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9	Tatiana Von Slomski	, 150	
10	UNITED STATES D	DISTRICT COURT	
11	CENTRAL DISTRIC	T OF CALIFORNIA	
12	Tatiana Von Slomski, individually and on behalf of all others similarly situated.	Case No. SAV13-1757-AG (AND)	
13	all others similarly situated,	CLASS ACTION COMPLAINT	
14			
15	Plaintiff,	JURY TRIAL DEMANDED	
16	V.	1. Violation of California Unfair Competition Law, California Business &	*
17 18	THE HAIN CELESTIAL GROUP, INC., a Delaware corporation,	Professions Code § 17200, <i>et seq</i> .	C,
19	Defendant	2. Violation of California False Advertising Law, California Business & Professions Code § 17500, et seq.;	65
20		3. Breach of Express Warranty	
21		4. Violation of Consumers Legal Remedies	
22		Act, California Civil Code § 1750, <i>et seq</i> .	
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	CLASS ACTION	N COMPLAINT	
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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 6 Celestial Group, Inc. "Defendant") markets, advertises, and distributes various teas under the Celestial 7 8 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 9 Goodnight Grape, Green Tea Peach Blossom, Green Tea Raspberry Gardens, Authentic Green Tea, 10 Antioxidant Max Dragon Fruit, Green Tea Honey Lemon Ginseng, Antioxidant Max Blackberry 11 Pomegranate, Antioxidant Max Blood Orange, and English Breakfast Black KCup (collectively, the 12 "Products"). These Products are not natural, but to the contrary contain pesticides, herbicides, 13 insecticides, carcinogens, and/or developmental toxins (collectively, "Contaminants"). Many of the 14 Products contain Contaminants in levels violating federal standards included in 40 CFR § 180, and 15 some contain Contaminants included in the current Proposition 65 list,¹ for which no safe harbor limits 16 have been established. In short, the Products contain potentially dangerous Contaminants and are 17 most definitely not "100% Natural," as claimed. 18

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.

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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¹*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.

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JURISDICTION AND VENUE

6 4. The Court has subject matter jurisdiction over this action pursuant to 28 U.S.C. §
7 1332(d)(2), because the proposed class has more than 100 members, the class contains at least one
8 member of diverse citizenship from Defendant, and the amount in controversy exceeds \$5 million.

9 5. The Court has personal jurisdiction over Defendant because Defendant is authorized to,
10 and conducts substantial business in, California, generally and this District, specifically. Defendant
11 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.

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PARTIES

7. Plaintiff is a resident of Aliso Viejo, Orange County, California. Plaintiff has 16 purchased several Products in California within the past four years in reliance on Defendant's 17 representations that the Products were "100% Natural." Specifically, within the past four years, 18 Plaintiff purchased Products including Sleepytime Herbal Tea at retailers such as Vons and Ralphs. 19 Prominently on each of the Products' labels appeared the words "100% Natural Teas." This 20representation was material to Plaintiff's decision to make these purchases. Plaintiff was willing to 21 pay for the Products because of the representations that they were "100% Natural" and would not have 22 purchased the Products, would not have paid as much for the Products, or would have purchased 23 alternative products in absence of the representations, or with the knowledge that the Products 24 contained Contaminants. As a result of purchasing a product in reliance on advertising that was false, 25 Plaintiff has suffered injury in fact and lost money as a result of the unfair business practiced alleged 26 here. 27

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8.

Defendant Hain Celestial Group, Inc., is a publicly traded (NASDAQ: HAIN)

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1 Delaware corporation with its principal place of business at 1111 Marcus Avenue, Lake Success, New

2 York 11042. Defendant notes that it "participates in almost all natural food categories with well-

3 known brands that include Celestial Seasonings® [and others]" http://ir.hain-

celestial.com/phoenix.zhtml?c=87078&p=irol-irhome (last accessed Oct. 23, 2013). Upon information
and belief, Defendant's Celestial Seasonings division is based at 4600 Sleepytime Drive, Boulder,
Colorado 80301. Defendant maintains a registered office in California at the Corporation Service
Company, 2710 Gateway Oaks Drive, Suite 150N, Sacramento, California 95833. Defendant

8 distributes the Products to consumers throughout California and throughout the United States.

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SUBSTANTIVE ALLEGATIONS

9. The Products at issue are 10 types of tea. Throughout the Class Period, Defendant has
prominently labeled and otherwise advertised the Products as "100% Natural."

