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9 **UNITED STATES DISTRICT COURT**

10 **NORTHERN DISTRICT OF CALIFORNIA – SAN FRANCISCO DIVISION**

11 LUCY SCHUPP, individually and on
behalf of all others similarly situated,

12 Plaintiff,

13 v.

14 PREMIER NUTRITION CORPORATION
15 f/k/a JOINT JUICE, INC.,

16 Defendant.

Case No. 3:17-cv-00054

CLASS ACTION COMPLAINT

CLASS ACTION

JURY TRIAL DEMANDED

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1 Plaintiff Lucy Scupp alleges causes of action against Defendant Premier Nutrition
2 Corporation f/k/a Joint Juice, Inc. (“Joint Juice” or “Defendant”), on behalf of herself and all
3 others similarly situated, and complains and alleges upon personal knowledge as to her acts
4 and experiences, and, as to all other matters, upon information and belief, including
5 investigation conducted by her attorneys.

6 NATURE OF THE ACTION

7 1. This is a consumer protection class action brought pursuant to Fed. R. Civ.
8 Proc. 23 arising out of Defendant’s false advertising its “Joint Juice” Products. Defendant
9 claims Joint Juice provides significant health benefits for the joints of all consumers who drink
10 its Products. These claimed health benefits are the only reason a consumer would purchase
11 Joint Juice. Defendant’s advertising claims, however, are false, misleading, and reasonably
12 likely to deceive the public.

13 2. Defendant markets, sells, and distributes Joint Juice, a line of joint health
14 dietary supplements.¹ Through an extensive, integrated, and widespread nationwide marketing
15 campaign, Defendant promises that Joint Juice will support and nourish cartilage, lubricate
16 joints, and improve joint comfort. Defendant asserts that the ingredient glucosamine
17 hydrochloride will provide these significant health benefits.

18 3. The same promise is made on all of the subject Joint Juice Products and
19 throughout the Joint Juice marketing materials. For example, the Joint Juice six-bottle
20 packaging prominently states that the Product “helps keep cartilage lubricated and flexible,”
21 and that consumers should “drink daily for healthy, flexible joints.”

22 4. Throughout its advertising and marketing, Defendant communicated the same
23 substantive message on all of the Products’ packaging and labeling: that the Products will
24 improve the health of joints and relieve joint pain. As a result, the joint health benefit message
25 on the packaging of Defendant’s Products will be collectively referred to as Defendant’s “joint
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27 ¹ The Joint Juice line consists of: (1) Joint Juice ready-to-drink supplement drink;
28 (2) Joint Juice On-The-Go Drink Mix; and (3) Joint Juice Easy Shot Supplement (collectively,
“Joint Juice” or the “Products”). Plaintiff reserves the right to include other Products as a
result of discovery.

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1 health benefit representations.”

2 5. Defendant’s advertising and marketing campaign is designed to induce
3 consumers to purchase Joint Juice because of their reliance upon the accuracy of the deceptive
4 health benefits message. As a result of its extensive marketing campaign (in 2009, Defendant
5 spent a reported \$3.5 million advertising Joint Juice), since 2009 Defendant has sold over \$156
6 million dollars of the Joint Juice Products.

7 6. Defendant, however, has sold products that do not perform as advertised. As a
8 result of the misleading messages conveyed by its marketing campaign, Defendant has caused
9 consumers to purchase products that do not perform as advertised.

10 7. Plaintiff brings this action individually and on behalf of all other similarly
11 situated consumers to halt Defendant’s dissemination of this false and misleading advertising
12 message, to correct the false and misleading perception it has created in the minds of
13 consumers, and to obtain redress for those who have purchased Joint Juice.

14 **JURISDICTION AND VENUE**

15 8. The Court has original jurisdiction pursuant to 28 U.S.C. §1332(d)(2). The
16 matter in controversy, exclusive of interest and costs, exceeds the sum or value of \$5,000,000,
17 and is a class action in which there are in excess of 100 class members, and some of the
18 members of the Class are citizens of a state different from Defendant.

