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17	UNITED STATES DISTRICT COURT			
18	FOR THE CENTRAL DISTRICT OF CALIFORNIA			
19		Case No: 5:23-CV-00654-ODW-KK		
20	Kerry Lamons, on behalf of herself and all	UNLIMITED CIVIL CASE		
	others similarly situated,	UNLIMITED CIVIL CASE		
21	Plaintiff,	AMENDED CLASS ACTION COMPLAINT:		
22	V.	1. Against all Defendants for Breach of		
23		Express Warranty		
24	GLANBIA PERFORMANCE NUTRITION	2. Against all Defendants for Breach of Implied Warranty of Merchantability		
	(NA), INC., a corporation, d/b/a Optimum Nutrition and BSN and DOES 1 Through 100,	3. Against all Defendants for Common Law		
25	Inclusive,	Fraud		
26		4. Against all Defendants for Violations of California's False Advertising Law,		
27	Defendants.	Camorina 5 raise Advertising Law,		
28				
	CLASS ACTION COMPLAINT			

1 2 3 4 5 6 7 8 9 10	California Business & Professions Code §§ 17500 et seq. 5. Against all Defendants for Violations of the California Legal Remedies Act Cal. Civ. Code §§ 1750—1785 ("CLRA") 6. Against all Defendants for Violations of the California Unfair Competition Law, Cal. Civ. & Prof. Code §§ 17200-17210 ("UCL") 7. Against all Defendants for Unjust Enrichment JURY TRIAL DEMANDED.		
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Plaintiff Kerry Lamons ("Plaintiff Lamons" or "Ms. Lamons"), on behalf of herself and all others similarly situated, by and through her undersigned counsel, brings this action against Glanbia Performance Nutrition (NA), Inc. d/b/a Optimum Nutrition and BSN (hereinafter "Glanbia" or "Defendant") and Does 1 through 100 (collectively referred to as "Defendants"). Plaintiff alleges violations of the Unlawful and Deceptive Trade Practices Act (California Business and Professions Code §§ 17200, et seq.) ("UCL"), Consumers Legal Remedies Act (California Civil Code §§ 1750, et seq.) ("CLRA"), and also brings claims for breach of express warranty, breach of implied warranty of merchantability, common law fraud, and unjust enrichment on behalf of all others similarly situated. The following allegations are based upon information and belief, including personal knowledge as to her own acts and experiences and upon the investigation conducted by counsel as to all other allegations:

INTRODUCTION

- 1. Plaintiff brings claims against Glanbia and Does 1 through 100 as a class action, and does so on behalf of herself and all putative members of the "Class" (defined below).
- 2. This action arises from the deceptive trade practices of Defendants in its manufacture and sale of nutritional powders containing branched-chain amino acids labeled "BSN" and "Optimum Nutrition", lines, respectively labeled "BSN AMINOX" and "Optimum Nutrition Essential Amino Energy" and its advertisements representing that such BSN products contain "0 Calories" while the Optimum Nutrition contain only "5 Calories." The BSN AMINOX line of products includes Fruit Punch, Blue Raspberry, Watermelon, Grape, EAAs- Jungle Juice, EAAs- Purple People Eater, EAAs-Strawberry Dragonfruit, EAAs-Watermelon Splash, and EAAs-White Bark Raspberry flavors and is marketed as a "Keto Friendly," "Sugar Free" product meant to support "muscle recovery and endurance." The Optimum Nutrition Essential Amino Energy line of products includes Blue Raspberry, Blueberry Lemonade, Blueberry Mojito,

Concord Grape, Cotton Candy, Fruit Fusion, Green Apple, Juicy Strawberry, Lemon Lime, Orange, Peach Lemonade, Pineapple, Strawberry Lime, Watermelon and Wild Berry. Moreover, BSN AMINOx and Optimum Nutrition Essential Amino Energy are sub-brands of the broader Glanbia portfolio of numerous like products, including "Optimum Nutrition Instantized BCAA 5000," "Optimum Nutrition Amino Energy + Electrolytes," "Optimum Nutrition Superior Amino 2222," and several dozen SKUs, (collectively, the "Product"/"Products"), all of which are purposely misbranded for Calorie content, most positioning "0" Calories or implying the same through the omission of the term "Calories" from the nutritional label or claiming only "5 to 10 Calories Per Serving with Zero Sugar." Meanwhile, the actual Caloric range for all of the aforementioned products amounts to 35 to 55 Calories depending on formulation and use guidance, which can include multiple servings per day.

- 3. While Plaintiff intends to represent a class of individuals who purchased any and all of the Products identified in paragraph 2 above as they are substantial similar Products, all with nutritional labels claiming an incorrect number of calories, Plaintiff specifically purchased Optimum Nutrition Essential Amino Energy + Electrolytes.
- 4. Defendants' representations and omissions regarding the number of Calories in the Product(s), including on its labels, webpages and other marketing and advertising media and materials, is purposely deceptive to create a competitive advantage against compliant competitors. However, it is the consumers that ultimately suffer by this deviant and non-compliant behavior because Defendants knowingly provide non-factual information and omit relevant information in an attempt to deceive and entice sales to these consumers who are seeking to purchase "0 Calorie" and low-Calorie products conducive to weight loss and control.
 - 5. Title 21 of the Code of Federal Regulations relating to nutritional labeling of food

states that Calories are to be expressed to the nearest 5-Calories on labels. See 21 CFR 101.9(c)(1). The Food and Drug Administration ("FDA") guidance relating to nutritional labeling of food describes several methods for estimating Calories in 21 CFR § 101.9(c)(1)(i). Of these methods, only five are relevant to the Product. These methods include (1) calories based on a per gram measurement of protein, fat, and carbohydrates of specific foods and other ingredients (this method is known as the Atwater Method); (2) calories calculated by assigning four, four, and nine calories per gram for protein, total carbohydrates, and total fat, respectively; (3) calories calculated by assigning four, four, and nine calories per gram for protein, total carbohydrates, and total fat, respectively, but then subtracting two calories per gram for non-digestible carbohydrates and between zero and three calories per gram of sugar alcohols; (4) using data for specific food factors for particular foods or ingredients approved by the FDA; and (5) using bomb calorimetry data. See 21 CFR § 101.9(c)(1)(i).

