CLASS ACTION COMPLAINT

# Plaintiff Tatiana Von Slomski ("Plaintiff"), by and through her counsel, brings this Class Action Complaint against The Hain Celestial Group, Inc., on behalf of herself and all others similarly situated, and alleges, upon personal knowledge as to her own actions and her counsel's investigations, and upon information and belief as to all other matters, as follows:

### NATURE OF THE CASE

- 1. This is a consumer protection and false advertising class action. Defendant The Hain Celestial Group, Inc. "Defendant") markets, advertises, and distributes various teas under the Celestial Seasonings brand name, which it prominently advertises as "100% Natural." (See, e.g., packaging depicted in Paragraphs 19-20.) The teas at issue are Sleepytime Herbal Tea, Sleepytime Kids Goodnight Grape, Green Tea Peach Blossom, Green Tea Raspberry Gardens, Authentic Green Tea, Antioxidant Max Dragon Fruit, Green Tea Honey Lemon Ginseng, Antioxidant Max Blackberry Pomegranate, Antioxidant Max Blood Orange, and English Breakfast Black KCup (collectively, the "Products"). These Products are not natural, but to the contrary contain pesticides, herbicides, insecticides, carcinogens, and/or developmental toxins (collectively, "Contaminants"). Many of the Products contain Contaminants in levels violating federal standards included in 40 CFR § 180, and some contain Contaminants included in the current Proposition 65 list, for which no safe harbor limits have been established. In short, the Products contain potentially dangerous Contaminants and are most definitely not "100% Natural," as claimed.
- 2. Although the Products are not "100% Natural," Defendant prominently labels every box of the Products sold in the United States as "100% Natural." Defendant does this because consumers perceive all natural foods as better, healthier, and more wholesome. In fact, the market for all natural foods has grown rapidly in recent years, a trend that Defendant exploits through its false advertising.
- 3. Plaintiff brings claims against Defendant individually and on behalf of a class of all other similarly situated purchasers of the Products for violations of California's Consumers Legal Remedies Act, Cal. Civ. Code § 1750, et seq., California's Unfair Competition Law, Cal. Bus. & Prof.

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<sup>&</sup>lt;sup>1</sup> Available at < http://oehha.ca.gov/prop65/prop65 list/Newlist.html> (last visited Oct. 3, 2013).

Code § 17200, *et seq.* ("UCL"), and for breach of express warranties. Plaintiff seeks an order requiring Defendant to, among other things: (1) cease the unlawful marketing; (2) conduct a corrective advertising campaign; and (3) pay damages and restitution to Plaintiff and Class members in the amounts paid to purchase the products at issue.

#### JURISDICTION AND VENUE

- 4. The Court has subject matter jurisdiction over this action pursuant to 28 U.S.C. § 1332(d)(2), because the proposed class has more than 100 members, the class contains at least one member of diverse citizenship from Defendant, and the amount in controversy exceeds \$5 million.
- 5. The Court has personal jurisdiction over Defendant because Defendant is authorized to, and conducts substantial business in, California, generally and this District, specifically. Defendant has marketed, promoted, distributed, and sold the Products in California.
- 6. Venue is proper in this District pursuant to 28 U.S.C. § 1391(b)(2), because a substantial part of the events and omissions giving rise to this action occurred in this District as Defendant distributes the Products for sale within this District.

# **PARTIES**

- 7. Plaintiff is a resident of Aliso Viejo, Orange County, California. Plaintiff has purchased several Products in California within the past four years in reliance on Defendant's representations that the Products were "100% Natural." Specifically, within the past four years, Plaintiff purchased Products including Sleepytime Herbal Tea at retailers such as Vons and Ralphs. Prominently on each of the Products' labels appeared the words "100% Natural Teas." This representation was material to Plaintiff's decision to make these purchases. Plaintiff was willing to pay for the Products because of the representations that they were "100% Natural" and would not have purchased the Products, would not have paid as much for the Products, or would have purchased alternative products in absence of the representations, or with the knowledge that the Products contained Contaminants. As a result of purchasing a product in reliance on advertising that was false, Plaintiff has suffered injury in fact and lost money as a result of the unfair business practiced alleged here.
  - 8. Defendant Hain Celestial Group, Inc., is a publicly traded (NASDAQ: HAIN)

Delaware corporation with its principal place of business at 1111 Marcus Avenue, Lake Success, New 1 York 11042. Defendant notes that it "participates in almost all natural food categories with well-2 3 known brands that include Celestial Seasonings® [and others]" http://ir.haincelestial.com/phoenix.zhtml?c=87078&p=irol-irhome (last accessed Oct. 23, 2013). Upon information 4 and belief, Defendant's Celestial Seasonings division is based at 4600 Sleepytime Drive, Boulder, 5 Colorado 80301. Defendant maintains a registered office in California at the Corporation Service 6 Company, 2710 Gateway Oaks Drive, Suite 150N, Sacramento, California 95833. Defendant 7 8 distributes the Products to consumers throughout California and throughout the United States. 9 **SUBSTANTIVE ALLEGATIONS** 9. The Products at issue are 10 types of tea. Throughout the Class Period, Defendant has 10 prominently labeled and otherwise advertised the Products as "100% Natural." 11 10. 12 As widely reported following publication of testing of the Products by Eurofins, a highly regarded, accredited, and independent testing lab (the "Eurofins Tests"), each of the Products 13 has been found to contain significant levels of one or more of the following Contaminants, described 14 15 on information and belief as follows: **Buprofezin.** Buprofezin is a synthesized chemical insecticide developed by the 16 a. 17 18 19