19 9. This Court has personal jurisdiction over Defendant because Defendant is
20 authorized to and does conduct business in California. Defendant has marketed, promoted,
21 distributed, and sold Joint Juice in California, and Defendant’s primary place of business is in
22 California, rendering exercise of jurisdiction by California courts permissible.

23 10. Venue is proper in this Court pursuant to 28 U.S.C. §§1391(a) and (b) because
24 a substantial part of the events or omissions giving rise to Plaintiff’s claims occurred in this
25 district. Venue is also proper under 18 U.S.C. §1965(a) because Defendant transacts
26 substantial business in this District and is a resident of this District.

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1 markets, distributes, and sells the Products to many thousands of consumers throughout the
 2 United States, including through its retail website. Defendant's CEO, President, Chief
 3 Financial Officer, Chief Operating Officer, marketing employees, research and development,
 4 and customer service personnel have also been located in California. Defendant's retail
 5 distribution vendor has been located in California, and its outside advertising agency was
 6 located in San Francisco.

7 15. Joint Juice, Inc. n/k/a Premier Nutrition Corporation was a San Francisco-based
 8 corporation organized and existing under the laws of the state of California. Joint Juice, Inc.
 9 was headquartered at 120 Howard Street, Suite 600, San Francisco, California 94105. Joint
 10 Juice, Inc. was a leading provider of ready-to-drink glucosamine supplements. Up until its
 11 acquisition by Premier in October 2011, and from its headquarters and offices in California,
 12 Joint Juice, Inc. manufactured, advertised, marketed, distributed, and/or sold the Joint Juice
 13 Products to tens of thousands of consumers in Massachusetts, California, and throughout the
 14 United States. On October 12, 2011, Joint Juice, Inc. announced the acquisition of Premier
 15 Nutrition.

16 16. Upon information and belief, Joint Juice's employees with decision-making
 17 authority relevant to this litigation, including Joint Juice's executives and marketing
 18 employees, have been located in California. For example, Mr. Ritterbush, who worked out of
 19 San Francisco, was the former CEO of Premier and former CEO of Joint Juice. The current
 20 President and General Manager of Premier (and former Vice President of Marketing) also
 21 works from Emeryville, California. The outside advertising agency used by Joint Juice was
 22 located in San Francisco. Further, Joint Juice represents that the Products were created by its
 23 founder, Dr. Kevin Stone, at the Stone Clinic in San Francisco.

24 **FACTUAL ALLEGATIONS**

25 *The Joint Juice Products*

26 17. Since 1999, on a nationwide basis, Defendant has distributed, marketed, and
 27 sold the Joint Juice Products.

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1 18. The Joint Juice Products are sold by a variety of third-party retailers, including
2 Costco, Sam’s Club, Walgreens, Walmart, and Target. Defendant also sells Joint Juice directly
3 to consumers through its website.

4 19. The Joint Juice Products are available in: (1) drink mix packets, which retailed
5 for approximately \$22 for a thirty-count box; (2) eight-ounce beverage bottles, which retailed
6 for approximately \$30 for a thirty-pack, or approximately \$6 for a six-pack; and (3) Easy
7 Shot™ bottles, which retailed for approximately \$15 for a twenty-ounce bottle containing
8 sixteen servings.

9 20. According to Defendant, and as stated on the Products’ packaging, the Joint
10 Juice Products contain 1,500 mg per serving of glucosamine hydrochloride and chondroitin
11 sulfate.

12 21. Glucosamine hydrochloride is a combination of glucosamine (an amino sugar
13 compound produced by the body, and which can be isolated from shellfish) where the
14 glucosamine is combined with hydrochloric acid.

15 22. Unlike the Products at issue, other glucosamine-infused products often contain
16 glucosamine sulfate, which is a combination of glucosamine and sulfur molecules.

17 23. Glucosamine is one the most abundant monosaccharides (sugars) in the body.

18 24. Glucosamine hydrochloride is less expensive than glucosamine sulfate.

19 25. According to a 2006 study published by the New England Journal of Medicine
20 (discussed below), at least 20 million Americans are affected by osteoarthritis – a number that
21 is expected to double over the next two decades.