- 6. Furthermore, per the FDA, Calories are a "Third Group" nutrient, which means they are nutrients associated with health concerns. Accordingly, like saturated fat, cholesterol, sodium, and other Third Group nutrients, the actual Calorie level/serving must not exceed greater than 20% of the labeled claim. *See* 21 CFR 101.9(g)(5)). Further, if Calories are stated in the Supplement Facts panel, actual Calories cannot be >20% of that labeled number, pursuant to 21 CFR 101.9(g)(5).
- 7. Plaintiff conducted independent Calorie calculation testing of the Product, which testing revealed that the Product contained approximately 356 Calories per 100 grams. Assuming a serving size of 9.5 grams, each serving contains approximately 34 Calories, significantly more than the "5 Calories" advertised. Thus, consumers in the state of California, such as Plaintiff, have

been, and continue to be, misled into purchasing Defendants' nutritional powders with the belief that they do not contain more than the "5 Calories" stated.

- 8. Plaintiff has analyzed the Product and evaluated it in accordance with each of the five methods provided by the FDA regulations and has concluded that every one of the five methods' results yield a calorie value that exceeds the claims on the Product's label by more than twenty percent (20%).
- 9. Defendants' product representations are in direct violation of FDA guidance for labeling Calories when present at levels at or above 5 Calories/serving (see 21 CFR § 101.9(c)). The FDA requires marketers to declare Calories and Calorie-containing nutrients within the Nutrition Facts and Supplement Facts if they are determined to be in significant amounts. Moreover, in accordance with 21 CFR 101.60(a)(4), dietary supplements may only make nutrient content claims related to Calories when there are less than 5 Calories per labeled serving.
- 10. The FDA provides a clear (high resolution) example of labeling Calories for an amino acid-based supplement via https://www.fda.gov/media/99158/download. This FDA example, as pictured below, displays approximately 4 grams of total amino acids, which would approximate 16 Calories and is listed as 15 based on rounding rules. The full FDA label set is included in **Appendix 1**. These labeling examples provided by the FDA remove any possibility of misunderstanding the guidance given as such guidance pertains to this Complaint. The relevant example provided by the FDA is as follows:

Supplement Facts Serving Size 1 Tablet				
Servings Per Container 50				
Amount Per Tablet				
Calories	15			
Isoleucine (as L-isoleucine hydrochloride)	450 mg*			
Leucine (as L-leucine hydrochloride)	620 mg*			
Lysine (as L-lysine hydrochloride)	500 mg*			
Methionine (as L-methionine hydrochloride)	350 mg*			
Cystine (as L-cystine hydrochloride)	200 mg*			
Phenylalanine (as L-phenylalanine hydrochloride)	220 mg*			
Tyrosine (as L-tyrosine hydrochloride)	900 mg*			
Threonine (as L-threonine hydrochloride)	300 mg*			
Valine (as L-valine hydrochloride)	650 mg*			
*Daily Value not established.				

Other ingredients: Cellulose, lactose, and magnesium stearate

- 11. Nonetheless, Defendants continued to sell their products with misleading labels, despite knowing the inaccuracy of such representations. Defendants chose, and continue to choose financial gain at the expense of consumers by concealing and omitting disclosure of this critical misrepresentation to consumers who, like Plaintiff, purchased the Product based specifically upon this "0" and low-Calorie representation, for purposes of lean muscle development and weight control.
- 12. Plaintiff does not seek to impose requirements greater than those required by FDA regulations. Plaintiff's claims do not seek to expand upon, or call for stricter standards than, the labeling or marketing requirements of caloric content established by FDA regulations.

JURISDICTION, VENUE, AND GOVERNING LAW

13. This action is properly before this Court, and this Court has subject matter jurisdiction over this action under the Class Action Fairness Act. Specifically, at least one member of the proposed class is a citizen of a different state from Defendants, the number of proposed Class Members exceeds 100, and the aggregate amount in controversy exceeds the sum or value of \$5,000,000.00, exclusive of interests and costs. 28 U.S.C. § 1332(d)(2)(A).

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Defendants have sufficient minimum contacts with California and within the Central District of

California to establish Defendants' presence in California, and certain material acts upon which

This Court has general and specific jurisdiction over the Defendants because

14.

this suit is based occurred within the Central District of California. Defendants do substantial business in the State of California and within this Judicial District, are registered to, and are doing business within the State of California, and otherwise maintain requisite minimum contacts with the State of California. Specifically, Defendants distributed and sold the Product in California and have a principal place of business in California.

15. Venue is proper in this District under 28 U.S.C. § 1391(b)(2) because Defendants

are subject to personal jurisdiction within the Central District of California and a substantial part of the events or omissions giving rise to the claims asserted herein occurred in this judicial District, including that Plaintiff purchased and used the Product in the Central District of California. Additionally, Defendants distribute the Product in this District, receive substantial compensation and profits from the sale and lease of Product in this District and have and continues to conceal and make material omissions in this District.

THE PARTIES

A. Plaintiff

16. Plaintiff Kerry Lamons is a citizen and resident of Indio, California in Riverside County. Beginning on or around September 6, 2021, Plaintiff purchased the Product, specifically Optimum Nutrition Essential Amino Energy + Electrolytes, from Vitamin Shoppe after viewing its label and other marketing materials, all of which claimed to contain only "5 Calories," leading her to believe that the Product contained 5 Calories. However, independent testing demonstrated that the Product contained substantially more Calories than Defendants advertised on the Product's label.

- 17. Plaintiff reserves the right to seek leave to amend the within Class Action Complaint to add new Plaintiffs, if necessary, in order to establish suitable representative(s).
- 18. At no point, either during Plaintiff Lamons' research about the Product or at the point of sale, did Defendants ever disclose that the Product actually contained significantly more Calories than the "5 Calories" it inaccurately advertised.