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- Dow Chemical Company ("Dow") and marketed by Dow as "Applaud." Due to safety concerns, the US government has set tolerances for residues of Buprofezin with regard to certain agricultural commodities, generally in the range of a fraction of a part per million, in 40 C.F.R. § 180.511. Buprofezin was found to have a variety of deleterious effects on rodents exposed to it in a variety of controlled studies, including increased incidences of lesions and tumors on rodents' livers, adverse liver and thyroid gland effects at relatively low doses, and adverse developmental and reproductive effects including decreased pup weight. See, e.g., <a href="http://pmep.cce.cornell.edu/profiles/insect-mite/abamectin-">http://pmep.cce.cornell.edu/profiles/insect-mite/abamectin-</a> bufencarb/buprofezin/applaud70 reg 0503.html> (last visited Oct. 7, 2013). Buprofezin is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- Carbendazim. As described by the U.S. Environmental Protection Agency b. ("EPA"), Carbendazim is "a fungicide approved for use in paints, adhesives, textiles, and

ornamental trees. It is not approved for use on foods in the U.S."

<a href="http://www.epa.gov/pesticides/factsheets/chemicals/carbendazim-fs.htm">http://www.epa.gov/pesticides/factsheets/chemicals/carbendazim-fs.htm</a> (last visited Oct. 4, 2013). Thus, Carbendazim in food products is unlawful under the Federal Food, Drug, & Cosmetic Act, including under 21 U.S.C. § 346a. See also 40 C.F.R. § 180.3 et seq. (omitting Carbendazim from pesticides approved for food in quantities deemed safe by the EPA). Carbendazim is identified as a hazardous waste under federal regulations, including 40 CFR § 261.33. Carbendazim is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.

- Chlorpyrifos-ethyl. Chlorpyrifos-ethyl, also known as Chlorpyrifos or as Dursban, is a potent neurotoxin used as a pesticide. Dow developed and introduced this unnatural chemical in or about 1965. Tolerances for residues of Chlorpyrifos-ethyl are set with regard to certain agricultural commodities in 40 C.F.R. § 180.342, which also mandates strict controls for application of this unnatural chemical. Chlorpyrifos-ethyl has been the subject of much litigation, including an action by the New York Attorney General regarding Dow's marketing of Chlorpyrifos-ethyl as safe, which resulted in a \$2 million payment by Dow to the state of New York. Chlorpyrifos-ethyl is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- d. <u>Chlorfenapyr.</u> Chlorfenapyr is a synthesized chemical insecticide and, due to safety concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities, generally in the range of one part per million, in 40 C.F.R. § 180.513. Chlorfenapyr is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- e. <u>Cyhalothrin lambda.</u> Cyhalothrin lambda, or Lambda-cyhalothrin, is a synthesized chemical insecticide and, due to safety concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities, generally in the range of one part per million, in 40 C.F.R. § 180.438. Cyhalothrin lambda is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.

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- f. <u>Cypermethrin.</u> Cypermethrin is a synthesized chemical insecticide and, due to safety concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities, generally in the range of one part per million, in 40 C.F.R. § 180.418. Cypermethrin is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- **p,p'-DDT.** P,p'-DDT, or p,p'-Dichlorodiphenyltrichloroethane (DDT) g. (CASRN 50-29-3), is an isomer and the major component of commercial DDT, an unnatural chemical insecticide that had well-known and highly negative environmental impacts, including damage to many bird species (including the Bald Eagle) when such animals accumulated the chemical in their bodies through diet. DDT has been banned in US agriculture since 1972, and is classified as a "probable human carcinogen" by the EPA. <a href="http://www.epa.gov/iris/subst/0147.htm">http://www.epa.gov/iris/subst/0147.htm</a> (last visited Oct. 4, 2013). It also is classified as a chemical "known to the State [of California] to cause cancer or reproductive toxicity," and is included on California's Proposition 65 list. <a href="http://oehha.ca.gov/prop65/prop65">http://oehha.ca.gov/prop65/prop65</a> list/files/P6509272013.pdf> (last visited Oct. 7, 2013). The EPA has not set tolerances for DDT in food products and thus its presence is unlawful under the Federal Food, Drug, & Cosmetic Act, including under 21 U.S.C. § 346a. See also 40 C.F.R. § 180.3 et seq. (omitting DDT from pesticides approved for food in quantities deemed safe by the EPA). P,p'-DDT is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- h. **Diazinon.** Diazinon is a synthesized chemical insecticide, and tolerances for residues of it are set with regard to certain agricultural commodities in 40 C.F.R. § 180.153. Diazinon is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- i. <u>Dimethachlor.</u> Dimethachlor is a synthesized chemical pesticide. The EPA has not set tolerances for Dimethachlor in food products and thus its presence is unlawful under the Federal Food, Drug, & Cosmetic Act, including under 21 U.S.C. § 346a. *See also* 40 C.F.R. § 180.3 *et seq.* (omitting Dimethachlor from pesticides approved for food in quantities

deemed safe by the EPA);

- <a href="http://ec.europa.eu/food/plant/protection/evaluation/existactive/dimethachlor.pdf">http://ec.europa.eu/food/plant/protection/evaluation/existactive/dimethachlor.pdf</a> (containing European Union's report on Dimethachlor). Diazinon is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- j. **Dimethoate.** Dimethoate is a synthesized chemical insecticide, and tolerances for residues of it are set with regard to certain agricultural commodities in 40 C.F.R. § 180.204. Dimethoate is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- k. Endosulfan. Endosulfan is a synthesized chemical insecticide, and is a chemical cousin of DDT that mimics the female hormone estrogen in the human body.