22 26. According to the Mayo Clinic, the signs and symptoms of osteoarthritis include
23 joint pain, joint tenderness, joint stiffness, and the inability to move your joint through its full
24 range of motion.²

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28 ² <http://www.mayoclinic.org/diseases-conditions/osteoarthritis/symptoms-causes/dxc-20198250> (last visited November 16, 2016).

Defendant's False and Deceptive Advertising for the Joint Juice Products

27. Since the Products' launch, Defendant, through its advertisements including on the Products' packaging and labeling, has consistently conveyed the message to consumers throughout the United States that Joint Juice helps to support and nourish cartilage, "lubricate" joints, and help with "joint comfort," simply by consuming the Products.

28. Defendant claims that glucosamine hydrochloride is the Products' primary active ingredient, and that chondroitin sulfate is an active ingredient.

29. Specifically, Defendant states on the Products' packaging and in its marketing materials that Joint Juice helps: to support and nourish cartilage, "lubricate" joints, and improve joint comfort without any limitation on which joints, for adults of all ages and without any limitation on what stages of joint related ailments.

30. In its marketing materials, including on its packaging and labeling, Defendant also represents that Joint Juice was "originally developed for pro athletes by orthopedic surgeon Kevin R. Stone, M.D. to keep joints healthy and flexible."

31. Defendant's marketing representations repeat and reinforce the claims made on the packaging and labeling for the Products. For example, on its website, Defendant represents that "Research indicates that you should take a minimum of 1,500 mg of glucosamine daily got joint health. That's why we put 1,500 mg in every Joint Juice product" and "Glucosamine works to lubricate your joints by helping cartilage tissue absorb water. This helps cartilage perform its job of cushioning and mobility."³

32. Defendant's advertising deceptively reinforces the health benefits message through references to "expert stories," including from Dr. Kevin Stone, Joint Juice's founder and co-owner. According to an article written by Dr. Stone and posted on Defendant's website, "[t]aking glucosamine and chondroitin together – in the liquid formula found only in Joint Juice® products – ensure that you get a full day's supply of glucosamine (1,500 mg) and chondroitin to maintain healthy and happy joints."

³ <http://www.jointjuice.com/faq/general-information> (last visited November 16, 2016).

1 33. Defendant's website also contains a prominent link to a "Joint Juice® joint
2 health assessment." This marketing gimmick further reinforces the false and misleading
3 representation that Joint Juice will provide the significant, advertised health benefits.

4 34. Likewise, in a 60-second, nationwide television commercial, Joint Juice
5 spokesman Joe Montana, who states that "my joints have gotten a little stiff lately and at first I
6 thought I had to live with it because of pro football and just getting older," makes the false and
7 deceptive representations that "the glucosamine and chondroitin lubricates and cushions the
8 cartilage in my joints so I can move more easily . . . it works great for anyone who likes to
9 keep moving!" Further adding unfounded credibility to the deceptive claim, the Joint Juice
10 advertisement also states that Joint Juice "was originally developed by an orthopedic surgeon
11 for pro athletes."⁴ According to Defendant, "glucosamine and chondroitin have been proven to
12 help maintain joint function and mobility."⁵

13 35. The Joint Juice packaging also prominently features the Arthritis Foundation
14 logo because it attracts purchasers who suffer from arthritis and joint pain. To reinforce the
15 message, the labels state "Joint Juice is proud to support the Arthritis Foundation's efforts to
16 help people take control of arthritis" or that Defendant "will donate a portion of the proceeds
17 to the Arthritis Foundation . . . to help people take control of arthritis."

18 36. Since 2010, Joint Juice ready-to-drink packaging has remained materially
19 identical, always focused on the promised joint health benefits: "A bottle a day keeps your
20 joints in play," "**Drink Daily for Healthy, Flexible Joints,**" "**HELPS KEEP CARTILAGE**
21 **LUBRICATED AND FLEXIBLE,**" and "For Healthy, Flexible Joints."

22 37. The Products' packaging appears as follows:
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25 ⁴ "Extraordinary Joe," available at http://www.youtube.com/watch?v=9qOqK_GjoUM
26 (last visited March 15, 2013); *see also* <http://www.youtube.com/watch?v=EYN-hoTYELE> (30
27 second version of the "Extraordinary Joe" television ad makes the same representations) (last
28 visited Nov. 10, 2016).

