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Michael D. Braun (SBN 167416)  
**KUZYK LAW, LLP**  
1999 Avenue of the Stars, Ste. 1100  
Los Angeles, California 90067  
Telephone: (213) 401-4100  
Facsimile: (213) 401-0311  
Email: mdb@kuzykclassactions.com

Peter N. Wasylyk (pro hac vice pending)  
**LAW OFFICES OF PETER N. WASYLYK**  
1307 Chalkstone Avenue  
Providence, RI 02908  
Telephone: (401) 831-7730  
Facsimile: (401) 861-6064  
Email: pnwlaw@aol.com

*Counsel for Plaintiffs*

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF CALIFORNIA**

**PATRICIA MEZA-SOLIVEN,  
MICHAEL BETZAG and LINDA  
ESOPA on behalf of themselves and  
all others similarly situated,**

**Plaintiffs,**

**v.**

**THE LIV GROUP, INC. and  
UNILEVER NORTH AMERICA**

**Defendants.**

**CASE NO.: '24CV0019 TWR DDL**  
**CLASS ACTION**

1 Plaintiffs Patricia Meza-Soliven, Michael Betzag, and Linda Esopa  
2 (“Plaintiffs”), individually and on behalf of themselves and all others similarly  
3 situated, bring this class action against Defendants The Liv Group, Inc. and Unilever  
4 North America (collectively “Defendants”), and on the basis of personal knowledge,  
5 information and belief, and the investigation of counsel, allege as follows:

6 **INTRODUCTION**

7  
8 1. This is a proposed class action on behalf of a nationwide, California and  
9 New York class (collectively, “Class”) of consumers seeking redress for Defendants’  
10 deceptive practices associated with the advertising, labeling, and sale of its Liquid I.V.  
11 hydration electrolyte drink powder stick mixes (“Mixes” or “Products”).<sup>1</sup>



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26  
27 <sup>1</sup> Class Products include: Hydration Multiplier, Hydration Multiplier + Immune Support, Energy  
28 Multiplier, Sleep Multiplier.

1           2. Defendants claim to have developed “smart hydration technology” that  
2 “hydrate[s] better than water alone,” a system “ designed to enhance rapid absorption  
3 of water and other key ingredients.”<sup>2</sup> By using a “specific ratio of glucose, sodium,  
4 and potassium,” Liquid I.V. claims to deliver “water and key nutrients directly to [the]  
5 body faster and more efficiently than water alone.”<sup>3</sup>

6           3. Recognizing their audience consists of health-conscious consumers,  
7 Defendants dressed the Product a health halo and touted its clean label features  
8 promising that Liquid I.V. is “made with quality ingredients,” “free from” GMO,  
9 dairy, gluten, soy, artificial sweeteners, flavors, and colors.” Most prominent among  
10 their “free from” claims – the representation that their Products contain “No  
11 Preservatives.”

12           4. Unfortunately, the claim that their Products contain “No Preservatives” is  
13 false, as they each contain a significant amount of the preservatives including, most  
14 prominently, citric acid.

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27 <sup>2</sup> <https://www.liquid-iv.com/pages/science>, last visited October 1, 2023.

28 <sup>3</sup> <https://www.liquid-iv.com/pages/faq>, last visited October 1, 2023.

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GMO Non-GMO  
 Gluten-Free  
 Dairy-Free  
 Soy-Free  
 Vegetarian  
 Made in U.S.A.  
**No Preservatives**  
 No Artificial Flavors  
 No Artificial Sweeteners  
 No Artificial Colors  
**IMMUNE SUPPORT BLEND**  
**VITAMIN C** 560% Daily Value  
**WELLMUNE®** Naturally Sourced Beta Glucan  
**ZINC** 90% Daily Value  
**WHY LIQUID I.V. WITH IMMUNE SUPPORT?**  
 Immune Support Blend  
 5x the daily value of Vitamin C combined with Zinc and Wellmune® designed to maintain and strengthen the immune system.  
 The Power of CTT®  
 Designed to enhance rapid absorption of water and other nutrients.  
 Convenient  
 Travel-friendly, single serving packets  
 Great Taste  
 Natural Tangerine Flavor  
**OUR MISSION**  
 We've partnered with you, the LIV community, to help save lives around the world. WITH EACH PURCHASE YOU MAKE, WE DONATE A SERVING OF LIQUID I.V. TO SOMEONE IN NEED. We are on a mission to help people live better lives everywhere, and we could not do it without you. Together, we will Change The World! #CTW

GMO Non-GMO  
 Vegan  
 Gluten-Free  
 Dairy-Free  
 Soy-Free  
 Made in U.S.A.  
**No Preservatives**  
 No Artificial Flavors  
 No Artificial Sweeteners  
 No Artificial Colors  
 This leading science depends on **NON-GMO** sugar + mined salt strictly for function, not taste.  
**Nutrition Facts**  
 10 servings per container  
 Serving Size 1 stick (16g)  
 Amount Per Serving  
**Calories 45**  
 % Daily Value\*  
 Total Fat 0g 0%  
 Saturated Fat 0g 0%  
 Trans Fat 0g 0%  
 Cholesterol 0mg 0%  
 Sodium 500mg 22%  
**Total Carbohydrate 11g 4%**  
 Dietary Fiber 0g 0%  
 Total Sugars 11g  
 Includes 11g Added Sugars 22%  
 Protein 0g  
**INGREDIENTS:** Pure Cane Sugar, Dextrose, Citric Acid, Salt, Potassium Citrate, Sodium Citrate, Dipotassium Phosphate, Silicon Dioxide, Rebudioside-A (Stevia Leaf Extract), Natural Flavors, Vitamin C (Ascorbic Acid), Vitamin B3 (Niacinamide), Vitamin B5 (D-Calcium Pantothenate), Vitamin B6 (Pyridoxine Hydrochloride), Vitamin B12 (Cyanocobalamin)

Pure Cane Sugar, Dextrose, **Citric Acid**, Salt, Potassium Citrate, Sodium Citrate, Vitamin C (Ascorbic Acid), Natural Flavors, Potassium Phosphate, Silicon Dioxide, BetaVia™ Beta Glucan, Stevia Leaf Extract (Rebudioside-A), Zinc Citrate, Vitamin B3 (Niacinamide), Vitamin B5 (D-Calcium Pantothenate), Vitamin B6 (Pyridoxine Hydrochloride), Vitamin B12 (Cyanocobalamin).

**INGREDIENTS:** Pure Cane Sugar, Dextrose, **Citric Acid**, Salt, Potassium Citrate, Sodium Citrate, Dipotassium Phosphate, Silicon Dioxide, Rebudioside-A (Stevia Leaf Extract), Natural Flavors, Vitamin C (Ascorbic Acid), Vitamin B3 (Niacinamide), Vitamin B5 (D-Calcium Pantothenate), Vitamin B6 (Pyridoxine Hydrochloride), Vitamin B12 (Cyanocobalamin)

1 5. Despite unequivocally and boldly claiming that their Products contain  
2 “No Preservatives,” the inclusion of citric acid and other preservatives belie this  
3 affirmation, rendering it false, misleading, and in violation of the law.

4 6. Defendants know that consumers are willing to pay more for foods that  
5 are labeled as preservative free because they perceive it to be a healthier alternative to  
6 similar products that contain preservatives. Indeed, Defendants advertise the Products  
7 with the intention that consumers rely on the representation made on the packaging  
8 that the Products have “No Preservatives.”

