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9  
10 **IN THE UNITED STATES DISTRICT COURT**  
11 **FOR THE CENTRAL DISTRICT OF CALIFORNIA**

12 DANIEL RUCHMAN, *individually and on* )  
13 *behalf of all those similarly situated,* )  
14 )  
15 *Plaintiff,* )

No. \_\_\_\_\_

16 v. )

**CLASS ACTION COMPLAINT**

17 RYSE UP SPORTS NUTRITION LLC, *a* )  
18 *Texas limited liability company,* )  
19 )  
20 *Defendant.* )

**JURY TRIAL DEMANDED**

21 \_\_\_\_\_  
22 Daniel Ruchman (“Plaintiff”), individually and on behalf of all others similarly situated  
23 in the state of California, by and through undersigned counsel, hereby brings this action against  
24 Ryse Up Sports Nutrition LLC (“Ryse” or “Defendant”), alleging that its Ryse Clear Protein  
25 Drinks, which are manufactured, packaged, labeled, advertised, distributed, and sold by  
26 Defendant, are misbranded and falsely advertised because the Products contain less grams of  
27 protein than is claimed on the Products’ labels, and upon information and belief and  
28 investigation of counsel alleges as follows:

**PARTIES**

1. Daniel James Ruchman is and at all times relevant was a citizen of the state of California domiciled in Ventura, California.



1 Products for sale to commercial and individual consumers in this district, as well as offering the  
2 Products for sale through third-party e-commerce websites, through both of which commercial  
3 and individual consumers residing in this district have purchased the Products.

4 10. Defendant knowingly directs electronic activity and ships the Products into this  
5 district with the intent to engage in business interactions for profit, and it has in fact engaged in  
6 such interactions, including the sale of the Products to Plaintiff.

7 11. Defendant also sells the Products to retailers and wholesalers in this district for  
8 the purpose of making the Products available for purchase by individual consumers in this  
9 district.

10 12. Plaintiff's losses and those of other Class members were sustained in this district.

11 13. Venue is proper pursuant to 28 U.S.C. § 1391(b)(2) because a substantial part of  
12 the events or omissions giving rise to Plaintiff's claims occurred within this district.

13 14. Venue is also proper pursuant to 28 U.S.C. § 1391(c)(2) because this Court  
14 maintains personal jurisdiction over Defendant.

15 **FACTUAL ALLEGATIONS**

16 15. Millions of Americans consume specific amounts of protein in order to lose or  
17 maintain weight, build muscle, and meet fitness goals.<sup>1</sup> The past several decades have seen not  
18 only the rise of protein-centered diets such as the Atkins, paleo, or keto diets—which require  
19 adherents to carefully track “macros,” including protein—but also increased evidence that a  
20 protein-heavy diet can be critical to supporting muscle growth, making weight training more  
21 efficient, and helping with weight loss and maintenance. In fact, “several clinical trials” have  
22 found that a high-protein diet “not only reduces body weight (BW), but also enhances body  
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<sup>1</sup> Heather J. Leidy, “Increased Dietary Protein as a Dietary Strategy to Prevent and/or Treat  
28 Obesity,” MO. MED. (Jan./Feb. 2014), *available at*  
<https://pmc.ncbi.nlm.nih.gov/articles/PMC6179508/>.

1 composition by decreasing fat mass while preserving fat-free mass (FFM),” more than “both  
2 low-calorie and standard-calorie diets.”<sup>2</sup>

3 16. Central to the tracking of protein consumption is accurate nutritional labeling of  
4 foods and dietary supplements. As noted by U.S. Food and Drug Administration (“FDA”)   
5 Commissioner Margaret Hamburg during an October 2009 media briefing, “[s]tudies show that  
6 consumers trust and believe the nutrition facts information and that many consumers use it to  
7 help them build a healthy diet.” Indeed, FDA recommends relying on Nutrition Facts Labels as  
8 primary “tool for monitoring consumption of protein.”<sup>3</sup>

9 17. Plaintiff Daniel Ruchman is among those millions of Americans. He consumes  
10 protein supplements to ensure he gets enough protein in his diet, in order to maintain his weight  
11 and meet fitness goals. As such, ensuring that he is able to accurately track his protein intake is  
12 important to Mr. Ruchman.