  Tolerances for residues of Endosulfan are set with regard to certain agricultural commodities in 40 C.F.R. § 180.182. Endosulfan is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- l. <u>Fludioxonil.</u> Fludioxonil is a synthesized chemical insecticide and, due to safety concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities in 40 C.F.R. § 180.516. Fludioxonil is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- m. <u>Fipronil.</u> Fipronil is a synthesized chemical insecticide and, due to safety concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities in 40 C.F.R. § 180.517. Fipronil is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- n. Hexaflumuron. Hexaflumuron is a synthesized chemical pesticide owned, manufactured, and marketed by Dow, primarily for termite control.

  <a href="http://msdssearch.dow.com/PublishedLiteratureDOWCOM/dh\_0886/0901b80380886a87.pdf">http://msdssearch.dow.com/PublishedLiteratureDOWCOM/dh\_0886/0901b80380886a87.pdf</a>

  ?filepath=productsafety/pdfs/noreg/233-00932.pdf&fromPage=GetDoc> (last visited Oct. 7, 2013). The EPA has not set tolerances for Hexaflumuron in food products and thus its presence is unlawful under the Federal Food, Drug, & Cosmetic Act, including under 21 U.S.C. § 346a. See also 40 C.F.R. § 180.3 et seq. (omitting Hexaflumuron from pesticides)

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approved for food in quantities deemed safe by the EPA). Hexaflumuron is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.

- **Imidacloprid.** Imidacloprid is a synthesized chemical insecticide and, due to 0. safety concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities in 40 C.F.R. § 180.472. Imidacloprid is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- Malathion. Malathion is a synthesized chemical insecticide and, due to safety p. concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities in 40 C.F.R. § 180.111. Malathion is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- **Profenofos.** Profenofos is a synthesized chemical insecticide and, due to safety q. concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities in 40 C.F.R. § 180.404. Profenofos is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- r. **Permethrin.** Permethrin is a synthesized chemical insecticide and, due to safety concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities in 40 C.F.R. § 180.378. Permethrin is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- **Pyridaben.** Pyridaben is a synthesized chemical insecticide and, due to safety S. concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities in 40 C.F.R. § 180.494. Pyridaben is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- t. **Propachlor.** Propachlor is a synthesized chemical herbicide and, due to safety concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities in 40 C.F.R. § 180.211. Propachlor is classified as a chemical "known to the State [of California] to cause cancer or reproductive toxicity," and is included on California's Proposition 65 list. <a href="http://oehha.ca.gov/prop65/prop65">http://oehha.ca.gov/prop65/prop65</a> list/files/P6509272013.pdf> (last visited Oct. 7, 2013). Propachlor is a man-made chemical, and is not naturally occurring or

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"natural" in any sense of the word.

- **Thiamethoxam.** Thiamethoxam is a synthesized chemical insecticide and, due u. to safety concerns, the US government has set tolerances for residues of it on or in certain agricultural commodities in 40 C.F.R. § 180.565. Thiamethoxam is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
- **Thiacloprid.** Thiacloprid is a synthesized chemical insecticide and, due to V. safety concerns, the US government has set tolerances for residues of it on or in certain commodities, generally in the hundredth-of-a-part-per-million, in 40 C.F.R. § 180.594. Thiacloprid is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.

**Triazophos.** Triazophos is a synthesized chemical pesticide, which has been

found to cause cognitive dysfunction in controlled rat studies. <a href="http://www.ncbi.nlm.nih.gov/pubmed/23949197">http://www.ncbi.nlm.nih.gov/pubmed/23949197</a> (last visited Oct. 7, 2013). The EPA has not set tolerances for Triazophos in food products and thus its presence is unlawful under the Federal Food, Drug, & Cosmetic Act, including under 21 U.S.C. § 346a. See also 40 C.F.R. § 180.3 et seq. (omitting Triazophos from pesticides approved for food in quantities deemed safe by the EPA). Triazophos is classified as a marine pollutant by federal regulations, including 40 CFR § 172.101, App. B. Triazophos is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.

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The published Eurofins Tests revealed that the foregoing Contaminants were found in

for which such tolerance level was exceeded.

