropriate as to the Class and Subclass as a whole.

COUNT I

VIOLATION OF MAGNUSON-MOSS WARRANTY ACT (15 U.S.C. § 2301, et seq.)

50. Plaintiffs and Class Members repeat and reallege and incorporate by reference each allegation set forth above and further alleges as follows.

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51. Plaintiffs bring this Count I individually and on behalf of the members of the Class against Defendant.

52. Hill's Products are consumer products as defined in 15 U.S.C. § 2301(1).

53. Plaintiffs and Class Members are consumers as defined in 15 U.S.C. § 2301(3).

54. Plaintiffs purchased Hill's Products during the Relevant Time Period costing more than \$5 and their individual claims are greater than \$25 as required by 15 U.S.C. § 2302(e) and 15 U.S.C. § 2310(d)(3)(A).

55. Defendant is a supplier and warrantor as defined in 15 U.S.C. § 2301(4) and (5).

56. In connection with the sale of Hill's Products, Defendant issued written warranties as defined in 15 U.S.C. § 2301(6), which warranted that the products, among other things, "[s]upport[] a healthy immune system," "improve and lengthen quality of life," "can be used longterm," "[p]rotect[] vital kidney & heart function," "[s]upport your dog's natural ability to build lean muscle daily," and "meet[] the special nutritional needs of puppies and adult dogs." Additional written warranties as defined in 15 U.S.C. § 2301(6) issued by Defendant in connection with the sale of the Hill's Products include, but are not limited to, that "We only accept ingredients from suppliers whose facilities meet stringent quality standards," and that "each ingredient [is] examined to ensure its safety."

57. Defendant breached these written warranties because the Hill's Products contained excessive and toxic levels of vitamin D harmful to pet health.

58. By reason of Defendant's breach of the written warranties, Defendant violated the statutory rights due Plaintiffs and Class Members pursuant to the Magnuson-Moss Warranty Act, 15 U.S.C. § 2301 *et seq.*, thereby damaging Plaintiffs and Class Members.

59. Within a reasonable time after Plaintiffs knew or should have known of such

failure to conform, Plaintiffs and/or Class Members gave Defendant notice thereof.

COUNT II

BREACH OF EXPRESS WARRANTY

60. Plaintiffs repeat and reallege each and every allegation above, as if set forth in full herein.

61. Defendant sold, and Plaintiffs and members of the Class purchased Hill's Products during the Relevant Time Period.

62. Defendant represented in its marketing, advertising, and promotion of Hill's Products that those products "[s]upport[] a healthy immune system," "improve and lengthen quality of life," "can be used long-term," "[p]rotect[] vital kidney & heart function," "[s]upport your dog's natural ability to build lean muscle daily," and "meet[] the special nutritional needs of puppies and adult dogs." Defendant also represented, among other things, that "We only accept ingredients from suppliers whose facilities meet stringent quality standards," and that "each ingredient [is] examined to ensure its safety."

63. The Hill's Products did not conform to Defendant's representations and warranties in that they contained excessive and toxic levels of vitamin D harmful to pet health.

64. Within a reasonable time after Plaintiffs knew or should have known of such failure to conform, Plaintiffs and/or Class Members gave Defendant notice thereof. Further, Defendant knew and had knowledge of the fact that its Hill's Products failed to conform to these representations and warranties well before Plaintiff and the Class Members.

65. As a direct and proximate result of Defendant's breach of these express warranties and failure of the Hill's Products to conform, Plaintiffs and members of the Class have been

damaged in that they did not receive the product as specifically warranted and/or paid a premium for the product and incurred veterinary expenses to treat their ill pets caused by these breaches.

COUNT III

BREACH OF IMPLIED WARRANTY OF MERCHANTABILITY

66. Plaintiffs repeat and reallege each and every allegation above, as if set forth in full herein.

67. Defendant sold and Plaintiffs and members of the Class purchased Hill's Products.

68. When sold by Defendant, the Hill's Products were not merchantable, did not pass without objection in the trade under the label description, were not of fair average quality within that description, were not fit for the ordinary purposes for which such goods are used, and did not conform to the promises or affirmations of fact made on the container or label because of the excessive and toxic levels of vitamin D.

69. Within a reasonable time after Plaintiffs knew or should have known that the Hill's Products were not fit for such purpose and/or was not otherwise merchantable as set forth above, Plaintiffs and/or Class Members gave Defendant notice thereof. Further, Defendant knew and had knowledge of the fact that its Hill's Products failed to conform to these representations and warranties well before Plaintiff and the Class Members

70. As a direct result of the Hill's Products being unfit for such purpose and/or otherwise not merchantable, Plaintiffs and the members of the Class were damaged in that they did not receive the product as warranted and/or paid a premium for the product and incurred veterinary expenses to treat their ill pets.