13 18. As part of this effort and to assist in meeting his protein consumption goals,  
14 Plaintiff purchased the chocolate flavor on or about January 8, 2026 from a Vitamin Shoppe  
15 store in Thousand Oaks, California.

16 19. The Products are ultra-filtered whey isolate protein drinks, manufactured in Kool-  
17 Aid, Jell-O, Key Lime Pie, Strawberry Banana, and Country Time Lemonade flavors. The  
18 Products are advertised as meal replacement good for consumption after a workout.

19 20. The Products all state on the front label that they contain 22 grams of protein per  
20 drink and repeat the same claim regarding protein content in the Nutrition Facts panel on the  
21 back label:

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26 <sup>2</sup> Jaecheol Moon & Gwanpyo Koh, “Clinical Evidence and Mechanisms of High-Protein Diet-  
Induced Weight Loss,” 29 J. OBESITY & METABOLIC SCI. 166-73 (2020), available at  
27 <https://pmc.ncbi.nlm.nih.gov/articles/PMC7539343/>.

28 <sup>3</sup> FDA, “Interactive Nutrition Fact Label – Protein,” available at  
[https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/assets/InteractiveNFL  
Protein\\_October2021.pdf](https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/assets/InteractiveNFLProtein_October2021.pdf).



Nutrition Facts	
Serving Size 1 Bottle	
Amount Per Serving	
<b>Calories</b>	<b>100</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 25mg	1%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein 22g</b>	<b>44%</b>

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, or iron.  
 \* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Other Ingredients:** Filtered Water, Whey Protein Isolate, Natural and Artificial Flavors, L-Carnitine, Citric Acid, Malic Acid, Sucralose, Potassium Sorbate (preserves freshness), Sodium Benzoate (preserves freshness), Acesulfame Potassium, Calcium Disodium EDTA (to protect flavor).  
**Contains:** Milk.



Nutrition Facts	
Serving Size 1 Bottle	
Amount Per Serving	
<b>Calories</b>	<b>100</b>
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 25mg	1%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein 22g</b>	<b>44%</b>

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, or iron.  
 \* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Other Ingredients:** Filtered Water, Whey Protein Isolate, L-Carnitine, Natural and Artificial Flavors, Citric Acid, Malic Acid, Sucralose, Potassium Sorbate (preserves freshness), Sodium Benzoate (preserves freshness), Acesulfame Potassium, Calcium Disodium EDTA (to protect flavor).

**A. The Products Do Not Contain the Amount of Protein Stated.**

21. At the undersigned’s direction, the Products were tested in or around December 16, 2025 by EMSL Analytical, an independent third-party laboratory in Cinnaminson, New Jersey. This testing employed AOAC Method 992.15 to determine the actual protein content of the Products. It revealed that the protein content in the Products is overstated, with the shortfalls ranging from 6 to 11 percent across all flavors tested:<sup>4</sup>

<sup>4</sup> In calculating actual grams of protein per serving, a density factor was applied reflecting density testing performed by the undersigned. The factor is approximately 1.02 for all flavors.

FLAVOR	SERVING (mL)	TESTED PROTEIN g/100g	STATED PROTEIN SERVING	ACTUAL PROTEIN SERVING	ACTUAL TO STATED
RYSE - Jell-O	500	4.07	22 g	20.69 g	94%
RYSE - Country Time Lemonade	500	3.87	22 g	19.69 g	89%
RYSE - Key Lime Pie	500	4.04	22 g	20.54 g	93%

22. The Products contain whey protein isolate as the primary protein sources. Whey protein isolate is milk protein, removed from its natural sources and then processed and refined to remove almost all fat and lactose naturally found in it. This creates a highly concentrated and purified form of protein.

23. Whey protein isolate is not a naturally occurring ingredient but is added to the Products after processing and refinement. As such, the Products are “Class I” foods as defined in 21 C.F.R. § 101.9(g)(3), and no shortfall in protein content is permitted under federal labeling regulations. Instead, pursuant to that provision, “the nutrient content ... must be formulated to be at least equal to the value for that nutrient declared on the label.”