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Celestial Seasonings Tea Sample	Buprofezin	Carbendazim	Chlorpyrifos-ethyl	Chlorfenapyr	Cyhalothrin lambda	Cypermethrin	p,p'-DDT	Diazinon	Dimethachlor	Dimethoate	Endosulfan (Sum)	Fludioxonil	Fipronil	Hexaflumuron	Imidacloprid	Malathion	Profenofos	Permethrin	Pyridaben	Propachlor	Thiamethoxam	Thiacloprid	Triazophos	Detected U.S. Adulterants
Eng Bkfst Black K-Cup						*	*		*						*						*			5
Authentic Green Tea	×			*	*	*					*			*	*			*						8
Green Tea Honey Lem Gin	*			*	*	*								*	*				*					7
Green Tea Peach Blossom	*			*	*	*							*	*	*				*				*	9
Green Tea Rasp Gardens	*			*	*	*								*	*				*			*	*	9
Rooibos Safari Spice																								0
Sleepytime Herb Teas		*						*		*						*	*							5
Sleepytime Kids Gdnt Grape		*	*					*		×						*	*			*				7
Antioxidant Max Blckbry Pom	*			*	*	*						*			*				*					7
Antioxidant Max Blood Orange	*			*	*	*									*				*				*	7
Antioxidant Max Dragon Fruit	*			*	*	*									*				*			*	*	8

Assurance" statement on its website assuring consumers that its teas are "safe" despite the adverse test results, and boasting that Defendant sent the same types of teas to a different laboratory, identified as the National Food Lab, for testing that "detected no *pesticides* in the *brewed* Celestial Seasonings teas they tested." <a href="http://www.celestialseasonings.com/safety-assurance">http://www.celestialseasonings.com/safety-assurance</a> (emphasis added) (last visited Oct. 7, 2013).

Total

Average Violations per Sample

6.5

\* violation of U.S. 40 CFR 180; pesticide residue detected for which there is no established EPA tolerance level or

- 14. Defendant has not disclosed the actual test results on which it relied to issue its Safety Assurance and, on information and belief, has claimed that the results constitute "proprietary information." <a href="http://www.examiner.com/article/dangerously-high-pesticide-levels-found-celestial-seasonings-teas">http://www.examiner.com/article/dangerously-high-pesticide-levels-found-celestial-seasonings-teas</a> (last visited Oct. 9, 2013).
- 15. Furthermore, the National Food Lab (NFL) proudly lists Celestial Seasonings as one of its clients on its website, stating, 'somewhere along the line, we have had a hand in their success.'" *Id.*;

see also <a href="http://web.archive.org/web/20130501174523/http://www.thenfl.com/about-us/our-clients">http://web.archive.org/web/20130501174523/http://www.thenfl.com/about-us/our-clients</a>) (showing archived version of NFL website listing Celestial Seasonings among clients and including quoted language) (last visited Oct. 9, 2013).

- 16. Defendant's misleading "Safety Assurance," which does not directly deny the presence of pesticides, amounts to an admission by defendant that its teas contain unnatural, toxic pesticides, and thus are not "100% Natural," as advertised.
- 17. In its Safety Assurance, Defendant also asserted that the Eurofins Tests were reported by a "short seller" that stood to profit if Defendant's stock price declined as a result of publication of the Eurofins Tests. Defendant did not and could not, however, claim that Eurofins was biased or that the Eurofins Tests were not, in fact, accurate.
- 18. Despite the presence of these Contaminants in its Products, and despite Defendant's clear knowledge of the Contaminants, Defendant continues to prominently label the Products as "100% Natural" just as it has at all relevant times before and after publication of the Eurofins Tests.
- 19. Defendant incorporates its "100% Natural" claim into the very logo for its brand, which appears on the outer packaging of the Products and elsewhere, as in the following example, taken from Defendant's website, at <a href="http://www.celestialseasonings.com">http://www.celestialseasonings.com</a> on October 8, 2013:



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20. Defendant prominently displays this logo, including the "100% Natural" claim, on the outer packaging for the Products, as in the following examples:





1	ingredients and <i>do not contain artifi</i>	icial or synthetic additives."
2	2 <a href="http://www.celestialseasonings.com">http://www.celestialseasonings.com</a>	m/faqs> (last visited Oct. 9, 2013) ("What are
3	natural flavors?") (emphasis added).	
4	4 22. The Products are sold for approxima	ately \$3.99 per box containing 20 tea bags.
5	5 23. In comparison, some of Defendant's	competitors sell competing teas for as little as
6	6 \$2.50.	
7	7 24. By consistently labeling the Product	s as "100% Natural," Defendant ensures that all
8	8 consumers purchasing the Products are exposed to	its "100% Natural" claim.
9	9 25. However, the Contaminants are und	eniably <i>not</i> natural in any way.
10	10 26. Not only are the Contaminants speci	fically designed to kill pests and/or plants, raising
11	significant health and safety concerns (thus requiring	ng the cited federal regulations designed to ensure
12	12 that the Contaminants do not appear in food produc	ets at all or in excess of levels deemed acceptable by
13	13 the EPA), but they are manufactured and patented l	by chemical companies such as Dow, with no claim
14	that they are "natural" in any way.	
15	For instance, Dow states that "Hexa	flumuron is produced using a complex and
16	proprietary process involving a series of reaction are	nd purification steps."
17	17 <a href="http://msdssearch.dow.com/PublishedLiteratureD">http://msdssearch.dow.com/PublishedLiteratureD</a>	OWCOM/dh_0886/0901b80380886a87.pdf?filepat
18	h=productsafety/pdfs/noreg/233-00932.pdf&fromP	age=GetDoc> (last visited Oct. 8, 2013).
19	19 28. On information and belief, each of t	he Contaminants is produced using similarly
20	20 complex processes that are or have been proprietary	y. None of the Contaminants are "natural."
21	21 <u>CLASS ACTION</u>	ALLEGATIONS
22	22 Plaintiff seeks relief in her individua	al capacity and seeks to represent a class consisting
23	of all others who are similarly situated. Pursuant to	Fed. R. Civ. P. 23(a) and (b)(2) and/or (b)(3),
24	24 Plaintiff seeks certification of a class initially defin	ed as follows:
25	All consumers who, from November 6, 200	9 until the date notice is disseminated to the
26	Class (the "Class Period"), purchased any o	f the following Celestial Seasonings Teas in
27	the United States: (1) Sleepytime Herbal T	ea, (2) Sleepytime Kids Goodnight Grape,
28	28 (3) Green Tea Peach Blossom, (4) Green Te	ea Raspberry Gardens, (5) Authentic Green
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Class. Plaintiff and all Class members were exposed to uniform practices and sustained injury arising out of and caused by Defendant's unlawful conduct.