⁵ "Joe Montana Partners with Joint Juice, Inc. to Get American on a Health Joint
Regimen," available at <http://www.bevnet.com/news/2011/joe-montana-partners-with-joint-juice-inc-to-get-americans-on-a-healthy-joint-regimen> (last visited Nov. 10, 2016).

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EasyShot™ (Front)



EasyShot™ (Back)



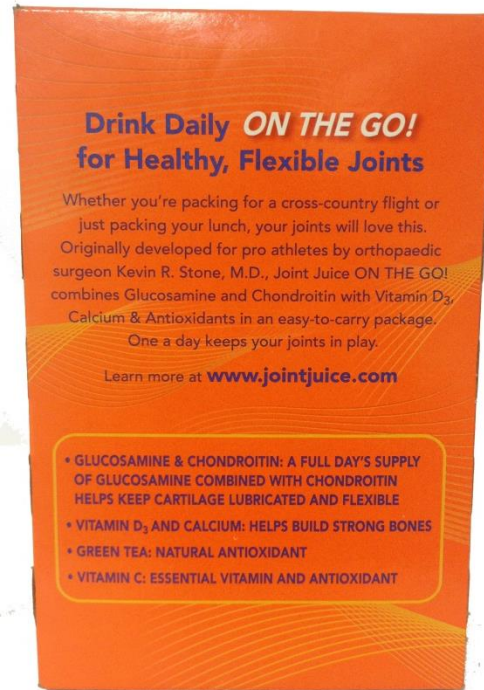
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Drink Mix Box (Front)



Drink Mix Box (Back)



Ready-to-Drink Beverage Bottle Six-Pack





Scientific Studies Confirm that Joint Juice Is Not Effective and Defendant's Health Benefits Message Is False and Deceptive

38. Despite Defendant's representations, glucosamine, alone or in combination with other ingredients including chondroitin sulfate, is not effective in providing the represented joint health benefits.

39. All of the meta-analysis studies conclude that glucosamine and chondroitin do nothing. Meta-analysis is at the top of the hierarchy of medical evidence. *See* Reference Manual on Scientific Evidence at 607. "Meta-analysis is a method of pooling study results to arrive at a single figure to represent the totality of the studies reviewed." *Id.* At least ten meta-analyses on the clinical effects of glucosamine and/or chondroitin have been performed, and all ten found that the pooled results from the well-conducted, non-industry studies demonstrate glucosamine, alone or in combination with chondroitin, does not work. These ten meta-analyses, which collectively reviewed the results from tens of clinical studies involving thousands of people, are: Towheed, 2005 (20 studies, 2,570 subjects); Towheed, 2009 (25 studies, 4,963 subjects); Vlad, 2007 (15 studies); McAlindon, 2000 (15 studies); Eriksen,

1 2014 (25 studies, 3,458 subjects); Wandel, 2010 (10 studies, 3,803 subjects); Reichenbach,
2 2007 (20 studies, 3,846 subjects); Wu, 2013 (19 studies, 3,159 subjects); Singh, 2015
3 (43 studies, 4,962 subjects); and Kongtharvonskul, 2015 (31 studies).

4 40. For example, in their 2007 meta-analysis, Vlad, et al. reviewed all studies
5 involving glucosamine hydrochloride and concluded that “[g]lucosamine hydrochloride is not
6 effective.” *Glucosamine for Pain in Osteoarthritis*, 56:7 *Arthritis Rheum.* 2267-77 (2007); *see*
7 *also id.* at 2275 (“we believe that there is sufficient information to conclude that glucosamine
8 hydrochloride lacks efficacy for pain in OA”).