**B. Plaintiff Reasonably Relied on Defendant’s Labeling Statements.**

24. Labels are the chief means by which food product manufacturers convey critical information to consumers, and consumers have been conditioned to rely on the accuracy of the claims made on these labels.

25. Consumers including Plaintiff especially rely on label claims made by food product manufacturers such as Defendant, as they cannot confirm or disprove those claims simply by viewing or even consuming the Products.

26. Further, federal law and corresponding state law and regulations both reflect and create reasonable consumer expectations concerning the contents of foods and beverages. That is, consumers have been conditioned to rely on the accuracy of the claims concerning the amount of protein in a food product, and plan their consumption around those claims.

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27. Plaintiff reviewed the front label and Nutrition Facts panel on the Products prior to his purchase, and reviewed the statements regarding protein being made there. Consumers such as Plaintiff who viewed the Products' labels reasonably understood the Products to contain 22 grams of protein per drink. These representations were false.

28. Consumers including Plaintiff reasonably relied on these label statements such that they would not have purchased the Products from Defendant if the truth about the Products was known, or would have only been willing to pay a substantially reduced price for the Products had they known that Defendant's representations were false and misleading.

29. In the alternative, because of its deceptive and false labeling statements, Defendant was enabled to charge a premium for the Products relative to key competitors' products, or relative to the average price charged in the marketplace.

30. Plaintiff suffered economic injury by Defendant's fraudulent and deceptive conduct as stated herein, and there is a causal nexus between Defendant's deceptive conduct and Plaintiff's injuries.

31. All flavors of the Products make the same protein claims described herein, use nearly identical packaging containing nearly identical graphical elements, and sell for the same price per unit. Plaintiff is therefore an adequate representative of the Class despite not having purchased all flavors of the Products.

**C. Plaintiff Lacks an Adequate Remedy at Law.**

32. A legal remedy is not adequate if it is not as certain as an equitable remedy. To obtain a full refund as damages, Plaintiff must show that the Products he received have essentially no market value. In contrast, Plaintiff can seek restitution without making this showing. This is because Plaintiff purchased Products that he would not otherwise have purchased, but for Defendant's misrepresentations. Obtaining a full refund at law is less certain than obtaining a refund in equity.

33. Also, winning damages under the CLRA requires additional showings not required under equitable causes of action, including that Plaintiff has given adequate pre-suit

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notice under the CLRA. For example, the CLRA prohibits only particular categories of deceptive conduct. By contrast, equitable causes of action such as unjust enrichment, the UCL, and the FAL broadly prohibit “unfair” conduct.

34. By the same token, Plaintiff’s common law claims require additional showings, compared to his equitable claims. For example, to prevail on his breach of warranty claim, Plaintiff needs to show that the statements he challenges constitute a warranty and that the warranty was part of the basis of the bargain. No such showings are required under the UCL and FAL. And unjust enrichment exists in part because contractual claims are often more difficult to establish. In this way, Plaintiff’s UCL, FAL, and unjust enrichment claims are more certain than his legal claims.

35. Finally, the remedies at law available to Plaintiff are not equally prompt or otherwise efficient. The need to schedule a jury trial may result in delay. And a jury trial will take longer, and be more expensive, than a bench trial.

**CLASS ACTION ALLEGATIONS**

36. Plaintiff brings this action individually and as representative of all those similarly situated pursuant to Federal Rule of Civil Procedure 23 on behalf of all consumers in the state of California who purchased the Products within four years prior to the filing of this Complaint.

37. Excluded from the Class are Defendant and its affiliates, parents, subsidiaries, employees, officers, agents, and directors. Also excluded are any judicial officers presiding over this matter and the members of their immediate families and judicial staff.

38. Plaintiff reserves the right to alter the Class definition, and to amend this Complaint to add additional Subclasses, as necessary to the full extent permitted by applicable law.

39. Certification of Plaintiff’s claims for class-wide treatment is appropriate because Plaintiff can prove the elements of the claims on a class-wide basis using the same evidence as individual Class members would use to prove those elements in individual actions alleging the same claims.