- 34. <u>Adequacy of Representation</u>. Fed. R. Civ. P. 23(a)(4). Plaintiff will fairly and adequately represent and protect the interests of the members of the Class. Plaintiff's Counsel are competent and experienced in litigating class actions.
- 35. <u>Superiority of Class Action</u>. Fed. R. Civ. P. 23(b)(3). A class action is superior to other available methods for the fair and efficient adjudication of this controversy since joinder of all the members of the Class is impracticable. Furthermore, the adjudication of this controversy through a class action will avoid the possibility of inconsistent and potentially conflicting adjudication of the asserted claims. There will be no difficulty in the management of this action as a class action.
- 36. <u>Injunctive and Declaratory Relief.</u> Fed. R. Civ. P. 23(b)(2). Defendant's misrepresentations are uniform as to all members of the Class. Defendant has acted or refused to act on grounds that apply generally to the Class, so that final injunctive relief or declaratory relief is appropriate with respect to the Class as a whole.

# FIRST CAUSE OF ACTION

# (California Unfair Competition Law - Cal. Bus. & Prof. Code § 17200, et seq.)

- 37. Plaintiff incorporates by reference and re-alleges the preceding paragraphs.
- 38. Defendant engaged in unlawful, unfair, and/or fraudulent conduct under California's Unfair Competition Law ("UCL"), California Business & Professional Code § 17200, *et seq.*, by representing that the Products are "100% Natural," when they are not.
- 39. Defendant's conduct is unlawful in that it violates the Consumers Legal Remedies Act, California Civil Code §§ 1750, et seq.; California's False Advertising Law, California Business & Professions Code §§ 17500 et seq.; California's Sherman Food, Drug, and Cosmetic Act ("Sherman Law"), Cal. Health & Safety Code §§ 109875 et seq.; and federal law including 21 U.S.C. § 346a and 40 C.F.R. §§ 180 et seq.
- 40. Defendant's conduct is unfair in that it offends established public policy and/or is immoral, unethical, oppressive, unscrupulous, and/or substantially injurious to Plaintiff and Class members. The harm to Plaintiff and Class members arising from Defendant's conduct outweighs any

- legitimate benefit Defendant derived from the conduct. Defendant's conduct undermines and violates the stated spirit and policies underlying the Consumers Legal Remedies Act, the False Advertising Law, and federal laws and regulations as alleged herein.
- 41. Defendant's actions and practices constitute "fraudulent" business practices in violation of the UCL because, among other things, they are likely to deceive reasonable consumers. Plaintiff relied on Defendant's representations and omissions.
- 42. As a direct and proximate result of Defendant's violations, Plaintiff suffered injury in fact and lost money because she purchased the Products at the price she paid believing them to be 100% natural when they were not.
- 43. Plaintiff, on behalf of herself and Class members, seeks equitable relief in the form of an order requiring Defendant to refund Plaintiff and all Class members all monies they paid for the Products, and injunctive relief in the form of an order prohibiting Defendant from engaging in the alleged misconduct and performing a corrective advertising campaign.

# SECOND CAUSE OF ACTION

# (California False Advertising Law - Cal. Bus. & Prof. Code § 17500, et seq.)

- 44. Plaintiff incorporates by reference and re-alleges the preceding paragraphs.
- 45. Defendant publicly disseminated untrue or misleading advertising or intended not to sell the Products as advertised in violation of California's False Advertising Law ("FAL"), Business & Professional Code § 17500, *et seq.*, by representing that the Products are "100% Natural," when they are not.
- 46. Defendant committed such violations of the False Advertising Law with actual knowledge or in the exercise of reasonable care should have known was untrue or misleading.
- 47. Plaintiff reasonably relied on Defendant's representations and/or omissions made in violation of California Business & Professional Code § 17500, *et seq*.
- 48. As a direct and proximate result of Defendant's violations, Plaintiff suffered injury in fact and lost money.
- 49. Plaintiff, on behalf of herself and Class members, seeks equitable relief in the form of an order requiring Defendant to refund Plaintiff and all Class members all monies they paid for the