B. Defendants

- 19. Plaintiff is informed and, based upon information and belief, alleges that Defendant, Glanbia, is a corporation with its principal office in the state of Illinois that makes and distributes health supplements, energy drinks, and nutritional protein powders throughout the United States and, specifically, to consumers in numerous counties throughout the State of California, including in Riverside County.
- 20. Plaintiff does not currently know the true names or capacities of the persons or entities sued herein as Does 1-100, inclusive, and therefore sues said Defendants by such fictitious names. Each of the Doe Defendants was in some manner legally responsible for the damages suffered by Plaintiff and the Class, as alleged herein. Plaintiff will amend this Complaint to set forth the true names and capacities of these Defendants when they have been ascertained, together with the appropriate charging allegations, as may be necessary.
- 21. At all times mentioned herein, the Defendants named as Does 1-100, inclusive, and each of them, were residents of, doing business in, availed themselves of the jurisdiction of, and/or injured a significant number of the Plaintiff and the Class in the State of California.
- 22. Defendants' Product is sold on their website and through retailers including Walmart, Vitamin Shoppe and others and is purchased by consumers for personal use and consumption in the State of California.

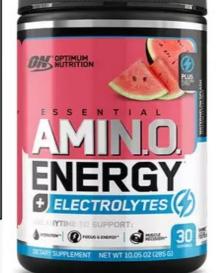
ALLEGATIONS COMMON TO ALL CAUSES OF ACTION

THE SALE OF UNHEALTHY, CALORIE-LADEN PROTEIN POWDERS AS A DECEPTIVE TRADE PRACTICE

- 23. Each of the preceding paragraphs is incorporated by reference herein.
- 24. Advertisements, packages, and labels should provide consumers with accurate information as to the nature and quality of a product's contents and should assist in making informed decisions. When a company misrepresents material information about a product, it is deceptive and misleading to reasonable consumers.
- Nutrition and BSN websites, along with others like Walmart, Amazon, and Vitamin Shoppe, Defendants prominently advertise details of the Product, including touting its having less than 10 Calories, or in the case of the BSN line of products, omitting any reference to Caloric content, implying no Calories are present. These digital marketing claims for the Product alongside images on the Product's label, which can be viewed below, mislead consumers to believe that the product contains "5 Calories" by direct representations of such or "0 Calories" by omission. In fact, the nutritional labels affixed to each Product, whose images appear as key advertising agents on retailer websites, clearly states "5 Calories" per for the Optimum Nutrition products and purposefully excludes a section for Calorie content in BSN products. These misrepresentations and omissions clearly represent to consumers that the Calories in the Product are very low or, in the case of BSN products, do not exist, where omission of any mention of Calories indicates they constitute an irrelevant nutritional factor.

¹ See BSN- Product Page; Optimum Nutrition- Product Page; Vitamin Shoppe- ON Product Page; Vitamin Shoppe-BSN Product Page; Walmart- ON Product Page; Malmart- BSN Product Page; Amazon-ON Product Page; Amazon-BSN Product Page; BodyBuilding.com-Product Page

Supplement Facts
Serving Size 9.5 g (About 2 Scoops)
Servings Per Container 72 Amount Per Serving % Daily Value Calories Total Carbohydrate <1% 60 mg Magnesium Chloride 190 mg 8% Sodium 110 mg 5% Micronized Taurine, Micronized L-Glutamine, Micronized L-Arginine, Micronized L-Leucine, Beta-Alanine, Micronized L-Citrulline, Micronized L-Isoleucine, Micronized L-Micronized L-Tyrosine, Micronized L-Histidine, Micronized L-Lysine Hydrochloride, Micronized L-Phenylalanine, Micronized L-Threonine, Micronized L-Methionine Amino Blend lectrolyte Blend 440 mg Sodium Chloride, Magnesium Oxide, Potassium Chloride Electrolyte Blend Caffeineŧ 100 mg Green Tea Leaf Extract 50 mg Green Coffee Bean Extract 10 mg *Percent Daily Values are based on a 2,000 calorie diet.
**Daily Value not established. OTHER INGREDIENTS: Natural and Artificial Flavor, Malic



OTHER INGREDIENTS: Natural and Artificial Flavor, Malic Acid, Citric Acid, Calcium Silicate, Silicon Dioxide, Suralose, Gum Blend (Guar Gum, Gum Acacia, Xanthan Gum), Tartaric Acid, Beet Juice Powder (color), Sunflower and/or Soy Lecithin, Inulin.

CONTAINS: SOY.

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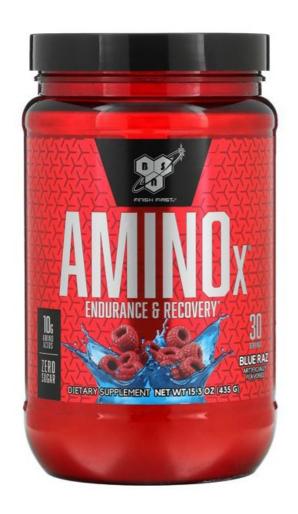
ESSENTIAL AMIN.O. ENERGY + ELECTROLYTES

★★★★ (24)

- Energy + Muscle Recovery + Electrolytes
- Dial Up your Energy Level Customize your Caffeine Level to Support your Daily Routine
- 100 mg of Caffeine per Serving Derived from Natural Sources Like Coffee Bean and Tea Leaf
- 5 Grams of Amino Acids per Serving for Muscle Recovery
- 405-410 mg of Electrolytes per Serving to Help Replenish What's Lost with Sweat (when taken with at least 10 fluid ounces of water)
- Available in 4 delicious flavors including NEW Strawberry