9 7. Reasonable consumers such as Plaintiffs do not have specialized  
10 knowledge necessary to identify ingredients in the Products as being inconsistent with  
11 Defendant’s advertised claim of “No Preservatives.”

12 8. By falsely labeling the Products as having “No Preservatives,”  
13 Defendants have profited from consumers’ preference for products that are perceived  
14 to be healthier by being preservative free.

15 9. Throughout the applicable class periods, Defendants have falsely  
16 represented the true nature of their Products, and as a result of this false and  
17 misleading labeling, were able to sell these Products to hundreds of thousands of  
18 unsuspecting consumers throughout California, New York, and the United States.

19 10. Plaintiffs allege Defendants’ conduct is in breach of warranty, violates  
20 California’s Business and Professions Code § 17200, *et. seq.*, California’s Business &  
21 Professions Code § 17500, *et. seq.*, California Civil Code § 1750, *et seq.*, N.Y. Gen.  
22 Bus U. Law § 349 *et seq.*, N.Y. Gen. Bus. Law § 350 *et seq.*, and is otherwise  
23 grounds for restitution on the basis of quasi-contract/unjust enrichment.

24  
25 **JURISDICTION AND VENUE**

26 11. Jurisdiction of this Court is proper under 28 U.S.C. § 1332(d)(2).  
27 Diversity jurisdiction exists as Plaintiff Meza-Soliven is a resident of San Diego,  
28 California, Plaintiff Betzag is a resident of Rockville Center, New York, and Plaintiff

1 Esopa is a resident of Valley Stream, New York. Defendants The Liv Group, Inc. and  
2 Unilever are respectively California and Delaware corporations headquartered in New  
3 Jersey. The amount in controversy exceeds \$5,000,000 for the Plaintiff and members  
4 of the Class collectively, exclusive of interest and costs, by virtue of the combined  
5 purchase prices paid by Plaintiffs and members of the putative Class, and the profits  
6 reaped by Defendants from their transactions with Plaintiffs and the Class, as a direct  
7 and proximate result of the wrongful conduct alleged herein, and by virtue of the  
8 injunctive and equitable relief sought.

9 12. Venue is proper within this judicial district pursuant to 28 U.S.C. § 1391  
10 because a substantial portion of the underlying transactions and events complained of  
11 occurred and affected persons and entities located in this judicial district, and  
12 Defendants have received substantial compensation from such transactions and  
13 business activity in this judicial district.

14 **PARTIES**

15  
16 13. Plaintiff Meza-Soliven is a resident of San Diego, California.

17 14. Ms. Meza-Soliven purchased Defendants' Products throughout the  
18 applicable class periods. The purchases were made at local retail locations including  
19 but not limited to Walmart.

20 15. Ms. Meza-Soliven believed the representations on the Products' labels  
21 were accurate, particularly in that they did not contain preservatives.

22 16. Ms. Meza-Soliven believed that Defendants lawfully marketed and sold  
23 the Products.

24 17. Ms. Meza-Soliven relied on Defendants' labeling and was misled  
25 thereby.

26 18. Ms. Meza-Soliven would not have purchased the Products, or would have  
27 purchased the Products on different terms had she known the truth about their  
28 contents.

1           19. Ms. Meza-Soliven was injured in fact and lost money as a result of  
2 Defendants' improper conduct.

3           20. If Ms. Meza-Soliven had occasion to believe that Defendants' marketing  
4 and labeling are truthful, non-misleading, and lawful, she would purchase Defendants'  
5 Products in the future.

6           21. Plaintiff Michael Betzag is a resident of Rockville Center, New York.

7           22. Mr. Betzag purchased Defendants' Hydration Multiplier Product  
8 throughout the applicable class periods. The purchases were made at local retail  
9 locations including but not limited to CVS, Vitamin Shoppe and GNC.

10          23. Mr. Betzag believed the representations on the Products' labels were  
11 accurate, particularly in that they did not contain preservatives.

12          24. Mr. Betzag believed that Defendants lawfully marketed and sold the  
13 Products.

14          25. Mr. Betzag relied on Defendants' labeling and was misled thereby.

15          26. Mr. Betzag would not have purchased the Products, or would have  
16 purchased the Products on different terms had he known the truth about their contents.

17          27. Mr. Betzag was injured in fact and lost money as a result of Defendants'  
18 improper conduct.

19          28. If Mr. Betzag had occasion to believe that Defendants' marketing and  
20 labeling is truthful, non-misleading, and lawful, she would purchase Defendants'  
21 Products in the future.

22          29. Plaintiff Linda Esopa is a resident of Valley Stream, New York.

23          30. Ms. Esopa purchased Defendants' Hydration Multiplier Product  
24 throughout the applicable class periods. The purchases were made at local grocery  
25 stores.

26          31. Ms. Esopa believed the representations on the Products' labels were  
27 accurate, particularly in that they did not contain preservatives.

28

1           32.     Ms. Esopa believed that Defendants lawfully marketed and sold the  
2 Products.

3           33.     Ms. Esopa relied on Defendants' labeling and was misled thereby.

4           34.     Ms. Esopa would not have purchased the Products, or would have  
5 purchased the Products on different terms had she known the truth about their  
6 contents.

7           35.     Ms. Esopa was injured in fact and lost money as a result of Defendants'  
8 improper conduct.

9           36.     If Ms. Esopa had occasion to believe that Defendants' marketing and  
10 labeling are truthful, non-misleading, and lawful, she would purchase Defendants'  
11 Products in the future.

12           37.     Defendant The Liv Group, Inc., manufactures, markets, and sells a line of  
13 hydrating electrolyte drink mixes. They are sold across a variety of retail segments  
14 including supermarkets, convenience stores, and mass merchants. The Liv Group, Inc.  
15 is a California corporation which, upon information and belief, was purchased by  
16 Defendant Unilever in or around 2020.<sup>4</sup>

17           38.     Defendant Unilever North America is one of the world's leading suppliers  
18 of beauty & personal care, home care, and foods & refreshment products with billions  
19 in yearly sales. It operates in over 190 countries, reaching 2.5 billion consumers a day.  
20 Among its diverse offerings is Liquid I.V. Unilever is a Delaware corporation  
21 headquartered in Englewood Cliffs, New Jersey.

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27 <sup>4</sup> <https://www.unilever.com/news/press-and-media/press-releases/2020/unilever-to-acquire-liquid-iv/>



1 **GENERAL ALLEGATIONS**

2 **A. Citric Acid is a Preservative**

3 39. The federal Food Drug & Cosmetic Act (“FDCA”) defines a chemical  
4 preservative as “any chemical that, when added to food, tends to prevent or retard  
5 deterioration thereof, but does not include common salt, sugars, vinegars, spices, or  
6 oils extracted from spices, substances added to food by direct exposure thereof to  
7 wood smoke, or chemicals applied for their insecticidal or herbicidal properties.” 21  
8 C.F.R. §101.22(a)(5). “A food to which a chemical preservative(s) is added shall....  
9 bear a label declaration stating both the common or usual name of the ingredient(s)  
10 and a separate description of its function, e.g., "preservative," "to retard spoilage," "a  
11 mold inhibitor," "to help protect flavor," or "to promote color retention." 21 C.F.R.  
12 §101.22(j).