10. 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
has been found to contain significant levels of one or more of the following Contaminants, described
on information and belief as follows:

Buprofezin. Buprofezin is a synthesized chemical insecticide developed by the 16 a. Dow Chemical Company ("Dow") and marketed by Dow as "Applaud." Due to safety 17 concerns, the US government has set tolerances for residues of Buprofezin with regard to 18 certain agricultural commodities, generally in the range of a fraction of a part per million, in 40 19 20 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 21 tumors on rodents' livers, adverse liver and thyroid gland effects at relatively low doses, and 22 23 adverse developmental and reproductive effects including decreased pup weight. See, e.g., <http://pmep.cce.cornell.edu/profiles/insect-mite/abamectin-24 bufencarb/buprofezin/applaud70 reg 0503.html> (last visited Oct. 7, 2013). Buprofezin is a 25

man-made chemical, and is not naturally occurring or "natural" in any sense of the word.
b. <u>Carbendazim.</u> As described by the U.S. Environmental Protection Agency ("EPA"), Carbendazim is "a fungicide approved for use in paints, adhesives, textiles, and

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CLASS ACTION COMPLAINT

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

<http://www.epa.gov/pesticides/factsheets/chemicals/carbendazim-fs.htm> (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.

c. <u>Chlorpyrifos-ethyl.</u> 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.

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.

g. p,p'-DDT. P,p'-DDT, or p,p'-Dichlorodiphenyltrichloroethane (DDT)
(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.
<http://www.epa.gov/iris/subst/0147.htm> (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.

<http://oehha.ca.gov/prop65/prop65_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. <u>Diazinon.</u> 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);

<http://ec.europa.eu/food/plant/protection/evaluation/existactive/dimethachlor.pdf> (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. <u>Dimethoate.</u> 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. <u>Endosulfan.</u> 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.

 <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. <u>Hexaflumuron.</u> Hexaflumuron is a synthesized chemical pesticide owned, manufactured, and marketed by Dow, primarily for termite control.
<http://msdssearch.dow.com/PublishedLiteratureDOWCOM/dh_0886/0901b80380886a87.pdf
?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 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.

o. <u>Imidacloprid.</u> Imidacloprid 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. § 180.472. Imidacloprid is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.

p. <u>Malathion</u>. Malathion 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. § 180.111. Malathion is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.

q. <u>Profenofos.</u> Profenofos 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. § 180.404. Profenofos is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.

r. <u>Permethrin.</u> 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.

s. **<u>Pyridaben.</u>** Pyridaben 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. § 180.494. 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. http://oehha.ca.gov/prop65/prop65_list/files/P6509272013.pdf> (last visited Oct. 7, 2013). Propachlor is a man-made chemical, and is not naturally occurring or

"natural" in any sense of the word.

u. <u>Thiamethoxam</u>. Thiamethoxam 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. § 180.565. Thiamethoxam is a man-made chemical, and is not naturally occurring or "natural" in any sense of the word.

v. <u>Thiacloprid.</u> Thiacloprid is a synthesized chemical insecticide and, due to 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.

w. <u>**Triazophos.**</u> Triazophos is a synthesized chemical pesticide, which has been found to cause cognitive dysfunction in controlled rat studies.

<http://www.ncbi.nlm.nih.gov/pubmed/23949197> (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.