9 41. The 2010 meta-analysis by Wandel, et al., entitled *Effects of Glucosamine,*
10 *Chondroitin, Or Placebo In Patients With Osteoarthritis Or Hip Or Knee: Network Meta-*
11 *Analysis*, *BMJ* 341:c4675 (2010), examined prior studies involving glucosamine and
12 chondroitin, alone or in combination, and whether they relieved the symptoms or progression
13 of arthritis of the knee or hip. The study authors reported that glucosamine and chondroitin,
14 alone or in combination, did not reduce joint pain or have an impact on the narrowing of joint
15 space: “Our findings indicate that glucosamine, chondroitin, and their combination do not
16 result in a relevant reduction of joint pain nor affect joint space narrowing compared with
17 placebo.” *Id.* at 8. The authors further concluded “[w]e believe it unlikely that future trials will
18 show a clinically relevant benefit of any of the evaluated preparations.” *Id.*

19 42. Eriksen, 2014, is a meta-analysis published in a journal of the American
20 College of Rheumatology. It examined 25 placebo-controlled clinical studies involving
21 glucosamine, including GAIT, concluding “We are confident that glucosamine by and large
22 has no clinically important effect.” Eriksen, Patrick, Else M. Bartels, Roy D. Altman, Henning
23 Bliddal, Carsten Juhl, and Robin Christensen, *Risk of Bias and Brand Explain the Observed*
24 *Inconsistency in Trials on Glucosamine for Symptomatic Relief of Osteoarthritis: A Meta-*
25 *Analysis of Placebo-Controlled Trials*, *ARTHRITIS CARE & RESEARCH* 66, no. 12 (2014)
26 at 1844-1855; *see also id.* (“[o]ur meta-analysis provides high-quality evidence that
27 glucosamine in forms other than the one made by Rottapharm[] consistently does not reduce
28 pain more than placebo”).

1 43. Towheed 2009, a prestigious Cochrane Collaboration publication, reviewed 25
2 clinical studies with 4,963 subjects and found no benefits from glucosamine. *See* Towheed T.,
3 et al., Glucosamine therapy for treating osteoarthritis. Cochrane Database of Systematic
4 Reviews 2005, Issue 2. Art. No.: CD002946 (Updated and Published in Issue 4, 2009).
5 Dr. Towheed and co-authors concluded, “The high quality studies showed that pain improved
6 about the same whether people took glucosamine or fake pills.” *Id.* at 2.

7 44. The findings of the gold standard, individual clinical studies confirm the meta-
8 analyses’ conclusion that glucosamine and chondroitin do not work.

9 45. In the late 1990s, the National Institutes of Health (“NIH”) funded the \$12.5
10 million multicenter GAIT study. GAIT was the first large-scale multicenter clinical trial in the
11 United States on glucosamine and chondroitin. The first GAIT publication examined results
12 from 1,583 subjects randomized to receive one of five treatments over 6 months: (1) 1500 mg
13 glucosamine hydrochloride, (2) 1200 mg chondroitin, (3) glucosamine plus chondroitin,
14 (4) celecoxib, or (5) placebo. The GAIT I publication, published in 2006 in the New England
15 Journal of Medicine (the “2006 GAIT Study”), reported that glucosamine and chondroitin
16 were not effective in reducing pain. *See* Clegg, D., et al., *Glucosamine, Chondroitin Sulfate,*
17 *and the Two in Combination for Painful Knee Osteoarthritis*, 354 *New England J. of Med.*
18 795, 806 (2006) (“The analysis of the primary outcome measure did not show that either
19 [glucosamine or chondroitin], alone or in combination, was efficacious.”).

20 46. Subsequent GAIT studies in 2008 and 2010 reported that glucosamine and
21 chondroitin did not rebuild cartilage and were otherwise ineffective – even in patients with
22 moderate to severe knee pain for which the 2006 reported results were inconclusive. *See*
23 Sawitzke, A.D., et al., *The Effect of Glucosamine and/or Chondroitin Sulfate on the*
24 *Progression of Knee Osteoarthritis: A GAIT Report*, 58(10) *J. Arthritis Rheum.* 3183–91 (Oct.
25 2008) (“GAIT II”). The GAIT II publication, which was based on 572 subjects across nine
26 sites, reported no difference in joint space width between those receiving glucosamine and
27 chondroitin or placebo.