COUNT IV

UNJUST ENRICHMENT

71. Plaintiffs repeat the allegations of the foregoing paragraphs, as if fully set forth herein.

72. Plaintiffs conferred benefits on Defendant by purchasing Hill's Products at a premium price.

73. Defendant has knowledge of such benefits.

74. Defendant has been unjustly enriched in retaining the revenues derived from Plaintiffs and Class Members' purchases of Hill's Products. Retention of those moneys under these circumstances is unjust and inequitable because Defendant falsely and misleadingly represented, among other things, that its Hill's Products "[s]upport[] a healthy immune system," "improve and lengthen quality of life," "can be used long-term," "[p]rotect[] vital kidney & heart function," "[s]upport your dog's natural ability to build lean muscle daily," "meet[] the special nutritional needs of puppies and adult dogs," contains "ingredients from suppliers whose facilities meet stringent quality standards," and that "each ingredient [is] examined to ensure its safety" when, in fact, the Hill's Products contained excessive levels of vitamin D harmful to pet health, which caused injuries to Plaintiffs and members of the Class because they would not have purchased (or paid a price premium) for Hill's Products had the true facts been known.

75. Because Defendant's retention of the non-gratuitous benefits conferred on it by Plaintiffs and Class Members is unjust and inequitable, Defendant must pay restitution to Plaintiffs and Class Members for its unjust enrichment, as ordered by the Court.

COUNT V

VIOLATIONS OF PENNSYLVANIA UNFAIR TRADE PRACTICES AND CONSUMER PROTECTION LAW, 73 Pa. Cons. Stat. §§ 201-2 and 201-3, et seq.

76. The Pennsylvania Plaintiffs identified above, individually and on behalf of the Pennsylvania Subclass, repeats and realleges all previously alleged paragraphs, as if fully alleged herein.

77. Hill's is a "person," as meant by 73 Pa. Cons. Stat. \S 201-2(2).

78. The Pennsylvania Plaintiffs and Pennsylvania Subclass members purchased goods and services in "trade" and "commerce," as meant by 73 Pa. Cons. Stat. § 201-2(3), primarily for personal, family, and/or household purposes.

79. Hill's engaged in unfair methods of competition and unfair or deceptive acts or practices in the conduct of its trade and commerce in violation of 73 Pa. Cons. Stat. Ann. § 201-3, including the following: representing that its goods and services have characteristics, uses, benefits, and qualities that they do not have (73 Pa. Stat. Ann. § 201-2(4)(v)); representing that its goods and services are of a particular standard or quality if they are another (73 Pa. Stat. Ann. § 201-2(4)(vii)); and advertising its goods and services with intent not to sell them as advertised (73 Pa. Stat. Ann. § 201-2(4)(vii)).

80. Hill's representations and omissions were material because they were likely to deceive reasonable consumers.

81. As a direct and proximate result of Hill's deceptive acts and practices, the Pennsylvania Plaintiffs and Pennsylvania Subclass have suffered and will continue to suffer injury, ascertainable losses of money or property, and monetary and non-monetary damages, including from not receiving the benefit of their bargain in purchasing the Hill's Products.

82. The Pennsylvania Plaintiffs and Pennsylvania Subclass members seek all monetary and non-monetary relief allowed by law, including actual damages or statutory damages of \$100 (whichever is greater), treble damages, attorneys' fees and costs, and any additional relief the Court deems necessary or proper

RELIEF DEMANDED

WHEREFORE, Plaintiffs, individually and on behalf of all others similarly situated, seek a judgment against Defendant, as follows:

- a. For an order certifying the nationwide Class and Subclass under Rule 23 of the Federal Rules of Civil Procedure and naming Plaintiffs as representatives of the Class and Subclass and Plaintiffs' attorneys as Class Counsel to represent the Class and Subclass members;
- b. For an order declaring that Defendant's conduct violates the statutes referenced herein;
- c. For an order finding in favor of Plaintiffs, the nationwide Class, and the Subclass on all counts asserted herein;
- d. For compensatory (including but not limited to emotional distress), statutory, and punitive damages in amounts to be determined by the Court and/or jury;
- e. For prejudgment interest on all amounts awarded;
- f. For an order of restitution and all other forms of equitable monetary relief;
- g. For injunctive relief as pleaded or as the Court may deem proper; and
- h. For an order awarding Plaintiffs and the Class and Subclass their reasonable attorneys' fees and expenses and costs of suit.

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JURY TRIAL DEMANDED

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

Dated: April 3, 2019

Respectfully submitted, By: Charles E. Schaffer (PA76259) LEVIN SEDRAN & BERMAN, LLP 510 Walnut Street, Suite 500 Philadelphia, PA 19106 Telephone: (215) 592-1500 Facsimile: (215) 592-4663 cschaffer@lfsblaw.com

Attorney for the Plaintiffs and Class