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

2 Defendant's Products as follows:

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5		ofezi	ndaz	pyrif	fena	othr	met	DT	uou	thacl	thoat	sulfa	noxc	liu	սու	clop	hion	ofor	ethri	aben	chlo	netho	lopri	ohqc	
6	Celestial Seasonings Tea Sample	Buprofezin	Carbendazim	Chlorpyrifos-	Chlorfenapyr	Syhalothrin lambda	Sypermethrin	p,p'-DDT	Diazinon	Dimethachlor	Dimethoate	Endosulfan	Fludioxonil	Fipronil	Hexaflumuron	Imidacloprid	Malathion	Profenofos	ermethrin	vridaben	Propachlor	Thiamethoxam	Thiacloprid	Friazophos	Detected U.S. Adulterants
7	Eng Bkfst Black K-Cup	Щ	0	0	0	0	*	*	<u>н</u>	*	<u> </u>	щ	H	щ	<u>+</u>	* I	4	4	4	4	Р	L *	F	F	5
8	Authentic Green Tea	*			*	*	*					*			×	*			*						8
	Green Tea Honey Lem Gin	*			-	*	*							*	*	*				*				*	7
9	Green Tea Peach Blossom	*				*	*							*	*	*				*			*	*	9
10	Green Tea Rasp Gardens Rooibos Safari Spice	Ť			•	T	r								^	Ŧ							Ŧ	Ť	9 0
11	Sleepytime Herb Teas		*						*		*						*	*							5
12	Sleepytime Kids Gdnt Grape		*	*		*	4		*		×		*				*	*		*	*				7
	Antioxidant Max Blokbry Pom Antioxidant Max Blood Orange	*			*	*	*						т —			*				*				*	7
13	Antioxidant Max Drogon Fruit	*			*	*	*									*				*			*	*	8
14	* violation of U.S. 40 CFR 180; pest	icide	resid	ne de	tecte	ed fo	r wh	ich f	here	is no) esta	blish	ned F	PA t	olera	ince	level	or					Т	otal	72
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26	seasonings-teas> (last vis	ite	d O	ct.	9,	20	13).																	
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see also <http://web.archive.org/web/20130501174523/http://www.thenfl.com/about-us/our-clients)
 (showing archived version of NFL website listing Celestial Seasonings among clients and including
 quoted language) (last visited Oct. 9, 2013).

4 16. Defendant's misleading "Safety Assurance," which does not directly deny the presence
5 of pesticides, amounts to an admission by defendant that its teas contain unnatural, toxic pesticides,
6 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.

11 18. Despite the presence of these Contaminants in its Products, and despite Defendant's
 12 clear knowledge of the Contaminants, Defendant continues to prominently label the Products as
 13 "100% Natural" just as it has at all relevant times before and after publication of the Eurofins Tests.

14 19. Defendant incorporates its "100% Natural" claim into the very logo for its brand, which
15 appears on the outer packaging of the Products and elsewhere, as in the following example, taken from
16 Defendant's website, at http://www.celestialseasonings.com 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:



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1	21.	Defendant bolsters and repeats such "natural" claims through additional advertising,
2	including its	website. For instance, on its website, Defendant claims that:
2	0	"In 1960, a group of passionate young antropropours founded Calestial Sessonings

3	a.	"In 1969, a group of passionate young entrepreneurs founded Celestial Seasonings
4		upon the belief that their flavorful, all-natural herbal teas could help people live
5		healthier lives." <http: about="" www.celestialseasonings.com=""> (last visited Oct. 9,</http:>
6		2013) (emphasis added).
7	b.	"For more than 40 years, we've traveled to the ends of the earth to find the highest
8		quality, most authentic ingredients for our teas - visiting over 35 different countries to
9		source more than 100 of <i>the finest natural botanicals</i> ."
10		<http: our-tea="" www.celestialseasonings.com=""> (last visited Oct. 9, 2013) (emphasis</http:>
11		added).
12	с.	"For more than 40 years, we've made <i>all-natural</i> teas that are good for our people and
13		good for our planet." http://www.celestialseasonings.com/our-values-our-tea (last
14		visited Oct. 9, 2013) (emphasis added).
15	d.	"Our ingredients come from all over the world these days, but our <i>all-natural</i> teas have
16		always been created in our hometown of Boulder, Colorado."
17		http://www.celestialseasonings.com/our-values-our-tea (last visited Oct. 9, 2013)
18		(emphasis added).
19	e.	"We started blending <i>all-natural</i> teas from herbs picked in the fields and forests of the
20		Rocky Mountains back in 1969."
21		<http: products="" sleepytime-teas="" www.celestialseasonings.com=""> (last visited Oct. 9,</http:>
22		2013) (emphasis added).
23	f.	"With a combination of simple ingredients, complex flavors and <i>natural goodness</i> ,
24		these teas are the perfect addition to a healthy diet and active lifestyle."
25		http://www.celestialseasonings.com/products/green-teas (last visited Oct. 9, 2013)
26		(emphasis added).
27	g.	"In addition to <i>natural herbs</i> , teas, spices and botanicals, some of our teas use natural
28		flavors to achieve their unique tastes. The natural flavors we use are derived from real
		12
		CLASS ACTION COMPLAINT