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1 47. The 2010 GAIT III publication, with 662 subjects, also concluded glucosamine
2 and chondroitin are no more effective in relieving pain than placebo. *See* Sawitzke, A.D.,
3 *Clinical Efficacy And Safety Of Glucosamine, Chondroitin Sulphate, Their Combination,*
4 *Celecoxib Or Placebo Taken To Treat Osteoarthritis Of The Knee: 2-Year Results From*
5 *GAIT*, 69(8) *Ann Rheum. Dis.* 1459-64 (Aug. 2010) (“GAIT III”).

6 48. The GAIT studies are consistent with the reported results of prior and
7 subsequent studies. For example, a 1999 study involving 100 subjects by Houpt, et al., entitled
8 *Effect of glucosamine hydrochloride in the treatment of pain of osteoarthritis of the knee,*
9 26(11) *J. Rheumatol.* 2423-30 (1999), found that glucosamine hydrochloride performed no
10 better than placebo at reducing pain at the conclusion of the eight week trial.

11 49. Likewise, a 2004 study by McAlindon, et al., entitled *Effectiveness of*
12 *Glucosamine For Symptoms of Knee Osteoarthritis: Results From and Internet-Based*
13 *Randomized Double-Blind Controlled Trial*, 117(9) *Am. J. Med.* 649-9 (Nov. 2004),
14 concluded that “glucosamine was no more effective than placebo in treating symptoms of knee
15 osteoarthritis” – in short, that glucosamine is ineffective. *Id.* at 646 (“we found no difference
16 between the glucosamine and placebo groups in any of the outcome measures, at any of the
17 assessment time points”).

18 50. Many studies have also confirmed there is a significant “placebo” effect with
19 respect to consumption of products represented to be effective in providing joint health
20 benefits such as Defendant’s Products.

21 51. Indeed, more than 30% of persons who took placebos in these studies believed
22 that they were experiencing joint health benefits when all they were taking was a placebo.

23 52. A 2004 study by Cibere, et al., entitled *Randomized, Double-Blind, Placebo-*
24 *Controlled Glucosamine Discontinuation Trial In Knee Osteoarthritis*, 51(5) *Arthritis Care &*
25 *Research* 738-45 (Oct. 15, 2004), studied users of glucosamine who had claimed to have
26 experienced at least moderate improvement after starting glucosamine. These patients were
27 divided into two groups – one that continued using glucosamine and one that was given a
28 placebo. For six months, the primary outcome observed was the proportion of disease flares in

1 the glucosamine and placebo groups. A secondary outcome was the time to disease flare. The
2 study results reflected that there were no differences in either the primary or secondary
3 outcomes for glucosamine and placebo. The authors concluded that the study provided no
4 evidence of symptomatic benefit from continued use of glucosamine – in other words, any
5 prior perceived benefits were due to the placebo effect and not glucosamine. *Id.* at 743 (“In
6 this study, we found that knee OA disease flare occurred as frequently, as quickly, and as
7 severely in patients who were randomized to continue receiving glucosamine compared with
8 those who received placebo. As a result, the efficacy of glucosamine as a symptom-modifying
9 drug in knee OA is not supported by our study.”).

10 53. To similar effect, in the “Joints on Glucosamine” or “JOG” study, Dr. Kwoh
11 and co-authors concluded that glucosamine was not effective in preventing the worsening of
12 cartilage damage. *See* Kwoh CK, et al., *Effect of Oral Glucosamine on Joint Structure in*
13 *Individuals With Chronic Knee Pain: A Randomized, Placebo-Controlled Clinical Trial*, 66(4)
14 *Arthritis Rheumatol.*, 930-9 (2014). JOG was a 201-person, randomized clinical trial
15 comparing those who consumed the same type of glucosamine in Joint Juice and those
16 consuming a placebo. JOG examined subjects without arthritis. The JOG study found: “There
17 was no difference between the two groups” in terms of cartilage loss and “[t]here were no
18 significant differences between the glucosamine and control groups from baseline to the 12-
19 week assessment, the 12-week to 24-week assessment, or from baseline to 24 weeks for the
20 WOMAC pain or function subscales or the total WOMAC score.” *Id.* at 935.