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40. **Numerosity – Rule 23(a)(1):** The size of the Class is so large that joinder of all Class members is impracticable. Plaintiff believes and avers there are thousands of Class members geographically dispersed throughout the state of California.

41. **Existence and Predominance of Common Questions of Law and Fact – Rule 23(a)(2), (b)(3):** There are questions of law and fact common to the Class. These questions predominate over any questions that affect only individual Class members. Common legal and factual questions and issues include but are not limited to:

- a. Whether the marketing, advertising, packaging, labeling, and other promotional materials for Defendant’s Products is misleading and deceptive;
- b. Whether a reasonable consumer would understand Defendant’s protein label claim to indicate that the Products contain 22 grams of protein, and reasonably relied upon that representation;
- c. Whether Defendant was unjustly enriched at the expense of the Plaintiff and Class members;
- d. Whether Defendant breached an express warranty;
- e. The proper amount of damages;
- f. The proper scope of injunctive relief; and
- g. The proper amount of attorneys’ fees.

42. Defendant engaged in a common course of conduct in contravention of the laws Plaintiff seeks to enforce individually and on behalf of the Class. Similar or identical violations of law, business practices, and injuries are involved. Individual questions, if any, pale by comparison, in both quality and quantity, to the numerous common questions that predominate this action. The common questions will yield common answers that will substantially advance the resolution of the case.

43. In short, these common questions of fact and law predominate over questions that affect only individual Class members.

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44. **Typicality – Rule 23(a)(3):** Plaintiff’s claims are typical of the claims of the Class members because they are based on the same underlying facts, events, and circumstances relating to Defendant’s conduct.

45. Specifically, all Class members, including Plaintiff, were harmed in the same way due to Defendant’s uniform misconduct described herein; all Class members suffered similar economic injury due to Defendant’s misrepresentations; and Plaintiff seeks the same relief as the Class members.

46. There are no defenses available to Defendant that are unique to the named Plaintiff.

47. **Adequacy of Representation – Rule 23(a)(4):** Plaintiff is a fair and adequate representative of the Class because Plaintiff’s interests do not conflict with the Class members’ interests. Plaintiff will prosecute this action vigorously and is highly motivated to seek redress against Defendant.

48. Furthermore, Plaintiff has selected competent counsel who are experienced in class action and other complex litigation. Plaintiff and Plaintiff’s counsel are committed to prosecuting this action vigorously on behalf of the Class and have the resources to do so.

49. **Superiority – Rule 23(b)(3):** The class action mechanism is superior to other available means for the fair and efficient adjudication of this controversy for at least the following reasons:

- a. The damages individual Class members suffered are small compared to the burden and expense of individual prosecution of the complex and extensive litigation needed to address Defendant’s conduct such that it would be virtually impossible for the Class members individually to redress the wrongs done to them. In fact, they would have little incentive to do so given the amount of damage each member has suffered when weighed against the costs and burdens of litigation;

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- b. The class procedure presents fewer management difficulties than individual litigation and provides the benefits of single adjudication, economies of scale, and supervision by a single court;
- c. The prosecution of separate actions by individual Class members would create a risk of inconsistent or varying adjudications, which would establish incompatible standards of conduct for Defendant; and
- d. The prosecution of separate actions by individual Class members would create a risk of adjudications with respect to them that would be dispositive of the interests of other Class members or would substantively impair or impede their ability to protect their interests.

50. Unless the Class is certified, Defendant will retain monies received as a result of its unlawful and deceptive conduct alleged herein.

51. Unless a class-wide injunction is issued, Defendant will likely continue to advertise, market, promote, and sell its Products in an unlawful and misleading manner, as described throughout this Complaint, and members of the Class will continue to be misled, harmed, and denied their rights under the law. Plaintiff faces an imminent threat of harm because he will not be able to rely on the Products' labels in the future, and will not be able to buy the Products, even if Defendant claims to have amended its labels and other statements to remove the deceptive statements described herein. To buy the Products again, Plaintiff needs the Court to enter an order forbidding Defendant from selling its Products unless it has fixed its labels to make them accurate. With that Court order in hand, Plaintiff could and would buy the Products again.