c	ase 8:13-cv-(01757-AG-AN Document 1 Filed 11/06/13 Page 14 of 25 Page ID #:14
1		ingredients and do not contain artificial or synthetic additives."
2		<http: faqs="" www.celestialseasonings.com=""> (last visited Oct. 9, 2013) ("What are</http:>
3		natural flavors?") (emphasis added).
4	22.	The Products are sold for approximately \$3.99 per box containing 20 tea bags.
5	23.	In comparison, some of Defendant's competitors sell competing teas for as little as
6	\$2.50.	
7	24.	By consistently labeling the Products as "100% Natural," Defendant ensures that all
8	consumers pu	irchasing the Products are exposed to its "100% Natural" claim.
9	25.	However, the Contaminants are undeniably <i>not</i> natural in any way.
10	26.	Not only are the Contaminants specifically designed to kill pests and/or plants, raising
11	significant he	alth and safety concerns (thus requiring the cited federal regulations designed to ensure
12	that the Conta	aminants do not appear in food products at all or in excess of levels deemed acceptable by
13	the EPA), but	they are manufactured and patented by chemical companies such as Dow, with no claim
14	that they are '	'natural" in any way.
15	27.	For instance, Dow states that "Hexaflumuron is produced using a complex and
16	proprietary pr	ocess involving a series of reaction and purification steps."
17	<http: msdss<="" td=""><td>earch.dow.com/PublishedLiteratureDOWCOM/dh_0886/0901b80380886a87.pdf?filepat</td></http:>	earch.dow.com/PublishedLiteratureDOWCOM/dh_0886/0901b80380886a87.pdf?filepat
18	h=productsaf	ety/pdfs/noreg/233-00932.pdf&fromPage=GetDoc> (last visited Oct. 8, 2013).
19	28.	On information and belief, each of the Contaminants is produced using similarly
20	complex proc	esses that are or have been proprietary. None of the Contaminants are "natural."
21		CLASS ACTION ALLEGATIONS
22	29.	Plaintiff seeks relief in her individual capacity and seeks to represent a class consisting
23	of all others v	who are similarly situated. Pursuant to Fed. R. Civ. P. 23(a) and (b)(2) and/or (b)(3),
24	Plaintiff seek	s certification of a class initially defined as follows:
25	All co	nsumers who, from November 6, 2009 until the date notice is disseminated to the
26	Class	(the "Class Period"), purchased any of the following Celestial Seasonings Teas in
27	the Ur	nited States: (1) Sleepytime Herbal Tea, (2) Sleepytime Kids Goodnight Grape,
28	(3) Gr	een Tea Peach Blossom, (4) Green Tea Raspberry Gardens, (5) Authentic Green
	 	13

Tea, (6) Antioxidant Max Dragon Fruit, (7) Green Tea Honey Lemon Ginseng, (8) Antioxidant Max Blackberry Pomegranate, (9) Antioxidant Max Blood Orange, and/or (10) English Breakfast Black KCup.

30. Excluded from the Class are Defendant and its subsidiaries and affiliates, Defendant's 4 executives, board members, legal counsel, the judges and all other court personnel to whom this case 5 is assigned, their immediate families, and those who purchased the Products for the purpose of resale. 6 31. Numerosity. Fed. R. Civ. P. 23(a)(1). The Class is so numerous that joinder of all 7 members is unfeasible and not practicable. While the precise number of Class members has not been 8 determined at this time, Plaintiff is informed and believes that many thousands or millions of 9

consumers have purchased the Products. 10

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32. Commonality. Fed. R. Civ. P. 23(a)(2) and (b)(3). There are questions of law and fact 11 common to the Class, which predominate over any questions affecting only individual Class members. 12 These common questions of law and fact include, without limitation: 13

- Whether Defendant uniformly conveyed to the class that the Products were 14 a. "100% Natural;" 15
- Whether Defendant's claim that the Products are "100% Natural" is true or false b. 16 or likely to deceive a reasonable consumer;
 - Whether Defendant violated California Civil Code §§ 1750, et seq.; c.
 - Whether Defendant violated California Business and Professions Code d. §§ 17200, et seq.;
 - Whether Defendant breached an express warranty; e.
 - f. Whether Defendant violated California's Sherman Food, Drug, and Cosmetic Act, Cal. Health & Safety Code §§ 109875 et seq.;
 - Whether Defendant violated federal law including 21 U.S.C. § 346a and 40 g. C.F.R. §§ 180 et seq.; and
 - h. The nature of the relief, including equitable relief, to which Plaintiff and the Class members are entitled.
 - 33. Typicality. Fed. R. Civ. P. 23(a)(3). Plaintiff's claims are typical of the claims of the

Class. Plaintiff and all Class members were exposed to uniform practices and sustained injury arising
 out of and caused by Defendant's unlawful conduct.