21 54. The uniform consensus of clinical treatment protocols, sometimes referred to as
22 clinical practice guidelines, is that glucosamine and chondroitin do not work, should not be
23 used, and are not cost effective. Clinical treatment protocols are evidence-based, developed
24 from an in-depth cross-review of studies and meta-analyses by experts in the field. For
25 example, the National Collaborating Centre for Chronic Conditions (“NCCCC”) reported “the
26 evidence to support the efficacy of glucosamine hydrochloride as a symptom modifier is poor”
27 and the “evidence for efficacy of chondroitin was less convincing.” NCCCC, *Osteoarthritis*
28 *National Clinical Guideline for Care and Management of Adults*, Royal College of Physicians,

1 London 2008. Consistent with its lack of efficacy findings, the NCCCC Guideline did not
2 recommend the use of glucosamine or chondroitin for treating osteoarthritis. *Id.* at 33.

3 55. In December 2008, the American Academy of Orthopaedic Surgeons
4 (“AAOS”) published clinical practice guidelines for the *Treatment of osteoarthritis of the knee*
5 (*nonarthroplasty*), and made a “strong” recommendation that “glucosamine and sulfate or
6 hydrochloride not be prescribed for patients with symptomatic OA of the knee.” Richmond, et
7 al., *Treatment of osteoarthritis of the knee (nonarthroplasty)*, J. Am. Acad. Orthop. Surg. Vol.
8 17 No. 9 591-600 (2009). This AAOS recommendation was based on a 2007 report from the
9 Agency for Healthcare Research and Quality (AHRQ), which states that “the best available
10 evidence found that glucosamine hydrochloride, chondroitin sulfate, or their combination did
11 not have any clinical benefit in patients with primary OA of the knee.” Samson, et al.,
12 *Treatment of Primary and Secondary Osteoarthritis of the Knee, Agency for Healthcare*
13 *Research and Quality*, 2007 Sep. 1. Report No. 157.

14 56. In 2013, the AAOS published updated clinical practice guidelines, and based on
15 its review of twenty-one human studies, again made a “strong” recommendation that neither
16 glucosamine nor chondroitin be used for patients with symptomatic osteoarthritis of the knee.
17 See *Treatment of Osteoarthritis of the Knee, Evidence-Based Guideline (2d Ed.)*, American
18 Academy of Orthopaedic Surgeons (2013) at 262.

19 57. The American College of Rheumatology, and the United Kingdom National
20 Institute for Health and Care Excellence (“NICE”) also recommend against using glucosamine
21 or chondroitin. See Hochberg, M.C., et al., American College of Rheumatology 2012
22 *Recommendations for the Use of Nonpharmacologic and Pharmacologic Therapies in*
23 *Osteoarthritis of the Hand, Hip, and Knee*. Arthritis Care & Research 2012; 64(4):465-474;
24 National Institute for Health and Care Excellence, *Clinical Guidelines: Osteoarthritis Care and*
25 *management in adults (February 2014)*.

26 58. In 2011, Miller and Clegg, after surveying the clinical study history of
27 glucosamine and chondroitin, concluded that, “[t]he cost-effectiveness of these dietary
28 supplements alone or in combination in the treatment of OA has not been demonstrated in

1 North America.” Miller, K. and Clegg, D., *Glucosamine and Chondroitin Sulfate*, Rheum. Dis.
2 Clin. N. Am. 37 103-118 (2011).

3 59. Even studies not concerning the type of glucosamine in the Joint Juice Products
4 demonstrate that glucosamine does not provide the joint health benefits that Defendant
5 represents. For example, a study by Rozendaal, et al., entitled *Effect of Glucosamine Sulfate on*
6 *Hip Osteoarthritis*, 148 Ann. of Intern. Med. 268-77 (2008), assessing the effectiveness of
7 glucosamine on the symptoms and structural progression of hip osteoarthritis during two years
8 of treatment, concluded that glucosamine was no better than placebo in reducing symptoms
9 and progression of hip osteoarthritis.

10 60. In 2012, a report by Rovati, et al. entitled *Crystalline glucosamine sulfate in the*
11 *management of knee osteoarthritis: efficacy, safety, and pharmacokinetic properties*, Ther Adv
12 Musculoskel Dis 4(3):167-180 (2012), noted that glucosamine hydrochloride “ha[s] never
13 been shown to be effective.”