52. Furthermore, Plaintiff has not merely alleged an "informational" injury, but has also alleged that Defendant has been enabled to charge a price premium for the Products. Plaintiff has therefore alleged that compliance with federal and state regulations regarding the accurate reporting of protein content and quality in the Products would cause a decrease in the price of the Products at which Plaintiff and members of the Class would be willing to buy the

1 Products. As a result, Plaintiff has alleged more than simply an interest in Defendant telling the  
2 truth on its labels, but an economic injury that further supports prospective injunctive relief.

3 53. **Ascertainability.** To the extent ascertainability is required, the Class members are  
4 readily ascertainable from Defendant’s records and/or its agents’ records of retail and online  
5 sales, as well as through public notice.

6 54. Defendant has acted on grounds applicable to the Class as a whole, thereby  
7 making appropriate final injunctive and declaratory relief concerning the Class as a whole.

8  
9 **COUNT 1**  
10 **VIOLATION OF THE CONSUMER LEGAL REMEDIES ACT,**  
11 **CAL. CIV. CODE § 1750 *et seq.***

12 55. Plaintiff realleges the preceding paragraphs as if fully set forth herein and, to the  
13 extent necessary, pleads this cause of action in the alternative.

14 56. Plaintiff is a “consumer” within the meaning of the Consumer Legal Remedies  
15 Act (“CLRA”), Cal. Civ. Code § 1761(d).

16 57. The sale of Defendant’s Products to Plaintiff and Class members was a  
17 “transaction” within the meaning of the CLRA, Cal. Civ. Code § 1761(e).

18 58. The Products purchased by Plaintiff and Class members are “goods” within the  
19 meaning of the CLRA, Cal. Civ. Code § 1761(a).

20 59. As alleged herein, Defendant’s business practices are a violation of the CLRA  
21 because Defendant deceptively failed to reveal facts that are material in light of the protein  
22 content claims that were made by Defendant on its Products.

23 60. Defendant’s ongoing failure to provide material facts about its Products on its  
24 labels violates the following subsections of Cal. Civ. Code § 1770(a) in these respects:

- 25 a. Defendant’s acts and practices constitute misrepresentations that its Products have  
26 characteristics, benefits, or uses which they do not have;  
27 b. Defendant misrepresented that its Products are of a particular standard, quality,  
28 and/or grade, when they are of another;

- 1 c. Defendant’s acts and practices constitute the advertisement of goods, without the  
2 intent to sell them as advertised;
- 3 d. Defendant’s acts and practices fail to represent that transactions involving its  
4 Products involve actions that are prohibited by law, particularly the use of  
5 misleading nutritional labeling; and
- 6 e. Defendant’s acts and practices constitute representations that its Products have  
7 been supplied in accordance with previous representations when they were not.

8 61. By reason of the foregoing, Plaintiff and the Class have been irreparably harmed,  
9 entitling them to injunctive relief.

10 62. Plaintiff notified Defendant in writing of the particular violations of the CLRA  
11 described herein and demanded Defendant rectify the actions described above by providing  
12 complete monetary relief, agreeing to be bound by its legal obligations and to give notice to all  
13 affected customers of its intent to do so, at least 30 days prior to the filing of this Complaint.

14 63. Pursuant to Cal. Civ. Code §§ 1770 and 1780, Plaintiff is entitled to enjoin  
15 publication of misleading and deceptive nutritional labels on Defendant’s Products and to  
16 recover reasonable attorneys’ fees and costs.

17  
18 **COUNT 2**  
**UNJUST ENRICHMENT**

19 64. Plaintiff realleges the preceding paragraphs as if fully set forth herein and, to the  
20 extent necessary, pleads this cause of action in the alternative in the event that Plaintiff has an  
21 inadequate remedy at law.

22 65. Under California law, a claim for unjust enrichment “describe[s] the theory  
23 underlying a claim that a defendant has been unjustly conferred a benefit ‘through mistake,  
24 fraud, coercion, or request.’” *Astiana v. Hain Celestial Grp., Inc.* (9th Cir. 2015) 783 F.3d 753,  
25 762 (quoting 55 *Cal. Jur.* 3d *Restitution* § 2). Thus, when a plaintiff alleges unjust enrichment,  
26 the Court should “construe the cause of action as a quasi-contract claim seeking restitution.”  
27 *Rutherford Holdings, LLC v. Plaza Del Rey* (2014) 223 Cal.App.4th 221, 225. Courts in  
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California have allowed unjust enrichment and CLRA claims to proceed in the alternative. *See Scheibe v. Livwell Prods., LLC*, No. 23-cv-216, 2023 WL 4414580, at \*8 (S.D. Cal. 2023).