3 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.

6 35. <u>Superiority of Class Action</u>. Fed. R. Civ. P. 23(b)(3). A class action is superior to 7 other available methods for the fair and efficient adjudication of this controversy since joinder of all 8 the members of the Class is impracticable. Furthermore, the adjudication of this controversy through a 9 class action will avoid the possibility of inconsistent and potentially conflicting adjudication of the 10 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.

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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

CLASS ACTION COMPLAINT

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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.

4 41. Defendant's actions and practices constitute "fraudulent" business practices in violation
5 of the UCL because, among other things, they are likely to deceive reasonable consumers. Plaintiff
6 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.

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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.

21 46. Defendant committed such violations of the False Advertising Law with actual
22 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.

27 49. Plaintiff, on behalf of herself and Class members, seeks equitable relief in the form of
28 an order requiring Defendant to refund Plaintiff and all Class members all monies they paid for the

CLASS ACTION COMPLAINT

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

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Code §1761(d). Defendant intended to sell the Products. 1 60. The Products are goods within the meaning of Civil Code §1761(a). 2 61. Defendant violated the CLRA in at least the following respects: 3 in violation of \$1770(a)(2), Defendant misrepresented the source of the Products as 4 a. "100% Natural," when they contained Contaminants that are not natural; 5 b. in violation of \$1770(a)(5), Defendant represented that the Products have 6 characteristics, ingredients, and benefits (100% Natural) which they do not have 7 (because they contain Contaminants that are not natural); 8 in violation of \$1770(a)(7), Defendant represented that the Products are of a 9 C. particular standard, quality or grade ("100% Natural") when they are of another 10 (containing Contaminants that are not natural); 11 in violation of \$1770(a)(9), Defendant has advertised the Products (as "100%) 12 d. Natural") with intent not to sell them as advertised (containing Contaminants that 13 are not natural); and 14 in violation of §1770(a)(16), Defendant represented that the Products have been 15 e. supplied in accordance with previous representations (as "100% Natural"), when 16 they were not (because they contained Contaminants that are not natural). 17 62. Defendant violated the Act by representing the Products as "100% Natural," when the 18 Products contained Contaminants that were not natural. Defendant knew, or should have known, that 19 20the representations and advertisements were false and misleading. 63. Defendant's acts and omissions constitute unfair, deceptive, and misleading business 21 practices in violation of Civil Code §1770(a). 22 64. On November 6, 2013, Plaintiff notified Defendant in writing, by certified mail, of the 23 violations alleged herein and demanded that Defendant remedy those violations. 24 65. If Defendant fails to remedy the violations alleged herein within 30 days of receipt of 25 Plaintiff's notice, Plaintiff will amend this Complaint to add claims for actual, punitive, and statutory 26 damages pursuant to the CLRA. 27 Defendant's conduct is malicious, fraudulent, and wanton in that Defendant 66. 28

CLASS ACTION COMPLAINT

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

C	ase 8:13-cv-01757-AG-AN	Document 1	Filed 11/06/13	Page 21 of 25	Page ID #:21
1	H. Ordering such	other and furthe	er relief as may be	just and proper.	
2					
3 4	Dated: November 6, 2013		Respectfully subm		
4 5			they	/	
6			Tina Wolfson		
7		r	Robert Ahdoot Theodore W. May	a	
8			Bradley K. King 1016 Palm Avenue		
9			West Hollywood, Tel: 310-474-9111	California 90069	
10			Facsimile: 310-47		
11			Counsel for Plaint		
12		,	Tatiana Von Slom	ski	
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		CLASS A	CTION COMPLA	AINT	

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
 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.

9 2. Based on my research and personal knowledge, Defendant The Hain Celestial Group,
10 Inc. ("Defendant") does business within the County of Los Angeles and Plaintiff purchased
11 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.