1	Products, and	injunctive relief in the form of an order prohibiting Defendant from engaging in the								
2	alleged misco	onduct and performing a corrective advertising campaign.								
3		THIRD CAUSE OF ACTION								
4		(Breach of Express Warranty)								
5	50.	Plaintiff incorporates by reference and re-alleges the preceding paragraphs.								
6	51.	Plaintiff brings this claim individually and on behalf of the Class.								
7	52.	Plaintiff and each member of the Class formed a contract with Defendants at the time								
8	Plaintiff and t	he other members of the Class purchased one or more of the Products. The terms of that								
9	contract inclu	de the promises and affirmations of fact made by Defendant on the packaging of the								
10	Products, as o	described above. The Products' packaging constitutes express warranties, became part								
11	of the basis of the bargain, and are part of a standardized contract between Plaintiff and the									
12	members of the Class on the one hand, and Defendant on the other.									
13	53.	All conditions precedent to Defendants' liability under this contract have been								
14	performed by	Plaintiff and the Class.								
15	54.	Defendant breached the terms of this contract, including the express warranties, with								
16	Plaintiff and	the Class by not providing the products that could provide the benefits promised, i.e.								
17	that the Produ	acts were "100% Natural."								
18	55.	As a result of Defendant's breach of its contract, Plaintiff and the Class have been								
19	damaged in th	ne amount of the purchase price of any and all of the Products they purchased.								
20		FOURTH CAUSE OF ACTION								
21	(	Violation of Consumers Legal Remedies Act – Civil Code § 1750, et seq.)								
22	56.	Plaintiff incorporates by reference and re-alleges the preceding paragraphs.								
23	57.	Plaintiff brings this claim individually and on behalf of the Class.								
24	58.	This cause of action is brought pursuant to the Consumers Legal Remedies Act,								
25	California Ci	vil Code § 1750, et seq. (the "CLRA") because Defendant's actions and conduct								
26	described her	ein constitute transactions that have resulted in the sale or lease of goods or services to								
27	consumers.									
28	59.	Plaintiff and each member of the Class are consumers as defined by California Civil								

intentionally and knowingly provided misleading information to the public. 1 **JURY DEMAND** 2 Plaintiff demands a trial by jury of all claims in this Complaint so triable. 3 REQUEST FOR RELIEF 4 WHEREFORE, Plaintiff, individually and on behalf of the other members of the Class 5 proposed in this Complaint, respectfully requests that the Court enter judgment in his favor and against 6 Defendant, as follows: 7 8 A. Declaring that this action is a proper class action, certifying the Class as requested herein, designating Plaintiff as Class Representative and appointing the undersigned counsel as Class Counsel; 10 В. Ordering Defendant to pay actual damages (and no less than the statutory minimum 11 damages), restitution and equitable monetary relief to Plaintiff and the other members of the Class; 12 C. Ordering Defendant to pay punitive damages, as allowable by law, to Plaintiff and the 13 other members of the Class; 14 Ordering Defendant to pay statutory damages, as allowable by the statutes asserted 15 D. herein, to Plaintiff and the other members of the Class; 16 E. Awarding injunctive relief as permitted by law or equity, including enjoining 17 Defendant from continuing the unlawful practices as set forth herein, and ordering Defendant to 18 engage in a corrective advertising campaign; 19 Ordering Defendant to pay attorneys' fees and litigation costs to Plaintiff and the other 20 F. members of the Class; 21 G. Ordering Defendant to pay both pre- and post-judgment interest on any amounts 22 awarded; and 23 /// 24 25 26 27 /// 28 19

1	Н. О	ordering such other and	d further relief as may be just and proper.
2			
3	Dated: November	er 6, 2013	Respectfully submitted,
4			AHDOOT & WOLFSON, PC
5		-	- thelps
6			Tina Wolfson Robert Ahdoot
7			Theodore W. Maya
8			Bradley K. King 1016 Palm Avenue
9			West Hollywood, California 90069 Tel: 310-474-9111
10			Facsimile: 310-474-8585
11			Counsel for Plaintiff,
12			Tatiana Von Slomski
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#### AFFIDAVIT OF TINA WOLFSON

I, Tina Wolfson, declare as follows:

- I am an attorney with the law firm of Ahdoot & Wolfson, P.C., counsel for Plaintiff 1. Tatiana Von Slomski ("Plaintiff") in this action. I am admitted to practice law in California and before this Court, and am a member in good standing of the State Bar of California. This declaration is made pursuant to California Civil Code section 1780(d). I make this declaration based on my research of public records and upon personal knowledge and, if called upon to do so, could and would testify competently thereto.
- 2. Based on my research and personal knowledge, Defendant The Hain Celestial Group, Inc. ("Defendant") does business within the County of Los Angeles and Plaintiff purchased Defendant's products within the County of Los Angeles, as alleged in the Class Action Complaint.

I declare under penalty of perjury under the laws of the United States and the State of California this 6th day of November, 2013 in Los Angeles, California that the foregoing is true and correct.