13 40. Chemical preservation is the process of adding ingredients to a food for  
14 the purpose of preventing potential damage from oxidation, rancidity, microbial  
15 growth, or other undesirable changes. Chemical preservatives may be both natural or  
16 synthetic and function one of several ways — (a) as an antimicrobial agent to destroy  
17 bacteria or inhibit the growth of mold on foods; (b) as an antioxidant to inhibit  
18 oxidation and resulting rancidity; and (3) as a chelating agent which binds metal ions  
19 in certain foods to prevent oxidation.

20 41. Citric acid is a preservative within the meaning of 21 C.F.R. §101.22.  
21 Indeed, in a consumer facing publication, *Food Ingredients and Colors*, the Food and  
22 Drug Administration (“FDA”) unequivocally identifies “citric acid” as a preservative.<sup>5</sup>  
23

24 \_\_\_\_\_  
25 <sup>5</sup> *Food Ingredients and Colors*, International Food Information Council Foundation and U.S. Food  
26 and Drug Administration, specifically identifies the following as preservatives: **ascorbic acid, citric**  
27 **acid**, sodium benzoate, calcium propionate, sodium erythorbate, sodium nitrite, calcium sorbate,  
28 potassium sorbate, BHA, BHT, EDTA, tocopherols (Vitamin E). Available at  
<https://www.fda.gov/files/food/published/Food-Ingredients-and-Colors-%28PDF%29.pdf> (last  
visited October 2, 2023)

1 The sentiment is echoed in the Substances Added to Food database maintained by the  
2 FDA, in which the principal technical effects of citric acid are identified as  
3 preservative functions.<sup>6</sup> Finally, in a Warning Letter issued to Chiquita Brands  
4 International, Inc. and Fresh Express, Incorporated, October 6, 2010, the FDA made  
5 clear that citric acid was a preservative and needed to be identified as such. “The  
6 “Pineapple Bites” and “Pineapple Bites with Coconut” products are further  
7 misbranded within the meaning of section 403(k) of the Act [21 U.S.C. 343(k)] in that  
8 they contain the chemical preservatives ascorbic acid and citric acid but their labels  
9 fail to declare these preservatives with a description of their functions. 21 CFR  
10 101.22.”<sup>7</sup>

11 42. Citric acid’s primary use is as a preservative, despite potentially having  
12 additional functions.<sup>8</sup> It functions as a preservative in the Products, regardless of  
13 Defendants’ subjective purpose(s) for adding it to the Products, and regardless of any  
14 other functions citric acid may perform. This is even more the case here where  
15 Defendant has not declared a contrary purpose for adding citric acid and the Products  
16 separately contain flavorings (i.e., “natural flavor”) as an ingredient.

### 17 **B. Other Preservatives**

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19 43. Notwithstanding the fact that the inclusion of citric acid alone renders the  
20 “no preservatives” claim false, the claim is further belied by at least three other  
21 ingredients that also have preservative functions.

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23 <sup>6</sup> The Substances Added to Food Database formerly Everything Added to Foods in the United States,  
24 available at  
[https://www.cfsanappsexternal.fda.gov/scripts/fdcc/?set=FoodSubstances&sort=Sortterm\\_ID&order=ASC&startrow=1&type=basic&search=citric%20acid](https://www.cfsanappsexternal.fda.gov/scripts/fdcc/?set=FoodSubstances&sort=Sortterm_ID&order=ASC&startrow=1&type=basic&search=citric%20acid) (last visited October 2, 2023)

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26 <sup>7</sup> <http://fda-warning-letters.blogspot.com/2010/10/fresh-express-incorporated-10610.html> (last visited  
October 6, 2023).

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28 <sup>8</sup> See <https://fbcindustries.com/citric-acid-one-of-the-most-important-preservatives-in-the-world/>  
(last visited October 6, 2023).

**Potassium Citrate**

Adding potassium hydroxide to citric acid results in the formation of potassium citrate crystals. These crystals are separated from the solution for use as a food additive. The primary reason for adding potassium citrate as a food preservative is to have a buffer to control PH. It has a natural pH between 7.5 and 9 depending on the concentration. Keeping the pH in this alkaline state can inhibit the function of certain enzymes and preserve food for longer.<sup>9</sup>

**Sodium citrate  
(Trisodium citrate)**

Trisodium citrate is often referred to as sodium citrate, though sodium citrate can refer to any of the three sodium salts of citric acid. Sodium citrate is primarily used as a food additive, usually for flavor or as a preservative.<sup>10</sup>

Several substances are used in the production, processing, treatment, packaging, transportation, and storage of food. In the meat industry, additives like citric acid and sodium citrate are widely applied for pH control, metal chelating, and preservation.<sup>11</sup>

**Ascorbic Acid**

“Ascorbic acid is often included in food products as a preservative.” Indeed, ascorbic acid is defined as a chemical preservative at 21 C.F.R. §182.3013.<sup>12</sup>

<sup>9</sup> Vynova, *Potassium Citrate, Keeping Your Food Fresh for Longer*, November 5, 2019. Available at <https://www.vynova-group.com/blog/potassium-citrate-keeping-food-fresh>

<sup>10</sup> *Sodium Citrate*, The Chemical Company. Available at <https://thechemco.com/chemical/sodium-citrate/#:~:text=Sodium%20citrate%20is%20primarily%20used,employed%20as%20a%20flavoring%20agent.>

<sup>11</sup> Sammel L. M., Claus J. R., Greaser M. L., Richards M. P. (2006). *Investigation of mechanisms by which sodium citrate reduces the pink color defect in cooked ground turkey*. Meat Sci. 72 585–595. 10.1016/j.meatsci.2005.09.008. Available at <https://www.sciencedirect.com/science/article/abs/pii/S030917400500344X> (last visited January 3, 2024).

<sup>12</sup> United States Department of Agriculture Agricultural Marketing Service, National Organic Program, *Technical Report on Ascorbic Acid*. <https://www.ams.usda.gov/sites/default/files/media/AscorbicAcidTRFinal7172019.pdf> (last visited January 3, 2024).

### C. Consumer Demand For Preservative Free Products

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2 44. The clean label movement has been called “the largest shift in American  
3 food habits since World War II.”<sup>13</sup> The term encompasses many things, but is most  
4 often associated with foods that are natural, healthy, and devoid of additives and  
5 preservatives.<sup>14</sup>

6 45. By representing the Products have “No Preservatives,” Defendants seek  
7 to capitalize on consumer preference for clean label products. Indeed, “[foods bearing  
8 ‘free-from’ claims are increasingly relevant to Americans, as they perceive the  
9 products as closely tied to health.”<sup>15</sup> “84 percent of Americans buy “free-from” foods  
10 because they believe them to be more natural or less processed.” Among such  
11 consumers, preservative free ranks “[a]mong the top claims... deem[ed] most  
12 important.” *Id.*

13 46. In a survey undertaken by L.E.K, around 1600 consumers were asked  
14 which claims were the most important to them when buying food and drink products.  
15 Results indicated the most popular claim to be “no artificial ingredients” followed  
16 closely by a claim that a product contained “no preservatives.”<sup>16</sup>