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PRODUCT OVERVIEW Energy + Muscle Recovery + Electrolytes Mix up ESSENTIAL AMIN.O. ENERGY + ELECTROLYTES anytime you want a boost of energy, muscle recovery and electrolyte support. Each serving provides 100 mg of caffeine from natural α sources to support energy and focus along with 5 grams of amino acids for muscle recovery support—plus electrolytes to help replace what's lost through sweat.1 **BENEFITS** ✓ Dial Up your Energy Level - Customize your Caffeine Level to Support your Daily Routine ✓ Supports Energy, Focus & Muscle Support ✓ 100 mg of Caffeine per Serving Derived from Natural Sources Like Coffee Bean and Tea Leaf ✓ 5 grams of Amino Acids per Serving to Support Muscle Recovery ✓ Electrolytes to Help Replenish What's Lost Through Sweat (when taken with at least 10 oz water) ✓ Available in 4 delicious flavors including NEW Strawberry -11-COMPLAINT







-12-

COMPLAINT



26. Despite Defendant's misleading representations and omission of Calories on every Product's label, independent laboratory testing has revealed that the Optimum Nutrition Product actually contains approximately 356 Calories per 100 grams. Assuming a serving size consists of 9.5 grams as is indicated by the Product's nutritional label, each serving contains approximately 34 Calories, far more Calories than the "5 Calories" represented on the Product's packaging and from Defendants' advertising and promotional materials. Independent laboratory testing has similarly revealed that the BSN Product actually contains approximately 378 Calories per 100 grams. Assuming a serving size consists of 14.5 grams as is indicated by the Product's nutritional label, each serving contains approximately 55 Calories, far more Calories than the "0 Calories"

implied by omission on the Product's packaging and from Defendant's advertising and promotional materials.

- 27. Defendants' sale of the Product deceives consumers, such as Plaintiff, because the package is materially misleading in that it includes no Caloric information and, therefore, in violation of FDA regulations, indicates the absence of any Calories per serving of its contents.
- 28. Defendants' sale of the Product is deceptive to reasonable consumers, including Ms. Lamons who, in consideration of their health and fitness goals, are in the market for 0 and low-Calorie products, because there is no practical way for them to know, prior to purchase and consumption, that the Product is laden with Calories despite being marketed as containing none or less than 10 Calories per serving.

CLASS ACTION ALLEGATIONS

29. Plaintiff brings this lawsuit on behalf of herself, and all other persons similarly situated, pursuant to California Code of Civil Procedure § 382. The Proposed Class is defined as follows:

The Class:

All persons in California who are current or former users of the Product and other Products in the line of BCAA Products in the past four years.

- 30. The Class is also referred to collectively herein as the "Proposed Class."
- 31. Excluded from the Proposed Class are Defendants' officers, directors, legal representatives, successors, and assigns; any entity in which Defendants have a controlling interest; and judicial officers to whom this case is assigned and their immediate family members.
- 32. Plaintiff reserves the ability to modify the definition of the Proposed Class before the Court determines whether class certification is warranted.

the same manner by Defendants' uniform course of conduct described herein. Plaintiff and all Proposed Class members have the same claims against Defendants relating to the conduct alleged herein, and the same events giving rise to Plaintiff's claims for relief are identical to those giving rise to the claims of all Proposed Class members. Plaintiff and all Proposed Class members sustained economic injuries including, but not limited to, ascertainable losses arising out of Defendants' course of conduct as described herein. Plaintiff is advancing the same claims and legal theories on behalf of herself and all absent Proposed Class members.

- 36. Adequacy: Plaintiff will fairly and adequately protect the interests of the members of the Proposed Class and has no interests antagonistic to those of the Proposed Class. Plaintiff has retained counsel experienced in the prosecution of complex class actions including, but not limited to, consumer class actions involving, *inter alia*, breaches of warranties, product liability, product design defects, and state consumer fraud statutes.
- 37. Superiority: A class action is superior to other available methods for the fair and efficient adjudication of this controversy, since individual joinder of all members of the Proposed Class is impracticable, and the amount at issue for each Proposed Class member would not justify the cost of litigating individual claims. Should individual Proposed Class members be required to bring separate actions, this Court would be confronted with a multiplicity of lawsuits burdening the court system while also creating the risk of inconsistent rulings and contradictory judgments. In contrast to proceeding on a case-by-case basis, in which inconsistent results will magnify the delay and expense to all parties and the court system, this class action presents far fewer management difficulties while providing unitary adjudication, economies of scale and comprehensive supervision by a single court.

- 38. *Manageability*: Plaintiff is unaware of any difficulties that are likely to be encountered in the management of this action that would preclude its maintenance as a class action.
- 39. Defendants have acted, and refused to act, on grounds generally applicable to the Proposed Class, thereby making appropriate final equitable relief with respect to the Proposed Class as a whole.

ESTOPPEL FROM PLEADING AND TOLLING OF APPLICABLE STATUTES OF LIMITATIONS

- 40. Defendants have possessed exclusive knowledge about the number of Calories contained in the Product, including from its customer complaint and warranty records, internal emails, reports, analyses, and assessment of engineers, all of which is unavailable to Plaintiff and the proposed Class members.
- 41. Throughout the time period relevant to this action, Defendants concealed the contents of the Product. As a result, neither Plaintiff nor the absent Class members could have discovered the number of Calories actually contained in the Product, even upon reasonable exercise of diligence.
- 42. Despite their knowledge of the above, Defendants (a) failed to disclose, (b) concealed, and (c) continue to conceal critical information relating to the Product's Caloric content, even though, at any point in time, they could have communicated this material information to Plaintiff and the Class through individual correspondence, media releases, or other means.
- 43. Plaintiff and Class members relied on Defendants to disclose the number of Calories in the Product because the contents could not be discovered through reasonable efforts by Plaintiff and Class members.

- 44. Thus, the running of all applicable statutes of limitations have been suspended with respect to any claims that Plaintiff and Class members have against Defendants as a result of Defendants' misrepresentations and omissions, by virtue of the fraudulent concealment doctrine.
- 45. Defendants were under a continuous duty to Plaintiff and Class members to disclose the true nature, quality, and character of its Product. However, Defendants concealed the true nature, quality, and character of the Product, as described herein. Based upon the foregoing, Defendants are estopped from relying on any statutes of limitations in defense of this action.
- 46. Defendants knew about the number of Calories contained in the Product for years but concealed it and/or failed to alert purchasers or potential purchasers. Defendants maintained exclusive control over information concerning the number of Calories in the Product. Based upon the foregoing, Defendants are estopped from relying on any statutes of limitations or repose that might otherwise apply to the claims asserted by Plaintiff herein.