RETURN TO CUSTOMER

Case 8:13-cv-01757-AG-ANES DISTRICT COURT, GENERAL DISTRICT OF CALLE 25 Page ID #:23 CIVIL COVER SHEET I. (a) PLAINTIFFS (Check box if you are representing yourself ) **DEFENDANTS** (Check box if you are representing yourself ) Tatiana Von Slomski, individually and on behalf of all others similarly situated THE HAIN CELESTIAL GROUP, INC., a Delaware corporation (b) Attorneys (Firm Name, Address and Telephone Number. If you (b) Attorneys (Firm Name, Address and Telephone Number. If you are representing yourself, provide same information.) are representing yourself, provide same information.) Tina Wolfson AHDOOT & WOLFSON, PC 1016 Palm Avenue West Hollywood, CA 90069 II. BASIS OF JURISDICTION (Place an X in one box only.) III. CITIZENSHIP OF PRINCIPAL PARTIES-For Diversity Cases Only (Place an X in one box for plaintiff and one for defendant) PTF DEF Incorporated or Principal Place 7.3. Federal Question (U.S. 1. U.S. Government Citizen of This State **⊠** 1 □ 1 of Business in this State Plaintiff Government Not a Party) Citizen of Another State Incorporated and Principal Place 🗌 5 🔀 5 of Business in Another State 4. Diversity (Indicate Citizenship 2. U.S. Government Citizen or Subject of a 3 Toreign Nation Foreign Country of Parties in Item III) Defendant IV. ORIGIN (Place an X in one box only.) 6. Multi-1. Original 2. Removed from 3. Remanded from 4. Reinstated or 5. Transferred from Another District District (Specify) State Court **Appellate Court** Reopened Proceeding Litigation (Check "Yes" only if demanded in complaint.) V. REQUESTED IN COMPLAINT: JURY DEMAND: X Yes No MONEY DEMANDED IN COMPLAINT: \$ over \$5,000,000 CLASS ACTION under F.R.Cv.P. 23: X Yes No VI. CAUSE OF ACTION (Cite the U.S. Civil Statute under which you are filing and write a brief statement of cause. Do not cite jurisdictional statutes unless diversity.) Violations of Cal, Bus. & Prof. Code Section 17200, et seq.; Cal. Bus. & Prof. Code Section 17500, et seq.; Cal. Civ. Code Section 1750, et seq. VII. NATURE OF SUIT (Place an X in one box only). PROPERTY MEANS AND REAL PROPERTY CONT. HAMIGRATION PRISONER PETITIONS \* OTHER STATUTES CONTRACT ☐ 110 Insurance 240 Torts to Land 462 Naturalization **Habeas Corpus** 820 Copyrights 375 False Claims Act Application 245 Tort Product 463 Alien Detainee 400 State 830 Patent 120 Marine Liability 510 Motions to Vacate Reapportionment 465 Other 840 Trademark 290 All Other Real Immigration Actions Sentence 130 Miller Act 410 Antitrust SOCIAL SECURITY WAS Property 530 General TORTS 140 Negotiable 430 Banks and Banking TORTS .... PERSONAL PROPERTY. 535 Death Penalty 861 HIA (1395ff) Instrument PERSONALPROPERTY 450 Commerce/ICC Other Branch 150 Recovery of 370 Other Fraud 862 Black Lung (923) Rates/Etc. Overpayment & 310 Airplane 863 DIWC/DIWW (405 (q)) 371 Truth in Lending 540 Mandamus/Other 460 Deportation Enforcement of 315 Airplane Judgment **Product Liability** 864 SSID Title XVI 380 Other Personal 550 Civil Rights 470 Racketeer Influ-320 Assault, Libel & **Property Damage** enced & Corrupt Org. 151 Medicare Act 555 Prison Condition 865 RSI (405 (g)) Slander 385 Property Damage Product Liability 560 Civil Detainee 480 Consumer Credit 152 Recovery of Defaulted Student 330 Fed. Employers' FEDERAL TAX SUITS Conditions of Liability 490 Cable/Sat TV Loan (Excl. Vet.) BANKRUPTCY Confinement 870 Taxes (U.S. Plaintiff or 340 Marine FORFEITURE/PENALTY Defendant) 850 Securities/Com-422 Appeal 28 USC 158 153 Recovery of 345 Marine Product modities/Exchange 871 IRS-Third Party 26 USC 625 Drug Related Overpayment of Liability 7609 Seizure of Property 21 890 Other Statutory Vet. Benefits 423 Withdrawal 28 350 Motor Vehicle LISC RRI Actions **USC 157** 160 Stockholders' 690 Other 355 Motor Vehicle CIVIL RIGHTS ■ 891 Agricultural Acts **Product Liability** LABOR LINE AND 893 Environmental 190 Other 440 Other Civil Rights 360 Other Personal Matters 710 Fair Labor Standards Contract Injury 441 Voting 895 Freedom of Info. 195 Contract Product Liability 362 Personal Injury-Act 442 Employment 720 Labor/Mgmt. Med Malpratice Relations 443 Housing/ 365 Personal Injury-896 Arbitration 196 Franchise Accomodations **Product Liability** 740 Railway Labor Act REAL PROPERTY 445 American with 899 Admin, Procedures 367 Health Care/ 751 Family and Medical Disabilities-Act/Review of Appeal of 210 Land **Pharmaceutical** 

FOR OFFICE USE ONLY:

950 Constitutionality of

Agency Decision

**State Statutes** 

CV-71 (09/13)

Condemnation

220 Foreclosure

230 Rent Lease &

Case Number:

Ejectment

Personal Injury

368 Asbestos

Personal Injury

Product Liability

Product Liability

CIVIL COVER SHEET

**Employment** 

446 American with

Disabilities-Other

448 Education

Leave Act

Litigation

Security Act

790 Other Labor

791 Employee Ret. Inc.

Page 1 of 3

# UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA Case 8:13-cv-01757-AG-AN Document 1 Filed 11/06/13 Page 24 of 25 Page ID #:24

**VIII. VENUE**: Your answers to the questions below will determine the division of the Court to which this case will most likely be initially assigned. This initial assignment is subject to change, in accordance with the Court's General Orders, upon review by the Court of your Complaint or Notice of Removal.