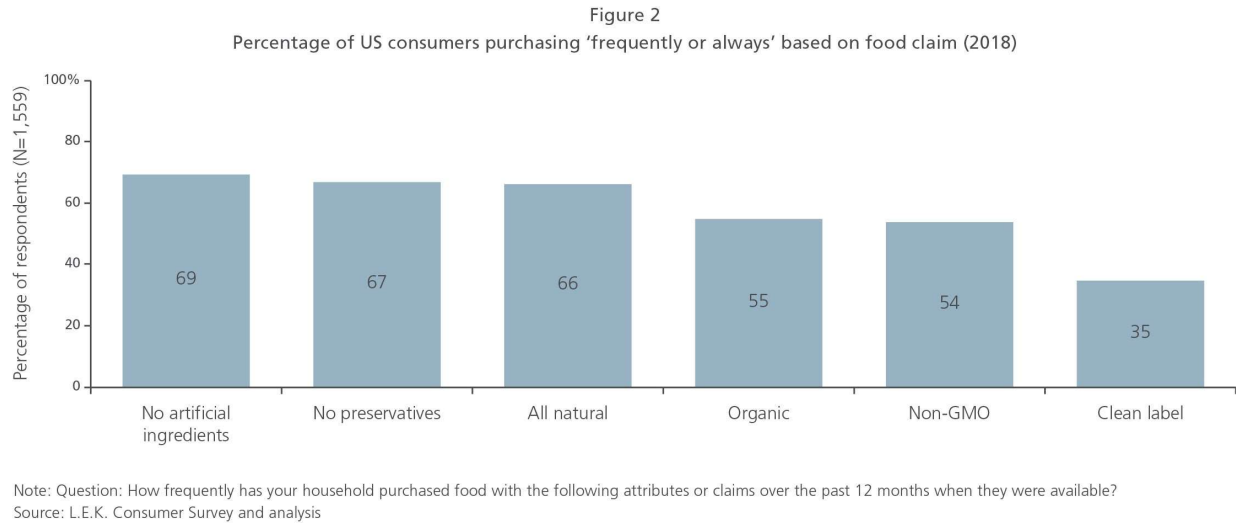
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21 <sup>13</sup> *Clean Labels, Public Relations or Public Health*, Center For Science in the Public Interest (2017),  
22 available <https://www.cspinet.org/sites/default/files/2022-03/Clean%20Label%20report.pdf> (last  
visited October 6, 2023).

23 <sup>14</sup> *Clean label trend is evolving - consumers still willing to pay a price premium*, Valio, May 29,  
24 2023. Available at [https://www.valio.com/food-solutions-for-companies/articles/clean-label-trend-is-  
25 evolving-and-consumers-willing-to-pay-a-price-premium/](https://www.valio.com/food-solutions-for-companies/articles/clean-label-trend-is-evolving-and-consumers-willing-to-pay-a-price-premium/) (last visited October 6, 2023).

26 <sup>15</sup> *See, Free-from Food Trends US 2015 Report*, MINTEL, Available at  
27 [https://www.mintel.com/press-%20centre/food-and-drink/84-of-americans-buy-free-from-foods-  
because-they-believe-them-to-be-more-natural-or-less-processed](https://www.mintel.com/press-%20centre/food-and-drink/84-of-americans-buy-free-from-foods-because-they-believe-them-to-be-more-natural-or-less-processed) (last accessed November 30, 2022).

28 <sup>16</sup> <https://www.lek.com/insights/ei/clean-label-food-ingredients> (last visited January 3, 2024).

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47. By failing to properly label its Products, Defendants have misled and deceived consumers in violation of the laws pled herein.

48. As a result of Defendants' unlawful and deceptive conduct, Plaintiffs and members of the Class have been harmed.

**ECONOMIC INJURY**

49. Plaintiffs sought to buy Products that were lawfully labeled, marketed, and sold.

50. Plaintiffs saw and relied on Defendants' misleading labeling of its Products.

51. Plaintiffs believed that the purchased Products contained no preservatives.

52. Plaintiffs believed that the Products were lawfully marketed and sold.

53. In reliance on the claims made by Defendants regarding the qualities of their Products, Plaintiffs paid a price premium.

54. As a result of their reliance on Defendants' misrepresentations, Plaintiffs received Products that contained ingredients which they reasonably believed they did not contain.

55. Plaintiffs received Products that were unlawfully marketed and sold.

1 56. Plaintiffs lost money and thereby suffered injury as they would not have  
2 purchased these Products and/or paid as much for them absent the misrepresentation.

3 57. Defendant knows that the claim the Products are free of preservatives is  
4 material to a consumer’s purchasing decision.

5 58. Plaintiffs altered their positions to their detriment and suffered damages  
6 in an amount equal to the amounts they paid for the Products they purchased, and/or in  
7 additional amounts attributable to the deception.

8 59. By engaging in the false and deceptive conduct alleged herein,  
9 Defendants reaped, and continue to reap financial benefits in the form of sales and  
10 profits from their Products.

11 60. Plaintiffs, however, would be willing to purchase Products again in the  
12 future should they be able to rely on Defendant’s marketing as truthful and non-  
13 deceptive.

14 **CLASS ACTION ALLEGATIONS**

15 61. Plaintiffs bring this action on behalf of themselves and on behalf of  
16 classes of all others similarly situated consumers defined as follows:

- 17 a. **National:** All persons in the United States who purchased Class
- 18 Products in the United States during the Class Period.
- 19 b. **California:** All persons in California who purchased the Class
- 20 Products in California during the Class Period.
- 21 c. **New York:** All persons in New York who purchased the Class
- 22 Products in New York during the Class Period.
- 23 d. **Class Period** is the maximum time allowable as determined by the
- 24 statute of limitation periods accompanying each cause of action.

25 62. Plaintiffs bring this Class pursuant to Federal Rule of Civil Procedure  
26 23(a), and 23(b)(1), 23(b)(2), 23(b)(3) and 23(c)(4).

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1           63. Excluded from the Class are: (i) Defendants and their employees,  
2 principals, affiliated entities, legal representatives, successors and assigns; and (ii) the  
3 judges to whom this action is assigned.

4           64. Upon information and belief, there are tens of thousands of members of  
5 the Class. Therefore, individual joinder of all members of the Class would be  
6 impracticable.

7           65. There is a well-defined community of interest in the questions of law and  
8 fact affecting the parties represented in this action.

9           66. Common questions of law or fact exist as to all members of the Class.  
10 These questions predominate over the questions affecting only individual Class  
11 members. These common legal or factual questions include but are not limited to:

- 12           a. Whether Defendants marketed, packaged, or sold the Class  
13           Products to Plaintiffs and those similarly situated using false,  
14           misleading, or deceptive statements or representations;
- 15           b. Whether Defendants omitted or misrepresented material facts  
16           in connection with the sales of their Products;
- 17           c. Whether Defendants participated in and pursued the common  
18           course of conduct complained of herein;
- 19           d. Whether Defendants have been unjustly enriched as a result  
20           of its unlawful business practices;
- 21           e. Whether Defendants' actions violate the Unfair Competition  
22           Law, Cal. Bus. & Prof. Code §§17200, *et seq.* (the "UCL");
- 23           f. Whether Defendants' actions violate the False Advertising  
24           Law, Cal. Bus. & Prof. Code §§17500, *et seq.* (the "FAL");
- 25           g. Whether Defendants' actions violate the Consumers Legal  
26           Remedies Act, Cal. Civ. Code §§1750, *et seq.* (the "CLRA");
- 27           h. Whether Defendants' actions violate N.Y. Gen. Bus. Law §  
28           349 *et seq.*

- 1 i. Whether Defendants' actions violate N.Y. Gen. Bus. Law §
- 2 350 et seq;
- 3 j. Whether Defendants should be enjoined from continuing the
- 4 above-described practices;
- 5 k. Whether Plaintiffs and members of the Class are entitled to
- 6 declaratory relief; and
- 7 l. Whether Defendants should be required to make restitution,
- 8 disgorge profits, reimburse losses, and pay damages as a
- 9 result of the above-described practices.