66. Defendant, through its marketing and labeling of the Products, misrepresented and deceived consumers by misrepresenting that the Products provided 22 grams of protein per drink.

67. Defendant did so for the purpose of enriching itself and it in fact enriched itself by doing so.

68. Consumers conferred a benefit on Defendant by purchasing the Products, including an effective premium above their true value. Defendant appreciated, accepted, and retained the benefit to the detriment of consumers.

69. Defendant continues to possess monies paid by consumers to which Defendant is not entitled.

70. Under the circumstances it would be inequitable for Defendant to retain the benefit conferred upon it and Defendant’s retention of the benefit violates fundamental principles of justice, equity, and good conscience.

71. Plaintiff seeks disgorgement of Defendant’s ill-gotten gains and restitution of Defendant’s wrongful profits, revenue, and benefits, to the extent, and in the amount, deemed appropriate by the Court, and such other relief as the Court deems just and proper to remedy Defendant’s unjust enrichment.

72. Plaintiff has standing to pursue this claim as Plaintiff has suffered injury in fact as a result of Defendant’s actions as set forth above.

**COUNT 3  
BREACH OF EXPRESS WARRANTY**

73. Plaintiff realleges the preceding paragraphs as if fully set forth herein and, to the extent necessary, pleads this cause of action in the alternative.

74. Defendant, as the designer, manufacturer, marketer, distributor, and/or seller, expressly warranted that the Products contained 22 grams of protein per drink.

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75. Defendant’s express warranties, and its affirmations of fact and promises made to Plaintiff and the Class and regarding the Products, became part of the basis of the bargain between Defendant and Plaintiff and the Class, which creates an express warranty that the Products would conform to those affirmations of fact, representations, promises, and descriptions.

76. The Products do not conform to the express warranty that the Products contain 22 grams of protein per drink.

77. As a direct and proximate cause of Defendant’s breach of express warranty, Plaintiff and Class members have been injured and harmed because: (a) they would not have purchased the Products on the same terms if they knew the truth about the Products’ protein content claim; (b) they paid a price premium based on Defendant’s express warranties; and (c) the Products do not have the characteristics, uses, or benefits that were promised.

**COUNT 4**  
**VIOLATION OF THE UNFAIR COMPETITION LAW,**  
**BUS. & PROF. CODE § 17200 *et seq.* — “UNFAIR” CONDUCT**

78. Plaintiff realleges the preceding paragraphs as if fully set forth herein and, to the extent necessary, pleads this cause of action in the alternative.

79. Plaintiff has standing to pursue this claim as Plaintiff has suffered injury in fact as a result of Defendant’s actions as set forth herein.

80. Defendant’s actions as alleged in this Complaint constitute “unfair” conduct within the meaning of California Business and Professions Code Section 17200, *et seq.*

81. Defendant’s business practices, as alleged herein, are “unfair” because it fails to make required disclosures that would inform consumers regarding the content of the protein in its Products.

82. As a result of this “unfair” conduct, Plaintiff expended money and engaged in activities he would not otherwise have spent or conducted.

83. Defendant’s wrongful business practices alleged herein constituted, and continue to constitute, a continuing course of unfair competition since it continues to market and sell its

1 products in a manner that offends public policy and/or in a fashion that is immoral, unethical,  
2 oppressive, unscrupulous and/or substantially injurious to its customers.

3 84. Defendant publicly disseminated untrue or misleading representations regarding  
4 the protein quality of its Products, which it knew, or in the exercise of reasonable care should  
5 have known, were untrue or misleading.