Question A: Was this case removed from state court?		STATE CASE WAS PI		THE COL	INTY OF	en Pini	TIAL DIVISION IN CA	CDIS:		
Yes 🗷 No	□ L	os Angeles					Western			
If "no, " go to Question B. If "yes," check the	□ v	entura, Santa Barbara, or San	Western							
box to the right that applies, enter the corresponding division in response to		)range		Southern						
Question D, below, and skip to Section IX.	□ R	iverside or San Bernardino	<del></del>			Eastern				
Question B: Is the United States, or one o	fl. state	If the United States or or	स्तर्भाष्ट्रकृतिहासम्ब	ht i Shaifi	Balanta III.	L State Class		Franke in a finish		
its agencies or employees, a party to this action?  Yes X No		A PLAINTIFF?	ounty in	Then	A DEFENDANT?	a second	INITIAL DIVISION II CACD IS:			
If "no, " go to Question C. If "yes," check the		hich the majority of DEFENDANT os Angeles	S reside. 🛴		ich the majority of PLAINTIF Angeles	S reside	Western			
box to the right that applies, enter the		entura, Santa Barbara, or San	Luis		ntura, Santa Barbara, or 5	an Luis	Western			
corresponding division in response to Question D, below, and skip to Section IX.		Pbispo Prange			lspo inge			Southern		
		iverside or San Bernardino			erside or San Bernardino			Eastern		
	=	Other		☐ Ott			West	estern		
	<u> </u>									
	A ngeles unty	Ventura, Santa Barbara, or San Luis Oblspo Countles	Orange (	ounty.	Riverside or San Bernardino Counties		E de the Central ct of California	of Other		
Indicate the location in which a majority of plaintiffs reside:			×	]						
Indicate the location in which a majority of defendants reside:				]			X			
Indicate the location in which a majority of claims arose:	]		×	]						
				大學	tal Vatedal					
C.1. Is either of the following true? If so, o	heck th	ne one that applies:	C.2. Is	either o	the following true? If:	so, check the	one that applies:			
2 or more answers in Column C				] 2 or n	nore answers in Column I	)				
only 1 answer in Column C and no	answei	rs in Column D		only 1	answer in Column D and	d no answers	in Column C			
Your case will initially be SOUTHERN DIV Enter "Southern" in response		Your case will initially be assigned to the EASTERN DIVISION. Enter "Eastern" in response to Question D, below.								
If none applies, answer que		_	If none applies, go to the box below.							
		Your case will	initially be	assigned	to the					
		WES Enter "Western" in I	TERN DIVIS		on D below.					
Question D: initial Division?	insait		tagu	OF H	E INTIAL DI	VISION'IN CA	CD strain and a	alei Salai		
Enter the initial division determined by Que	SOUTHERN DIVISION									
			<u> </u>							

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA Case 8:13-cv-01757-AG-AN Document 1 Filed 11/06/13 Page 25 of 25 Page ID #:25

a - Na		CIAIT COAEK 2HEF!		•		
<del>-</del>	SES: Has this act	tion been previously filed in this court and dismissed, remanded or closed?	X	NO		YES
If yes, list case num	ber(s):					<u>.</u>
IX(b). RELATED CASE	<b>S</b> : Have any case	es been previously filed in this court that are related to the present case?	×	NO		YES
If yes, list case numb	ber(s):					<del></del>
Civil cases are deemed	related if a previo	usly filed case and the present case:				
(Check all boxes that app	oly) 🔲 A. Arise f	from the same or closely related transactions, happenings, or events; or				
	B. Call fo	r determination of the same or substantially related or similar questions of law and fac	t; or			
	C. For ot	her reasons would entail substantial duplication of labor if heard by different judges; o	ır			
	D. Involv	re the same patent, trademark or copyright <u>, and</u> one of the factors identified above in a	a, b or c	also is pre	sent.	
X. SIGNATURE OF AT (OR SELF-REPRESENT		: DATE	: Nov	ember	6, 2013	
other naners as required by	law. This form, and	Civil Cover Sheet and the information contained herein neither replace nor supplemer proved by the Judicial Conference of the United States in September 1974, is required urpose of statistics, venue and initiating the civil docket sheet. (For more detailed instru	pursuar	it to Local	Rule 3-1 i	is not filed
Key to Statistical codes relat	ting to Social Secur	ity Cases:				
Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action				41
861	HIA	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social include claims by hospitals, skilled nursing facilities, etc., for certification as provider (42 U.S.C. 1935FF(b))	si Securi rs of sen	ty Act, as vices unde	amended. er the prog	, Also, gram,
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine He 923)	alth and	Safety Ac	t of 1969.	(30 U.S.C.
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405 (g))	ne Socia	l Security	Act, as am	iended; plus
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under amended. (42 U.S.C. 405 (g))	r Title 2	of the Soc	ial Securit	y Act, as
864	SSID	All claims for supplemental security income payments based upon disability filed unamended.	nder Titl	e 16 of th	e Social Se	ecurity Act, a
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social S (42 U.S.C. 405 (g))	Security	Act, as am	nended.	