10 67. Plaintiffs' claims are typical of the claims of the Class, in that Plaintiffs  
11 were consumers who purchased Defendants' Products. Plaintiffs are no different in  
12 any relevant respect from any other Class member who purchased the Products, and  
13 the relief sought is common to the Class.

14 68. Plaintiffs are adequate representatives of the Class because their interests  
15 do not conflict with the interests of the members of the Class they seek to represent,  
16 and they have retained counsel competent and experienced in conducting complex  
17 class action litigation. Plaintiffs and their counsel will adequately protect the interests  
18 of the Class.

19 69. A class action is superior to other available means for the fair and  
20 efficient adjudication of this dispute. The damages suffered by each individual Class  
21 member likely will be relatively small, especially given the relatively small cost of the  
22 Products at issue and the burden and expense of individual prosecution of the complex  
23 litigation necessitated by Defendants' conduct. Thus, it would be virtually impossible  
24 for members of the Class individually to effectively redress the wrongs done to them.  
25 Moreover, even if members of the Class could afford individual actions, it would still  
26 not be preferable to class-wide litigation. Individualized actions present the potential  
27 for inconsistent or contradictory judgments. By contrast, a class action presents far  
28



1 fewer management difficulties and provides the benefits of single adjudication,  
2 economies of scale, and comprehensive supervision by a single court.

3 70. In the alternative, the Class may be certified because Defendants have  
4 acted or refused to act on grounds generally applicable to the Class, thereby making  
5 appropriate preliminary and final equitable relief with respect to each Class.

6 71. The requirements for maintaining a class action pursuant to Rule 23(b)(2)  
7 are also met, as Defendants have acted or refused to act on grounds generally  
8 applicable to the Class, thereby making appropriate final injunctive relief or  
9 corresponding declaratory relief with respect to the Class as a whole.

10  
11 **FIRST CAUSE OF ACTION**  
12 **(Breach of Express Warranty)**

13 72. Plaintiffs incorporate each and every allegation contained in the  
14 paragraphs above as if restated herein.

15 73. Plaintiffs' express warranty claims are based on violations of N.Y. CLS  
16 UCC § 2-313 and § 2-607 and Cal. Com. Code §2313. Defendants were afforded  
17 reasonable notice of this claim in advance of the filing of this complaint.

18 74. Defendant made express warranties to Plaintiffs and members of the  
19 Class that the Products contained "no preservatives."

20 75. The express warranties made to Plaintiffs and members of the Class appear  
21 on every Product label. This warranty regarding the nature of the Product marketed by  
22 Defendants specifically relates to the goods being purchased and became the basis of  
23 the bargain.

24 76. Plaintiffs and the Class purchased the Products in the belief that they  
25 conformed to the express warranties that were made on the Products' labels.

26 77. Defendant breached the express warranties made to Plaintiffs and members  
27 of the Class by failing to supply goods that conformed to the warranties it made. As a  
28

1 result, Plaintiffs and members of the Class suffered injury and deserve to be  
2 compensated for the damages they suffered.

3 78. Plaintiffs and the members of the Class paid money for the Products.  
4 However, Plaintiffs and the members of the Class did not obtain the full value of the  
5 advertised Products. If Plaintiffs and other members of the Class had known of the true  
6 nature of the Products, they would not have purchased them or paid less for them.  
7 Accordingly, Plaintiffs and members of the Class have suffered injury in fact and lost  
8 money or property as a result of Defendants’ wrongful conduct.

9 79. Plaintiffs and the Class are therefore entitled to recover damages, punitive  
10 damages, equitable relief such as restitution and disgorgement of profits, and  
11 declaratory and injunctive relief.

12  
13 **SECOND CAUSE OF ACTION**  
14 **(“Unlawful” Business Practices in Violation of**  
15 **The Unfair Competition Law (“UCL”), Bus. & Prof. Code §§17200, *et seq.*)**  
16 **(On Behalf of the California Subclass)**

17 80. Plaintiffs incorporate each and every allegation contained in the  
18 paragraphs above as if restated herein.

19 81. The UCL defines unfair business competition to include any “unlawful,  
20 unfair or fraudulent” act or practice, as well as any “unfair, deceptive, untrue or  
21 misleading” advertising. Cal. Bus. Prof. Code §17200.

22 82. A business act or practice is “unlawful” if it violates any established state  
23 or federal law.

24 83. Defendant’s acts, omissions, misrepresentations, practices, and/or non-  
25 disclosures concerning the Products alleged herein, constitute “unlawful” business  
26 acts and practices in that they violate the Federal Food, Drug, and Cosmetic Act, 21  
27 U.S.C. §§301, *et seq.* and its implementing regulations, including, at least, the  
28 following sections:

- 1 a. 21 U.S.C. §343(a), which deems food misbranded when its
- 2 labeling contains a statement that is false or misleading in any
- 3 particular;
- 4 b. 21 C.F.R. §102.5(a)-(d), which prohibits the naming of foods so as
- 5 to create an erroneous impression about the presence or absence of
- 6 ingredient(s) or component(s) therein;
- 7 c. 21 U.S.C. §§331 and 333, which prohibits the introduction of
- 8 misbranded foods into interstate commerce.

9 84. California's Sherman Food, Drug, and Cosmetic Law (“Sherman Law”),  
10 Cal. Health & Safety Code §109875 *et seq.*, broadly prohibits the misbranding of  
11 food. Cal. Health & Safety Code §110765; *See, also* Cal. Health & Safety Code  
12 §110660 (“Any food is misbranded if its labeling is false or misleading in any  
13 particular.”). The Sherman Law incorporates all food labeling regulations and any  
14 amendments to those regulations adopted pursuant to the Food, Drug, and Cosmetic  
15 Act of 1938 as the food labeling regulations of California. Cal. Health & Safety Code  
16 §§110100(a), 110665, 110670.

17 85. As described in detail above, by failing to label the Products in a manner  
18 that accurately represents its contents, Defendant generally violates 21 U.S.C.  
19 §343(a)(1) (“a food shall be deemed to be misbranded if its labeling is false or  
20 misleading in any particular”) as incorporated by California’s Sherman Law.  
21 Independently, by mislabeling the Products, Defendant violates Cal. Health & Safety  
22 Code § 110660 (“any food is misbranded if its labeling is false or misleading in any  
23 particular.”)

24 86. Defendant violated and continues to violate the Sherman Law, Article 6,  
25 Section 110660, and hence has also violated and continues to violate the “unlawful”  
26 prong of the UCL through the false labeling of its Product.

27 87. Defendant’s identical conduct that violates the Sherman Law, also violates  
28 FDCA §403(a)(1), 21 U.S.C. §343(a)(1), which declares food misbranded under federal

1 law if its “labeling is false and misleading in any particular.” This identical conduct  
2 serves as the sole factual basis of each cause of action brought by this Complaint, and  
3 Plaintiff does not seek to enforce any of the state law claims to impose any standard of  
4 conduct that exceeds that which would violate FDCA.