FIRST CAUSE OF ACTION (Against all Defendants for Breach of Express Warranty)

- 47. Plaintiff incorporates by reference all preceding paragraphs as though fully set forth herein.
 - 48. Plaintiff brings this claim individually and on behalf of the Proposed Class.
- 49. Defendants are "merchant[s]" and "seller[s]" as those terms are defined under the Uniform Commercial Code ("U.C.C.") and by the respective state statutes under which Plaintiff alternatively pleads this claim. *E.g.*, Cal. Comm. Code §§ 2103 and 2104.
- 50. Plaintiff and Class members were "buyers" of "goods" as defined under the U.C.C. and by the respective state statutes under which Plaintiff alternatively asserts this claim. *E.g.*, Cal. Code §§ 2103.

- 51. "Any affirmation of fact or promise made by the seller to the buyer which relates to the goods and becomes part of the basis of the bargain creates an express warranty that the goods shall conform to the affirmation or promise." U.C.C. § 2-313(a)(1).²
- 52. Defendants created an express warranty within the meaning of the U.C.C. and the respective state statutes under which Plaintiff alternatively asserts this claim.
- 53. Defendants extended express warranties that the Product contained "5 to 10 Calories" or no Calories at all to consumers, including Plaintiff and the Proposed Class, by way of the product label, product descriptions and representations as to product qualities and characteristics, on their websites (and other third-party websites), and via advertisements, among other methods as detailed herein. These promises and representations became part of the basis of the bargain between the parties and thus constituted an express warranty.
- 54. Plaintiff and Class members reasonably and justifiably relied on Defendants' express warranty when purchasing the Product.
- 55. Defendants breached these warranties by selling the Product knowing it contained substantially more than the warranted "5 to 10 Calories" as set forth in detail herein.
- 56. As a direct result of this breach, Plaintiff and other consumers, in fact, did not receive goods as warranted by Defendants.
- 57. As a proximate result of this breach of warranty by Defendants, Plaintiff and other consumers have suffered damages, injury in fact, and ascertainable loss in the amount to be determined at trial.

SECOND CAUSE OF ACTION

(Against all Defendants for Breach of Implied Warranty of Merchantability)

 $^{^2}$ The statutory provisions adopting these provisions of the U.C.C. for California can be found at Cal. Com. Code §§ 2313, 10210.

- 58. Plaintiff hereby incorporates each and every allegation as though fully set forth herein.
 - 59. Plaintiff brings this claim individually and on behalf of the Proposed Class.
- 60. Defendants sold the Product to Class members under implied warranties of merchantability and fitness. Defendants impliedly warranted the Product to be merchantable, fit for the ordinary purposes for which they were intended to be used (including the guarantee that they were in a safe and non-defective condition for use by their purchasers for the ordinary purpose for which they were intended and were not otherwise injurious). Defendants are under a duty to design, manufacture, label, and test the Product to make it suitable for the ordinary purposes of their use—a dietary supplement that "supports muscle endurance" and recovery.
- 61. Defendants breached their implied warranties for the Product by failing to disclose the true number of Calories contained in the Product and otherwise inadequately marketing the product as a dietary supplement that would not hinder weight loss and maintenance goals.
- 62. In breach of Defendants' implied warranties, the Product is defective, unfit for the ordinary purposes for which it was intended to be used, and not merchantable.
- 63. Defendants are and were, at all relevant times, "merchants" and sellers of nutritional supplements within the meaning of the Uniform Commercial Code and relevant state law.³
- 64. The Product is and was, at all relevant times, a "good" within the meaning of the Uniform Commercial Code and by the respective state statute under which Plaintiff alternatively brings this claim, including the Consumer Legal Remedies Act, Cal. Civ. Code § 1761(a).

³ The relevant state statutory provisions for the California can be found at Cal. Com. Code §§ 2314, 10212.

- 65. A warranty that the Product was in merchantable condition and fit for the ordinary purpose for which such nutritional supplemental powders are used is implied by law under the Uniform Commercial Code and relevant state law.
- 66. Defendants knew, or had reason to know, of the specific use for which the Product would be purchased and used. Plaintiff and the Class were promised a dietary supplement that would not only contain a maximum of "5 to 10 Calories" and be conducive to weight loss and management, but also that would be adequately labeled, pass without objection in the trade, and be fit for the ordinary purposes for which dietary supplement powders are used.
- 67. Defendants knew that the Product would and did pass unchanged from the authorized manufacturers to Plaintiff and members of the Class, with no indication of the true Caloric content of the Product.
- 68. Defendants provided Plaintiff and Class members with an implied warranty that the Product was merchantable and fit for the ordinary purposes for which they were sold.
- 69. This implied warranty included, among other things, a warranty that Defendants manufactured, supplied, distributed, and/or sold the Product with consumers in mind who would be seeking low-Calorie or Calorie-free products for reasons of weight, health, and fitness management.
- 70. Contrary to the applicable implied warranties, the Product at the time of sale and thereafter was not fit for its ordinary and intended purpose in that it, in fact, contained far more than the "5 to 10 Calories" Defendants represented to consumers through its omissions. Such action breached the implied warranty that the Product was of merchantable quality and fit for such use, in violation of the Uniform Commercial Code and relevant state law.

- 71. Defendants have been on notice of these misrepresentations and/or omissions through, upon information and belief, their own internal research and development process. Defendants have had the opportunity to correct the number of Calories in the Product or correct their misrepresentations but have chosen not to do so. When confronted with the allegations herein, Defendants elected to continue to sell their Product without disclosing their omissions.
- 72. As a direct and proximate result of Defendants' breach of the implied warranty of merchantability and fitness for a particular purpose, Plaintiff and Class members did not receive the benefit of their bargains.
- 73. Plaintiff and Class members are entitled to damages and other legal and equitable relief, including the purchase price of the Product, overpayment, or loss of the benefit of the bargain.