Tina Wolfson

Case 8:13-cv-01757 ALES DISTRICT COURT, GENTRAL DISTRICT OF CALLE 25 Page ID #:23

			CIVIL COVER SHEET					
I. (a) PLAINTIFFS (Che	ck box if you are repre	esenting yourself) DEFENDANTS	(Check box if you are rep	presenting yourself 🗌)			
Tatiana Von Slomski, individu			THE HAIN CELESTIAL	. GROUP, INC., a Delaware corp	poration			
(b) Attorneys (Firm Name, are representing yourself, Tina Wolfson AHDOOT & WOLFSON, PC 1016 Palm Avenue West Hollywood, CA 90069				Name, Address and Telep ourself, provide same Infor				
II. BASIS OF JURISDIC	FION (Place an X in o	ne box on!v.)	III. CITIZENSHIP OF PR	INCIPAL PARTIES-For D	iversity Cases Only			
	•		(Place an X in one bo Pl	x for plaintiff and one for de	PTF OFF			
1. U.S. Government	3. Federal Qu		Citizen of This State					
Plaintiff	Government	Not a Party)	Citizen of Another State					
2. U.S. Government	🗙 4. Diversity (I	ndicate Citizenship	Citizen or Subject of a	of Business in A				
Defendant	of Parties in I		Foreign Country	3 3 Soreign Nation	6 6 6			
IV ORIGIN (Place an X i	n one box only)							
1. Original 2. P								
V. REQUESTED IN COM	PLAINT: JURY DE	MAND: X Yes	No (Check "Yes" or	nly if demanded in comp	plaint.)			
-				NDED IN COMPLAINT:				
CLASS ACTION under I								
VI. CAUSE OF ACTION Violations of Cal. Bus. & Prof.	(Cite the U.S. Civil Statut Code Section 17200, et s	e under which you are fi eq.; Cal. Bus. & Prof. Cod	ling and write a brief statemer e Section 17500, et seq.; Cal. C	it of cause. Do not cite jurisdic liv. Code Section 1750, et seq.	tional statutes unless diversity.)			
VII. NATURE OF SUIT (Place an X in one bo	x only).		_,				
OTHER STATUTES	CONTRACT SH	-	THE IMMIGRATION	PRISONER PETITIONS	PROPERTY RIGHTS			
	110 Insurance	240 Torts to Land	462 Naturalization	Habeas Corpus:	820 Copyrights			
375 Faise Claims Act 400 State	120 Marine	245 Tort Product		463 Alien Detainee	B30 Patent			
	130 Miller Act	Liability 290 All Other Real	465 Other Immigration Actions	510 Motions to Vacate Sentence	840 Trademark			
410 Antitrust	140 Negotiable	Property	TORTS	530 General	SOCIAL SECURITY MAL			
430 Banks and Banking 450 Commerce/ICC		PERSONAL PROPERT		535 Death Penalty	861 HIA (1395ff)			
Rates/Etc.	150 Recovery of Overpayment &	310 Airplane		http://www.color.org	862 Black Lung (923)			
460 Deportation	Enforcement of Judgment	315 Airplane Product Liability	371 Truth in Lending	540 Mandamus/Other	863 DIWC/DIWW (405 (g)) 864 SSID Title XVI			
470 Racketeer Influ- enced & Corrupt Org.	151 Medicare Act		380 Other Personal Property Damage	555 Prison Condition	H			
480 Consumer Credit	152 Recovery of	Slander 330 Fed. Employer:	385 Property Damage	560 Civil Detainee	865 RSI (405 (g))			
☐ 490 Cable/Sat TV	Defaulted Student Loan (Excl. Vet.)	Liability	BANKRUPTCY	Conditions of Confinement	870 Taxes (U.S. Plaintiff or			
850 Securities/Com-	153 Recovery of	340 Marine 345 Marine Produc	422 Appeal 28	FORFEITURE/PENALTY	L-J Defendant)			
800 Other Statutory	Overpayment of Vet. Benefits	Liability	USC 158	625 Drug Related Seizure of Property 21	871 IRS-Third Party 26 USC 7609			
Actions	160 Stockholders'	350 Motor Vehicle	LJ USC 157	USC 881	*			
891 Agricultural Acts	L Suits	355 Motor Vehicle Product Liability	CIVIL RIGHTS		R.			
B93 Environmental Matters	190 Other Contract	360 Other Persona	· I <u> </u>	710 Fair Labor Standards	.			
895 Freedom of Info.	m 195 Contract	Injury 362 Personal Injur	441 Voting	Act	en e			
Act 896 Arbitration		Med Malpratice 365 Personal Injury	442 Employment	Relations				
-	196 Franchise	Product Liability	- Accomodations	740 Railway Labor Act				
899 Admin, Procedures	210 Land	367 Health Care/	445 American with Disabilities-	751 Family and Medical				
Agency Decision	Condemnation	Personal Injury Product Liability	Employment 446 American with	790 Other Labor				
950 Constitutionality of	230 Rent Lease &	368 Asbestos	L_J Disabilities-Other	Litigation 791 Employee Ret. Inc.				
State Statutes	Ejectment	L_I Personal Injury Product Liability	448 Education	Security Act	<u> </u>			
FOR OFFICE USE ONLY:	Case Number:	SACVI	3-1757		-			