5 88. By committing the unlawful acts and practices alleged above, Defendant  
6 has engaged, and continues to be engaged, in unlawful business practices within the  
7 meaning of California Business and Professions Code §§17200, *et seq.*

8 89. Through its unlawful acts and practices, Defendant has obtained, and  
9 continues to unfairly obtain, money from members of the Class. As such, Plaintiff  
10 requests that this Court cause Defendant to restore this money to Plaintiff and all  
11 members of the Class, to disgorge the profits Defendant made on these transactions,  
12 and to enjoin Defendant from continuing to violate the Unfair Competition Law or  
13 violating it in the same fashion in the future. Otherwise, the Class may be irreparably  
14 harmed and denied an effective and complete remedy if such an order is not granted.

15  
16 **THIRD CAUSE OF ACTION**  
17 **(“Unfair” Business Practices in Violation of**  
18 **The Unfair Competition Law (“UCL”), Bus. & Prof. Code §§ 17200, *et seq.*)**  
19 **(On Behalf of the California Subclass)**

20 90. Plaintiffs incorporate each and every allegation contained in the  
21 paragraphs above as if restated herein.

22 91. The UCL defines unfair business competition to include any “unlawful,  
23 unfair or fraudulent” act or practice, as well as any “unfair, deceptive, untrue or  
24 misleading” advertising. Cal. Bus. Prof. Code §17200.

25 92. A business act or practice is “unfair” under the Unfair Competition Law if  
26 the reasons, justifications, and motives of the alleged wrongdoer are outweighed by the  
27 gravity of the harm to the alleged victims.  
28

1 93. Defendants have violated, and continue to violate, the “unfair” prong of  
2 the UCL through their misleading description of the Products. The gravity of the harm  
3 to members of the Class resulting from such unfair acts and practices outweighs any  
4 conceivable reasons, justifications, or motives of Defendants for engaging in such  
5 deceptive acts and practices. By committing the acts and practices alleged above,  
6 Defendants engaged, and continues to engage, in unfair business practices within the  
7 meaning of California Business and Professions Code §§17200, *et seq.*

8 94. Through its unfair acts and practices, Defendants obtained, and continue  
9 to unfairly obtain, money from members of the Class. As such, Plaintiffs have been  
10 injured and request that this Court cause Defendants to restore this money to Plaintiffs  
11 and the members of the Class, to disgorge the profits Defendants made on its Products,  
12 and to enjoin Defendants from continuing to violate the Unfair Competition Law or  
13 violating it in the same fashion in the future. Otherwise, the Class may be irreparably  
14 harmed and denied an effective and complete remedy if such an Order is not granted.

15  
16 **FOURTH CAUSE OF ACTION**  
17 **(“Fraudulent” Business Practices in Violation of**  
18 **The Unfair Competition Law (“UCL”), Bus. & Prof. Code §§ 17200, *et seq.*)**  
19 **(On Behalf of the California Subclass**

20 95. Plaintiffs incorporate each and every allegation contained in the  
21 paragraphs above as if restated herein.

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

25 97. A business act or practice is “fraudulent” under the Unfair Competition  
26 Law if it actually deceives or is likely to deceive members of the consuming public.

27 98. Defendants’ acts and practices of mislabeling its Products in a manner to  
28 suggest they contained no preservatives.

1 99. As a result of the conduct described above, Defendant has been, and will  
2 continue to be, unjustly enriched at the expense of Plaintiffs and members of the  
3 proposed Class. Specifically, Defendants have been unjustly enriched by the profits  
4 they have obtained from Plaintiffs and the Class from the purchases of their Products.

5 100. Through their fraudulent acts and practices, Defendants have improperly  
6 obtained, and continue to improperly obtain, money from members of the Class. As  
7 such, Plaintiffs request that this Court cause Defendants to restore this money to  
8 Plaintiffs and the Class, to disgorge the profits Defendants have made, and to enjoin  
9 Defendants from continuing to violate the Unfair Competition Law or violating it in the  
10 same fashion in the future. Otherwise, the Class may be irreparably harmed and denied  
11 an effective and complete remedy if such an Order is not granted.

12  
13 **FIFTH CAUSE OF ACTION**  
14 **(False Advertising in Violation of**  
15 **California Business & Professions Code §§ 17500, *et seq.*)**  
16 **(On Behalf of the California Subclass)**

17 101. Plaintiffs incorporate each and every allegation contained in the  
18 paragraphs above as if restated herein.

19 102. Defendants use advertising and packaging to sell their Products.  
20 Defendants disseminate advertising regarding their Products which by its very nature is  
21 deceptive, untrue, or misleading within the meaning of California Business &  
22 Professions Code §§ 17500, *et seq.* because those advertising statements contained on  
23 the labels are misleading and likely to deceive, and continue to deceive, members of the  
24 putative Class and the general public.

25 103. In making and disseminating the statements alleged herein, Defendants  
26 knew or should have known that the statements were untrue or misleading, and acted in  
27 violation of California Business & Professions Code §§ 17500, *et seq.*

1           104. The misrepresentations and non-disclosures by Defendants of the material  
2 facts detailed above constitute false and misleading advertising and therefore constitute  
3 a violation of California Business & Professions Code §§17500, *et seq.*

4           105. Through their deceptive acts and practices, Defendants have improperly  
5 and illegally obtained money from Plaintiffs and the members of the Class. As such,  
6 Plaintiffs request that this Court cause Defendants to restore this money to Plaintiffs  
7 and the members of the Class, and to enjoin Defendants from continuing to violate  
8 California Business & Professions Code §§17500, *et seq.*, as discussed above.  
9 Otherwise, Plaintiffs and those similarly situated will continue to be harmed by  
10 Defendants’ false and/or misleading advertising.

11           106. Pursuant to California Business & Professions Code §17535, Plaintiffs  
12 seek an Order of this Court ordering Defendants to fully disclose the true nature of their  
13 misrepresentations. Plaintiffs additionally request an Order: (1) requiring Defendants to  
14 disgorge their ill-gotten gains, (2) award full restitution of all monies wrongfully  
15 acquired by Defendants, and (3) interest and attorneys’ fees. Plaintiffs and the Class  
16 may be irreparably harmed and denied an effective and complete remedy if such an  
17 Order is not granted.

18   **SIXTH CAUSE OF ACTION**

19   **(Violation of the Consumers Legal Remedies Act,**  
20   **California Civil Code §§ 1750, *et seq.*)**  
21   **(On Behalf of the California Subclass)**

22           107. Plaintiffs incorporate each and every allegation contained in the  
23 paragraphs above as if restated herein.

24           108. This cause of action is brought pursuant to the Consumers Legal Remedies  
25 Act, California Civil Code §§1750, *et seq.* (the “CLRA”).

26           109. Plaintiffs and each member of the proposed Class are “consumers” within  
27 the meaning of Civil Code §1761(d).  
28

1           110. The purchases of the Products by consumers constitute “transactions”  
2 within the meaning of Civil Code §1761(e), and the Products constitute “goods” within  
3 the meaning of Civil Code §1761(a).

4           111. Defendants have violated, and continues to violate, the CLRA in at least  
5 the following respects:

- 6                   a. §1770(5) pertaining to misrepresentations regarding the  
7 characteristics of goods sold—specifying that misleading  
8 representations regarding ingredients violate the CLRA;
- 9                   b. §1770(7) pertaining to misrepresentations regarding the standard,  
10 quality, or grade of goods sold; and
- 11                   c. § 1770(9) pertaining to goods advertised with the intent not to  
12 provide what is advertised.