THIRD CAUSE OF ACTION (Against all Defendants for Common Law Fraud)

- 74. Plaintiff hereby incorporates each and every allegation as though fully set forth herein.
 - 75. Plaintiff brings this claim individually and on behalf of the Proposed Class.
- 76. Defendants committed fraud by (i) failing to disclose and (ii) actively concealing, at the point of sale of the Product to Plaintiff and otherwise, that the Product contains more than the alleged "5 to 10 Calories." Through their own website (and other third-party websites) and other marketing materials, Defendants concealed the truth about the Product, intending for Plaintiff and the Class to rely upon Defendants' representations and/or omissions—which they did.
- 77. A reasonable consumer would not have expected the Product to contain the Caloric content described herein. Plaintiff and the members of the Class did not know of the facts which

were concealed from them by Defendants. Moreover, as consumers, Plaintiff and the members of the Class did not, and could not, unravel the deception on their own. Defendants omitted information about the Calorie content on their websites and marketing materials.

- 78. Defendants had a duty to disclose Caloric information because the true facts were known and/or accessible only to them and because they knew these facts were not known or reasonably discoverable by Plaintiff or the members of the Class.
- 79. As a direct and proximate result of Defendants' conduct, Plaintiff and members of the Class have been harmed in that they purchased the Product when they otherwise would not have, paid more for the Product than they otherwise would have, and are left with a Product of diminished value and utility because of the defect. Meanwhile, Defendants have sold more of the Product than they otherwise would have and charged inflated prices for the Product, thereby unjustly enriching themselves.
- 80. Based on the foregoing, Plaintiff is entitled to all remedies available, including refunds, actual damages, liquidated damages, punitive damages, attorney fees and other reasonable costs. Plaintiff and Class members request that the Court award equitable relief, including an order requiring Defendants to adequately disclose Calorie content of the Product and an order enjoining Defendants from selling the Product without disclosing this information in the future.
- 81. Defendants' acts and omissions were done wantonly, maliciously, oppressively, deliberately, with intent to defraud; in reckless disregard of the rights of Plaintiff and the Class; and to enrich themselves. Their misconduct warrants an assessment of punitive damages in an amount sufficient to punish them and deter such conduct in the future, which amount shall be determined according to proof at trial.

1 FOURTH CAUSE OF ACTION 2 (Against all Defendants for Violations of California's False Advertising Law, California **Business & Professions Code §§ 17500 et seq.)** 3 82. Plaintiff hereby incorporates each and every allegation as though fully set forth 4 herein. 5 6 83. Plaintiff brings this claim individually and on behalf of the Proposed Class. 7 84. Beginning at an exact date unknown to Plaintiff, but within three (3) years 8 preceding the filing of the Class Action Complaint, Defendants made untrue, false, deceptive 9 and/or misleading statements in connection with the advertising and marketing of the Product. 10 85. Defendants made representations and statements (by omission and commission) 11 that led reasonable consumers to believe that the Product was fit for their intended purpose, to aid 12 13 in muscle development, maintenance, and repair without adding excessive Caloric intake. 14 Defendants deceptively failed to inform Plaintiff and Class members, that the Product was, in 15 fact, laden with Calories far greater than the Calorie-free product represented by Defendants.

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- 86. Plaintiff and those similarly situated relied, to their detriment, on Defendants' false, misleading, and deceptive advertising and marketing practices. Had Plaintiff and those similarly situated been adequately informed and not intentionally deceived by Defendants through Defendants' false representations and omissions, they would have acted differently by, without limitation, refraining from purchasing the Product or paying less for it.
 - 87. Defendants' acts and omissions are likely to deceive the general public.
- 88. Defendants engaged in these false, misleading, and deceptive advertising and marketing practices to increase their profits. Accordingly, Defendants have engaged in false advertising, as defined and prohibited by section 17500, *et seq.* of the California Business and Professions Code.

- 89. The aforementioned practices also constitute unlawful competition and provide an unlawful advantage over Defendants' competitors as well as injury to the general public.
- 90. As a direct and proximate result of such actions, Plaintiff and the other members of the Class have suffered, and continue to suffer, injury in fact and have lost money and/or property as a result of such false, deceptive, and misleading advertising in an amount which will be proven at trial, but which is in excess of the jurisdictional minimum of this Court. In particular, Plaintiff and those similarly situated paid a price premium for the Product, *i.e.*, the difference between the price they paid for the Product and the price they would have paid but for Defendants' misrepresentations and omissions.
- 91. Plaintiff seeks, on behalf of herself and those similarly situated, restitution of the difference between what Defendants acquired from Plaintiff, the general public, and/or the Class, and what would have been acquired in absence of the false, misleading, and deceptive advertising and marketing practices complained of herein, which amount will be proven at trial, plus interest thereon.
- 92. Plaintiff seeks, on behalf of herself and those similarly situated, a declaration that the above-described practices constitute false, misleading, and deceptive advertising.
- 93. Defendants, unless and until enjoined and restrained by this Court, will continue to cause injury in fact to the general public in the loss of money and property and Defendants will continue to violate the laws of California, unless specifically ordered to comply with the same. This expectation of future violations will require current and future consumers to seek legal redress repeatedly and continuously in order to recover monies paid to Defendants to which Defendants are not entitled. Plaintiff and the members of the Class have no other adequate remedy