CV-71 (09/13)

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CIVIL COVER SHEET

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 PENDING IN THE COUNTY OF								
Yes 🗙 No	Los Angeles	Wester	n						
If "no, " go to Question B. If "yes," check the box to the right that applies, enter the	Ventura, Santa Barbara, or San	Wester	Western						
corresponding division in response to	Orange			Souther	'n				
Question D, below, and skip to Section IX.	Riverside or San Bernardino			Easterr	1				
Question B: Is the United States, or one of			employees, is a party, is it:		and the second second				
its agencies or employees, a party to this action?	And a state of the	ie of its agencies o		Constanting Statistical Statistics and the Party Statistics					
	A PLAINTIFF?		A DEFENDANT?		VISION IN 1999 (1.199) CACD IS: 10 10 10 10				
Yes 🗶 No	Then check the box below for the co which the majority of DEFENDANT		check the box below for the co ich the majority of PLAINTIFFS	ounty in the second					
If "no, " go to Question C. If "yes," check the	Los Angeles		Angeles	1	Western				
box to the right that applies, enter the corresponding division in response to	Ventura, Santa Barbara, or San Obispo		ntura, Santa Barbara, or San Ispo	Luis	Western				
Question D, below, and skip to Section IX.	Orange		inge	S	outhern				
	Riverside or San Bernardino	🗌 Riv	erside or San Bernardino	Eastern					
	Other	🗋 Otl	ner		Western				
	ngeles Ventura, Santa Barbara, or inty - San Luis Obispo Countles	Crust Orange County	D Riverside or San Bernardino Counties:	Outside the Central Otstrict of Galifornia					
Indicate the location in which a majority of plaintiffs reside:		X							
Indicate the location in which a majority of defendants reside:				X					
Indicate the location in which a majority of claims arose:		X							
		C.Serville	5.42万利的新潮						
C.1. Is either of the following true? If so, c	heck the one that applies:	C.2. Is either o	f the following true? If so,	, check the one that app	lies:				
2 or more answers in Column C		2 or more answers in Column D							
only 1 answer in Column C and no	answers in Column D	only 1 answer in Column D and no answers in Column C							
Your case will initially be SOUTHERN DIV		Your case will initially be assigned to the EASTERN DIVISION.							
Enter "Southern" in response t			Enter "Eastern" in respons	e to Question D, below.					
If none applies, answer ques	tion C2 to the right.		If none applies, go t	to the box below.					
		initially be assigned TERN DIVISION. response to Questio							

Question D: Initial Division?	
Enter the initial division determined by Question A, B, or C above:	SOUTHERN DIVISION

 $\overline{\mathbf{U}}$

If yes, list case number	5: Has this action been previously filed in this court and dismissed, remanded or closec (s):	? 🔀 NO	
b). RELATED CASES:	Have any cases been previously filed in this court that are related to the present case?	X NO	YES
If yes, list case number	s):		
Civil cases are deemed rela	ted if a previously filed case and the present case:		
(Check all boxes that apply)	A. Arise from the same or closely related transactions, happenings, or events; or		
	B. Call for determination of the same or substantially related or similar questions of law and	fact; or	
	C. For other reasons would entail substantial duplication of labor if heard by different judge	es; or	
	D. Involve the same patent, trademark or copyright <u>, and one of the factors identified above</u>	in a, b or c also is p	resent.
. SIGNATURE OF ATTO DR SELF-REPRESENTE		TE: Novembe	· 6, 2013

Key to Statistical codes relating to Social Security Cases:

Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action All claims for health Insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also,
861	HIA	include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405 (g))
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405 (g))
864	SSID	All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security Act, as amended.
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405 (g))

ClassAction.org

This complaint is part of ClassAction.org's searchable class action lawsuit database