13           112. Defendants knew, or should have known, that the labeling of their Products  
14 violated consumer protection laws, and that these statements would be relied upon by  
15 Plaintiffs and the members of the Class.

16           113. The representations were made to Plaintiffs and all members of the Class.  
17 Plaintiffs relied on the accuracy of the representations on Defendants’ labels, which  
18 formed a material basis for his decision to purchase the Products. Moreover, based on  
19 the very materiality of Defendants’ misrepresentations uniformly made on or omitted  
20 from their Product labels, reliance may be presumed or inferred for all members of the  
21 Class.

22           114. Defendants carried out the scheme set forth in this Complaint willfully,  
23 wantonly, and with reckless disregard for the interests of Plaintiffs and the Class, and  
24 as a result, Plaintiffs and the Class have suffered an ascertainable loss of money or  
25 property.

26           115. Plaintiffs and the members of the Class request that this Court enjoin  
27 Defendants from continuing to engage in the unlawful and deceptive methods, acts and  
28 practices alleged above, pursuant to California Civil Code §1780(a)(2). Unless



1 Defendants are permanently enjoined from continuing to engage in such violations of  
2 the CLRA, future consumers of Defendants’ Products will be damaged by their acts and  
3 practices in the same way as Plaintiffs and California Subclass Members.

4 116. Plaintiffs served a CLRA demand pursuant to Civil Code §1782, via U.S.  
5 Certified Mail Return Receipt notifying Defendants of the conduct described herein and  
6 that such conduct was in violation of particular provisions of Civil Code §1770. Thirty  
7 days have passed, and Defendants have not addressed Plaintiffs’ demands.  
8 Accordingly, Plaintiffs seek the full measure of damages as provided under Civil Code  
9 §1780.

10 **SEVENTH CAUSE OF ACTION**

11 **(Violation of New York’s Consumer Protection from Deceptive Acts and**  
12 **Practices Law N.Y. GEN. BUS. LAW § 349 *et seq.*)**  
13 **(On behalf of the New York Subclass)**

14 117. Plaintiffs incorporate each and every allegation contained in the  
15 paragraphs above as if restated herein. Plaintiffs bring this claim on behalf of the New  
16 York Subclass for violation of section 349 of New York’s Consumer Protection from  
17 Deceptive Acts and Practices Law, N.Y. GEN. BUS. LAW § 349 *et seq.*

18 118. Section 349 prohibits “[d]eceptive acts or practices in the conduct of any  
19 business, trade or commerce or in the furnishing of any service in [the State of New  
20 York].” N.Y. Gen. Bus. Law § 349(a).

21 119. Defendants’ labeling and marketing of the Products, as alleged herein,  
22 constitute “deceptive” acts and practices, as such conduct misled Plaintiffs and the  
23 New York Subclass as to the characteristics and value of the Products.

24 120. Subsection (h) of Section 349 grants private plaintiffs a right of action for  
25 violation of New York’s Consumer Protection from Deceptive Acts and Practices  
26 Law, as follows:  
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In addition to the right of action granted to the attorney general pursuant to this section, any person who has been injured by reason of any violation of this section may bring an action in his own name to enjoin such unlawful act or practice, an action to recover his actual damages or fifty dollars, whichever is greater, or both such actions. The court may, in its discretion, increase the award of damages to an amount not to exceed three times the actual damages up to one thousand dollars, if the court finds the defendant willfully or knowingly violated this section. The court may award reasonable attorney’s fees to a prevailing plaintiff.

N.Y. Gen. Bus. Law § 349(h).

121. In accordance with subsection (h) of Section 349, Plaintiffs seek an order enjoining Defendants from continuing the unlawful deceptive acts and practices set out above. Absent a Court order enjoining the unlawful, deceptive acts and practices, Defendants will continue its deceptive and misleading marketing campaign and, in doing so, irreparably harm each of the New York Subclass members. As a consequence of Defendants’ deceptive acts and practices, Plaintiffs and other members of the New York Subclass suffered an ascertainable loss of monies. By reason of the foregoing, Plaintiffs and other members of the New York Subclass also seek actual damages or statutory damages of \$50 per violation, whichever is greater, as well as punitive damages. N.Y. GEN. BUS. LAW § 349(h).

**EIGHTH CAUSE OF ACTION**

**(Violation of New York’s Consumer Protection from Deceptive Acts and Practices Law, N.Y. GEN. BUS. LAW § 350 *et seq.*)  
(On Behalf of the New York Subclass)**

122. Plaintiffs incorporate each and every allegation contained in the paragraphs above as if restated herein. Plaintiffs bring this claim on behalf of the New York Subclass for violation of section 350 of New York’s Consumer Protection from Deceptive Acts and Practices Law, N.Y. Gen. Bus. Law § 350.

1           123. Section 350 prohibits “[f]alse advertising in the conduct of any business,  
2 trade or commerce or in the furnishing of any service in [the State of New York].”  
3 N.Y. Gen. Bus. Law § 350.

4           124. New York General Business Law Section 350-a defines “false  
5 advertising” as “advertising, including labeling, of a commodity, or of the kind,  
6 character, terms or conditions of any employment opportunity if such advertising is  
7 misleading in a material respect.” N.Y. Gen. Bus. Law § 350-a.1. The section also  
8 provides that advertising can be false by omission, as it further defines “false  
9 advertising” to include “advertising [that] fails to reveal facts material in the light of  
10 such representations with respect to the commodity . . . to which the advertising  
11 relates.” *Id.*

12           125. Defendants’ labeling, marketing, and advertising of its Products, as  
13 alleged herein, are “misleading in a material respect” and, thus, constitute “false  
14 advertising,” as they falsely represent the Products as consisting of characteristics and  
15 lawfulness that they do not possess.

16           126. Plaintiffs seek an order enjoining Defendants from continuing this false  
17 advertising. Absent enjoining this false advertising, Defendants will continue to  
18 mislead Plaintiffs and the other members of the New York Subclass as to the  
19 characteristics of their Products, and in doing so, irreparably harm each of the New  
20 York Subclass members.

21           127. As a direct and proximate result of Defendants’ violation of New York  
22 General Business Law §350, Plaintiffs and the other members of the New York  
23 Subclass have also suffered an ascertainable loss of monies. By reason of the  
24 foregoing, Plaintiffs and other members of the New York Subclass also seek actual  
25 damages or statutory damages of \$500 per violation, whichever is greater, as well as  
26 punitive damages. N.Y. GEN. BUS. LAW § 350-e.

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**NINTH CAUSE OF ACTION**

**(Restitution Based On Quasi-Contract/Unjust Enrichment)  
By Plaintiffs on Behalf of the Nationwide Class**

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2  
3 128. Plaintiffs incorporate each and every allegation contained in the  
4 paragraphs above as if restated herein.

5 129. Defendants’ conduct in enticing Plaintiffs and the Class to purchase  
6 Products with false and misleading packaging is unlawful because the statements  
7 contained on the Defendants’ Product labels are untrue.

8 130. Defendants took monies from Plaintiffs and the Class for these Products  
9 and have been unjustly enriched at the expense of Plaintiffs and the Class as a result of  
10 their unlawful conduct alleged herein, thereby creating a quasi-contractual obligation  
11 on Defendants to restore these ill-gotten gains to Plaintiffs and the Class.