6 85. Pursuant to Business and Professions Code Section 17203, Plaintiff seeks an order  
7 of this court enjoining Defendant from continuing to engage in “unfair” business practices and  
8 any other act prohibited by law, including those acts set forth in this Complaint, and further seek  
9 all other relief allowable under Business and Professions Code Section 17200, *et seq.*

10  
11 **COUNT 5**  
12 **VIOLATION OF THE UNFAIR COMPETITION LAW,**  
13 **BUS. & PROF. CODE § 17200 *et seq.* — “FRAUDULENT” CONDUCT**

14 86. Plaintiff realleges the preceding paragraphs as if fully set forth herein and, to the  
15 extent necessary, pleads this cause of action in the alternative.

16 87. Plaintiff has standing to pursue this claim as Plaintiff has suffered injury in fact as  
17 a result of Defendant’s actions as set forth above.

18 88. Defendant’s actions as alleged in this Complaint constitute “fraudulent” conduct  
19 within the meaning of California Business and Professions Code Section 17200 *et seq.*

20 89. Defendant’s business practices, as alleged herein, are “fraudulent” because it fails  
21 to make required disclosures that would inform consumers regarding the content of the protein  
22 in its Products.

23 90. As a result of this “fraudulent” conduct, Plaintiff expended money and engaged in  
24 activities he would not otherwise have spent or conducted.

25 91. Defendant’s wrongful business practices alleged herein constituted, and continue  
26 to constitute, a continuing course of unfair competition since it continues to market and sell its  
27 products in a manner that offends public policy and/or in a fashion that is immoral, unethical,  
28 oppressive, unscrupulous and/or substantially injurious to its customers.

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92. Defendant publicly disseminated untrue or misleading representations regarding the protein content of its Products, which it knew, or in the exercise of reasonable care should have known, were untrue or misleading.

93. Pursuant to Business and Professions Code Section 17203, Plaintiff seeks an order of this Court enjoining Defendant from continuing to engage in “fraudulent” business practices and any other act prohibited by law, including those acts set forth in this Complaint, and further seeks all other relief allowable under Business and Professions Code Section 17200, *et seq.*

**COUNT 6**  
**VIOLATION OF THE UNFAIR COMPETITION LAW,**  
**BUS. & PROF. CODE § 17200 *et seq.* — “UNLAWFUL” CONDUCT**

94. Plaintiff realleges the preceding paragraphs as if fully set forth herein and, to the extent necessary, pleads this cause of action in the alternative.

95. Plaintiff has standing to pursue this claim as Plaintiff has suffered injury in fact as a result of Defendant’s actions as set forth above.

96. Defendant’s actions as alleged in this Complaint constitute “unlawful” conduct within the meaning of California Business and Professions Code Section 17200, *et seq.*

97. Defendant’s business practices, as alleged herein, are “unlawful” because it fails to make required disclosures that would inform consumers regarding the content of the protein in its Products.

98. As a result of this “unlawful” conduct, Plaintiff expended money and engaged in activities he would not otherwise have spent or conducted.

99. Defendant’s business practices alleged herein constituted, and continue to constitute, a continuing course of unfair competition since it continues to market and sell its products in a manner that offends public policy and/or in a fashion that is immoral, unethical, oppressive, unscrupulous and/or substantially injurious to its customers.



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- a. Certifying the Class;
- b. Declaring that Defendant violated the CLRA, UCL, FAL, was unjustly enriched, and/or breached an express warranty;
- c. Awarding actual, general, or compensatory damages in an amount to be proven at trial;
- d. Awarding restitution or disgorgement in an amount to be proven at trial, as permitted by law;
- e. Ordering an award of injunctive relief as permitted by law, including enjoining Defendant from continuing the unlawful practices as set forth herein, and ordering Defendant to engage in a corrective advertising campaign;
- f. Ordering Defendant to pay reasonable attorneys’ fees and litigation costs to Plaintiff;
- g. Ordering Defendant to pay both pre- and post-judgment interest on any amounts awarded; and
- h. Such other relief as the Court may deem just and proper.

TRIAL BY JURY IS DEMANDED ON ANY COUNTS SO TRIABLE.

Respectfully submitted,

/s/ Charles C. Weller  
Charles C. Weller (Cal. SBN: 207034)  
Attorney for Plaintiff

May 20, 2026