1 at law to ensure future compliance with the California Business and Professions Code alleged to 2 have been violated herein. 3 FIFTH CAUSE OF ACTION 4 (Against all Defendants for Violations of the California Legal Remedies Act Cal. Civ. Code 5 §§ 1750—1785 ("CLRA")) 6 94. Plaintiff hereby incorporates each and every allegation as though fully set forth 7 herein. 8 95. Plaintiff brings this claim individually and on behalf of the Proposed Class. 9 96. Defendants are "person[s]" within the meaning of the Cal. Civ. Code § 1761(c). 10 97. Plaintiff and other Class members are "consumers" as defined under Cal. Civ. 11 Code § 1761(d). 12 13 98. The Product is a "good" as defined under Cal. Civ. Code § 1761(a). 14 99. The CLRA proscribes "unfair methods of competition and unfair or deceptive acts 15 or practices undertaken by any person in a transaction intended to result or which results in the 16 sale or lease of goods or services to any consumer." Cal. Civ. Code § 1770(a). 17 100. Defendants engaged in unfair and/or deceptive acts in violation of the CLRA 18 principally because they intentionally or negligently concealed and suppressed material facts 19 20 concerning the actual Calorie content of the Product. Defendants accomplished this by explicitly 21 representing that the Calories were nonexistent in the Product and by failing to disclose accurate 22 Calorie content in other marketing and Product labelling. Defendants' conduct violated the 23 CLRA, including but not limited to, the following provisions: 24 a. Defendants represented that the Product has characteristics, 25 uses, or benefits that it does not have, in violation of § 1770(a)(5); 26 27 28 -26-COMPLAINT

1 they otherwise would have paid, and being left with a Product of diminished value and utility 2 because of the number of Calories it actually contains. 3 106. Had Plaintiff and the Proposed Class members known about the actual Calorie 4 content in the Product, they would not have purchased the Product or would have paid less in 5 doing so. 6 7 107. As a direct and proximate result of Defendants' unfair and deceptive conduct, 8 Plaintiff and the Proposed Class members have been harmed and seek declaratory and injunctive 9 relief, to be further determined at trial. 4 10 11 12 SIXTH CAUSE OF ACTION 13 (Against all Defendants for Violations of the California Unfair Competition Law, Cal. Civ. 14 & Prof. Code §§ 17200-17210 ("UCL")) 15 108. Plaintiff hereby incorporates each and every allegation as though fully set forth 16 herein. 17 109. Plaintiff brings this claim individually and on behalf of the Proposed Class. 18 110. The UCL proscribes acts of unfair competition, including "any unlawful, unfair or 19 fraudulent business act or practice and unfair, deceptive, untrue or misleading advertising." Cal. 20 21 Bus. & Prof. Code § 17200. Defendants' conduct violates each of these prohibitions. 22 23 24 ⁴ Under California Civil Code section 1782(a), Plaintiff is required to separately send, on behalf of the Class, a notice to Glanbia, via letter sent by certified mail, return receipt requested, to 25 Defendants' principal place of business, advising Glanbia of its violations and that it must correct, 26 replace, reimburse, or otherwise rectify the Product alleged to be in violation. Because Plaintiff has just recently sent the notice to Glanbia, she is currently only seeking injunctive relief under 27 the CLRA. However, if Glanbia fails to timely and adequately respond to Plaintiff's notice, she will amend this Complaint to include a request for damages, pursuant to CLRA 1782(d). 28 -28-

COMPLAINT

1 **Unlawful Conduct** 2 111. Defendants' conduct is unlawful because, as set forth herein, it violates the CLRA, 3 among other laws. 4 Defendants are aware of the actual count of Calories contained in the Product, 112. 5 which renders it unfit for its intended purpose. Despite this knowledge, Defendants sold the 6 7 Product to Plaintiff and the Proposed Class as a nutritional powder containing less than 10 8 Calories; refused to notify Plaintiff and the Proposed Class of the misrepresentation and omissions 9 regarding the Product's actual Calorie content; and refused to remediate the Product or Product's 10 labelling to accurately represent and reflect the true Calorie content contained therein. 11 **Unfair Conduct** 12 113. Defendants' conduct is unfair because it violated California's public policy, 13 requiring a manufacturer to ensure that goods it places on the market are fit for their ordinary and 14 15 intended purposes. The actual Calorie content of the Product impedes ordinary usage for the 16 intended purpose of supplementing muscle growth without adding Caloric intake. 17 114. Defendants acted in an immoral, unethical, oppressive, and unscrupulous manner 18 in at least the following respects: 19 a. Selling Plaintiff and Proposed Class members a Product laden 20 with Calories they claimed it lacked; 21 b. Failing to disclose the true Caloric content of the Product. 22 despite the opportunity to do so in numerous locations that people in the market for such products would be likely to 23 encounter; 24 c. Failing to exercise adequate quality control and due diligence over the Product before placing it on the market; and, 25 26 d. Failing to acknowledge the scope and severity of the misrepresentation of actual Calories in the Product, which poses 27 serious concerns for consumers in the market for products 28 -29-COMPLAINT

conducive to their weight loss, weight management, and other Calorie-related health concerns.

- The gravity of the harm resulting from Defendants' unfair conduct outweighs any 115. potential utility of the conduct. The practice of selling the misrepresented Product without providing adequate supplementary warnings about accurate Calorie content contained therein harms the public at large and is part of a common and uniform course of wrongful conduct.
- 116. There are reasonably available alternatives that would further Defendants' business interests in increasing sales and preventing false warranty claims. For example, Defendants could have: (a) acknowledged the Calorie content through accurate labelling, and/or (b) adjusted serving size and/or formulation to meet the standards they claim to meet.
- 117. The harm resulting to Plaintiff and Class members from Defendants' unfair conduct was not reasonably avoidable. Directly contrary to Defendants' misrepresentations and omissions, the Product is laden with Calories and Defendants have failed to disclose this material fact to consumers, of which fact Defendants had exclusive knowledge through their own product development and testing. Plaintiff and the Proposed Class did not know of and had no reasonable means of discovering the Product's true Calorie content.

Fraudulent Conduct

118. Defendants' conduct is fraudulent in violation of the UCL. Defendants' fraudulent acts include knowingly and intentionally concealing from Plaintiff and the Proposed Class the true Calorie content of the Product and falsely marketing and misrepresenting the Product as being a nutritional supplement powder conducive to muscle gain and repair without impacting weight or other Calorie-related health concerns.