12 131. It is against equity and good conscience to permit Defendants to retain the  
13 ill-gotten benefits received from Plaintiffs and Class members.

14 132. As a direct and proximate result of Defendants’ unjust enrichment,  
15 Plaintiffs and the Class are entitled to restitution or restitutionary disgorgement in an  
16 amount to be proved at trial.

17 **PRAYER FOR RELIEF**

18 THEREFORE, Plaintiffs, on behalf of themselves and on behalf of the other  
19 members of the Class and for the Counts so applicable on behalf of the general public  
20 request an award and relief as follows:

21 A. An order certifying that this action is properly brought and may be  
22 maintained as a class action, that Plaintiffs be appointed Class Representatives, and  
23 Plaintiffs’ counsel be appointed Lead Counsel for the Class.

24 B. Restitution in such amount that Plaintiffs and all members of the Class  
25 paid to purchase Defendants’ Product or restitutionary disgorgement of the profits  
26 Defendant obtained from those transactions, for Causes of Action for which they are  
27 available.  
28

1 C. Compensatory damages for Causes of Action for which they are  
2 available.

3 D. Other statutory penalties for Causes of Action for which they are  
4 available.

5 E. Punitive Damages for Causes of Action for which they are available.

6 F. A declaration and Order enjoining Defendants from marketing and  
7 labeling its Product deceptively, in violation of laws and regulations as specified in  
8 this Complaint.

9 G. An Order awarding Plaintiffs their costs of suit, including reasonable  
10 attorneys' fees and pre and post judgment interest.

11 H. An Order requiring an accounting for, and imposition of, a constructive  
12 trust upon all monies received by Defendants as a result of the unfair, misleading,  
13 fraudulent, and unlawful conduct alleged herein.

14 I. Such other and further relief as may be deemed necessary or appropriate.  
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**DEMAND FOR JURY TRIAL**

Plaintiffs hereby demand a trial by jury on all causes of action or issues so triable.

DATED: January 3, 2024

Respectfully submitted,



**Michael D. Braun**  
**KUZYK LAW, LLP**  
1999 Avenue of the Stars, Ste. 1100  
Los Angeles, California 90067  
Telephone: (213) 401-4100  
Facsimile: (213) 401-0311  
Email: [mdb@kuzykclassactions.com](mailto:mdb@kuzykclassactions.com)

Peter N. Wasylyk  
**LAW OFFICES OF PETER N.**  
**WASYLYK**  
1307 Chalkstone Avenue  
Providence, RI 02908  
Telephone: (401) 831-7730  
Facsimile: (401) 861-6064  
Email: [pnwlaw@aol.com](mailto:pnwlaw@aol.com)

*Counsel for Plaintiffs*

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# CIVIL COVER SHEET

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

**I. (a) PLAINTIFFS**

PATRICIA MEZA-SOLIVEN, MICHAEL BETZAG and LINDA ESOPA

(b) County of Residence of First Listed Plaintiff San Diego, CA  
(EXCEPT IN U.S. PLAINTIFF CASES)

(c) Attorneys (Firm Name, Address, and Telephone Number)  
Michael D. Braun (167416)  
Kuzyk Law, LLP, 2121 Avenue of the Stars, Ste 800, LA, CA 90067  
213-401-4100, mdb@kuzykclassactions.com

**DEFENDANTS**

THE LIV GROUP, INC. and UNILEVER NORTH AMERICA

County of Residence of First Listed Defendant Bergen, NJ  
(IN U.S. PLAINTIFF CASES ONLY)

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

Attorneys (If Known)

**'24CV0019 TWR DDL**

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

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

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

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

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

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES
<input type="checkbox"/> 110 Insurance <input type="checkbox"/> 120 Marine <input type="checkbox"/> 130 Miller Act <input type="checkbox"/> 140 Negotiable Instrument <input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment <input type="checkbox"/> 151 Medicare Act <input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excludes Veterans) <input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits <input type="checkbox"/> 160 Stockholders' Suits <input type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	<b>PERSONAL INJURY</b> <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury <input type="checkbox"/> 362 Personal Injury - Medical Malpractice	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 690 Other	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157 <b>PROPERTY RIGHTS</b> <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 835 Patent - Abbreviated New Drug Application <input type="checkbox"/> 840 Trademark <b>SOCIAL SECURITY</b> <input type="checkbox"/> 861 HIA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g))	<input type="checkbox"/> 375 False Claims Act <input type="checkbox"/> 376 Qui Tam (31 USC 3729(a)) <input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 850 Securities/Commodities/Exchange <input checked="" type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 896 Arbitration <input type="checkbox"/> 899 Administrative Procedure Act/Review or Appeal of Agency Decision <input type="checkbox"/> 950 Constitutionality of State Statutes
REAL PROPERTY	CIVIL RIGHTS	PRISONER PETITIONS	FEDERAL TAX SUITS	
<input type="checkbox"/> 210 Land Condemnation <input type="checkbox"/> 220 Foreclosure <input type="checkbox"/> 230 Rent Lease & Ejectment <input type="checkbox"/> 240 Torts to Land <input type="checkbox"/> 245 Tort Product Liability <input type="checkbox"/> 290 All Other Real Property	<input type="checkbox"/> 440 Other Civil Rights <input type="checkbox"/> 441 Voting <input type="checkbox"/> 442 Employment <input type="checkbox"/> 443 Housing/Accommodations <input type="checkbox"/> 445 Amer. w/Disabilities - Employment <input type="checkbox"/> 446 Amer. w/Disabilities - Other <input type="checkbox"/> 448 Education	<b>Habeas Corpus:</b> <input type="checkbox"/> 463 Alien Detainee <input type="checkbox"/> 510 Motions to Vacate Sentence <input type="checkbox"/> 530 General <input type="checkbox"/> 535 Death Penalty <b>Other:</b> <input type="checkbox"/> 540 Mandamus & Other <input type="checkbox"/> 550 Civil Rights <input type="checkbox"/> 555 Prison Condition <input type="checkbox"/> 560 Civil Detainee - Conditions of Confinement	<input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609	
		<input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Management Relations <input type="checkbox"/> 740 Railway Labor Act <input type="checkbox"/> 751 Family and Medical Leave Act <input type="checkbox"/> 790 Other Labor Litigation <input type="checkbox"/> 791 Employee Retirement Income Security Act		
		<b>IMMIGRATION</b> <input type="checkbox"/> 462 Naturalization Application <input type="checkbox"/> 465 Other Immigration Actions		

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

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

**VI. CAUSE OF ACTION**


Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):  
Bus & Prof Code 17200, 17500; CA Com Code 2313; Ca Civ Code 1750; NY Gen Bus Law 349-350  
 Brief description of cause:  
false and misleading product labeling

**VII. REQUESTED IN COMPLAINT:**

CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P. **DEMAND \$** 5,000,001.00 CHECK YES only if demanded in complaint: **JURY DEMAND:**  Yes  No

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

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

DATE 01/03/2024 SIGNATURE OF ATTORNEY OF RECORD 

FOR OFFICE USE ONLY

RECEIPT # \_\_\_\_\_ AMOUNT \_\_\_\_\_ APPLYING IFP \_\_\_\_\_ JUDGE \_\_\_\_\_ MAG. JUDGE \_\_\_\_\_