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- 119. Defendants' misrepresentations and omissions alleged herein caused Plaintiff and the Proposed Class to purchase the Product, or pay more than they would have, had Defendants disclosed accurate Calorie information.
- 120. At all relevant times, Defendants had a duty to disclose the Product's actual Calorie content because they had superior and exclusive knowledge thereof, which affects the central utility of the Product for its intended use, and because Defendants made representations about the quality and purpose of the Product while failing to disclose its Calorie content.
- 121. Accordingly, Plaintiff and the Proposed Class have suffered injuries in fact, including loss of money used to purchase the Product, as a result of Defendants' unlawful, unfair, and fraudulent acts. Absent these acts, Plaintiff and the Proposed Class would not have purchased the Product at all, or at least not at the prices they paid.
- 122. Plaintiff and the Proposed Class seek appropriate relief under the UCL, including such orders as may be necessary (a) to enjoin Defendants from continuing their unlawful, unfair, and fraudulent acts or practices, and (b) to restore Plaintiff and the Proposed Class any money Defendants acquired by their unfair competition, including restitution. Plaintiff also seeks reasonable attorneys' fees and expenses under applicable law.

SEVENTH CAUSE OF ACTION

(Against all Defendants for Unjust Enrichment)

- 123. Plaintiff hereby incorporates each and every allegation as though fully set forth herein.
 - 124. Plaintiff brings this claim individually and on behalf of the Proposed Class.
- 125. This claim is asserted in the alternative to the extent that there is any determination that Plaintiff does not have standing to assert any contractual claims asserted against Defendants on the alleged basis of an absence of contractual privity or otherwise.

126. By their wrongful acts and omissions described herein, including selling the Product with more than the "5 to 10 Calorie" maximum advertised, Defendants were unjustly enriched at the expense of Plaintiff and the Class.

- 127. Plaintiff and Class members conferred a benefit upon Defendants by purchasing the Product at the full price. Under the circumstances, it would be inequitable for Defendants to retain the profits, benefits, and other compensation obtained through their wrongful conduct in manufacturing, marketing, and selling the Product with the misrepresentation that the Product contains "5 to 10 Calories," or less, to Plaintiff and Class members.
- 128. Plaintiff and Class members are entitled to damages in the amount Defendants were unjustly enriched, to be determined at trial.

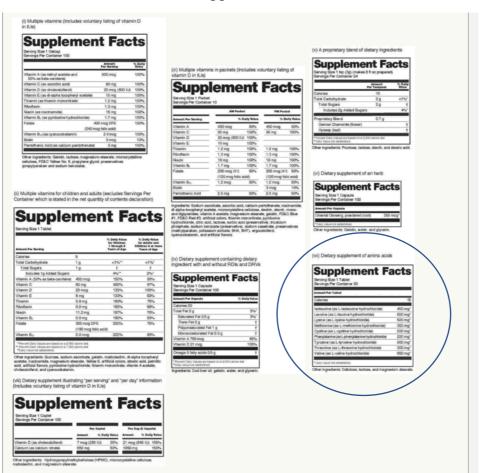
PRAYER FOR RELIEF

Plaintiff, individually, and on behalf of all others similarly situated only with respect to the class claims, prays for relief and judgment against Defendants, jointly and severally as follows:

- A. Certify this case as a class action pursuant to California Code of Civil Procedure § 382, appoint the named Plaintiff to be the Class representative and the undersigned counsel to be Class Counsel;
- B. Award Plaintiff and Class members all actual, general, special, incidental, statutory, punitive, and consequential damages to which Plaintiff and Class members are entitled;
- C. Award pre-judgment and post-judgment interest on such monetary relief;
- D. Grant an order or orders requiring Defendants to adequately disclose the number of Calories in the Product and enjoining Defendants from misrepresenting that the Product contains a maximum of "5 to 10 Calories;"
- E. Award reasonable attorney's fees and costs as permitted;
- F. Grant such further relief that this Court may deem just and proper.

1 **DEMAND FOR JURY TRIAL** 2 Plaintiff, on behalf of herself and the Class, hereby respectfully demands a trial by jury of 3 all issues triable by right. 4 Dated: May 12, 2023 Respectfully submitted, 5 6 Robert Mackey, Esq. 7 Law Offices of Robert Mackey 16320 Murphy Road 8 Sonora, CA 95370 9 Tel. (412) 370-9110 bobmackeyesq@aol.com 10 CA Bar No. 125961 11 Nicholas A. Migliaccio, Esquire * Jason S. Rathod, Esquire * 12 412 H Street NE, Suite 302 13 Washington, DC 20002 Tel. (202) 470-3520 14 nmigliaccio@classlawdc.com jrathod@classlawdc.com 15 16 D. Aaron Rihn, Esquire* Sara J. Watkins, Esquire* 17 Robert Peirce & Associates, P.C. 707 Grant Street 18 Suite 125 Pittsburgh, PA 15219 19 Tel. (412) 281-7229 20 arihn@peircelaw.com swatkins@peircelaw.com 21 Attorneys for Plaintiff and Putative Class 22 * pro hac vice admission to be sought 23 24 25 26 27 28 -33-COMPLAINT

Appendix 1.



(vii) Dietary supplement of amino acids

Supplement Fa Serving Size 1 Tablet Servings Per Container 50	icts
Amount Per Tablet	
Calories	15
Isoleucine (as L-isoleucine hydrochloride)	450 mg*
Leucine (as L-leucine hydrochloride)	620 mg*
Lysine (as L-lysine hydrochloride)	500 mg*
Methionine (as L-methionine hydrochloride)	350 mg*
Cystine (as L-cystine hydrochloride)	200 mg*
Phenylalanine (as L-phenylalanine hydrochloride)	220 mg*
Tyrosine (as L-tyrosine hydrochloride)	900 mg*
Threonine (as L-threonine hydrochloride)	300 mg*
Valine (as L-valine hydrochloride)	650 mg*
* Daily Value not established.	

Other ingredients: Cellulose, lactose, and magnesium stearate.

Highlighted Supplement Facts displays 4.19g of AAs yielding 16.7 Calories, which in turn has been rounded to 5s when less than 50. Thus, the Calorie declaration is compliant at 15. https://www.fda.gov/media/99158/download.