14 61. On July 7, 2010, Wilkens, et al., reported that there was no difference between
15 placebo and glucosamine for the treatment of low back pain and lumbar osteoarthritis and that
16 neither glucosamine nor placebo were effective in reducing pain related disability. The
17 researchers also concluded that, “Based on our results, it seems unwise to recommend
18 glucosamine to all patients” with low back pain and lumbar osteoarthritis. Wilkens, et al.,
19 *Effect of Glucosamine on Pain-Related Disability in Patients With Chronic Low Back Pain*
20 *and Degenerative Lumbar Osteoarthritis*, 304(1) JAMA 45-52 (July 7, 2010).

21 62. In 2009, a panel of scientists from the European Food Safety Authority
22 (“EFSA”) (a panel established by the European Union to provide independent scientific advice
23 to improve food safety and consumer protection), reviewed nineteen studies submitted by an
24 applicant, and concluded that “a cause and effect relationship has not been established between
25 the consumption of glucosamine hydrochloride and a reduced rate of cartilage degeneration in
26 individuals without osteoarthritis.” EFSA Panel on Dietetic Products, Nutrition and Allergies,
27 *Scientific Opinion on the substantiation of a health claim related to glucosamine*
28 *hydrochloride and reduced rate of cartilage degeneration and reduced risk of osteoarthritis*,

1 EFSA Journal (2009), 7(10):1358.

2 63. In a separate opinion from 2009, an EFSA panel examined the evidence for
3 glucosamine (either hydrochloride or sulfate) alone or in combination with chondroitin sulfate
4 and maintenance of joints. The claimed effect was “joint health,” and the proposed claims
5 included “helps to maintain healthy joint,” “supports mobility,” and “helps to keep joints
6 supple and flexible.” Based on its review of eleven human intervention studies, three meta-
7 analyses, 21 reviews and background papers, two animal studies, one in vitro study, one short
8 report, and one case report, the EFSA panel concluded that “a cause and effect relationship has
9 not been established between the consumption of glucosamine (either as glucosamine
10 hydrochloride or as glucosamine sulphate), either alone or in combination with chondroitin
11 sulphate, and the maintenance of normal joints.” EFSA Panel on Dietetic Products, Nutrition
12 and Allergies, *Scientific Opinion on the substantiation of health claims related to glucosamine
13 alone or in combination with chondroitin sulphate and maintenance of joints and reduction of
14 inflammation*, EFSA Journal (2009), 7(9):1264.

15 64. In 2012, EFSA examined the evidence glucosamine sulphate or glucosamine
16 hydrochloride, and a claimed effect of “contributes to the maintenance of normal joint
17 cartilage.” Based on its review of 61 references provided by Merck Consumer Healthcare, the
18 EFSA panel concluded that “a cause and effect relationship has not been established between
19 the consumption of glucosamine and maintenance of normal joint cartilage in individuals
20 without osteoarthritis.” EFSA Panel on Dietetic Products, Nutrition and Allergies, *Scientific
21 Opinion on the substantiation of a health claim related to glucosamine and maintenance of
22 normal joint cartilage*, EFSA Journal 2012, 10(5): 2691.

23 ***The Impact of Defendant’s Wrongful Conduct***

24 65. Despite clinical studies that show the ingredients in Defendant’s Joint Juice
25 Products are ineffective, Defendant conveyed and continues to convey one uniform health
26 benefits message: Joint Juice supports and nourishes cartilage, “lubricates” joints, and
27 improves joint comfort in all joints in the human body, for adults of all ages and for all manner
28 and stages of joint-related ailments.

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1 injury.

2 71. Certification of Plaintiff's claims for classwide treatment is appropriate because
3 Plaintiff can prove the elements of her respective claims on a classwide basis using the same
4 evidence as would be used to prove those elements in individual actions alleging the same
5 claims.

6 72. **Numerosity – Federal Rule of Civil Procedure 23(a)(1).** The members of the
7 Class are so numerous that individual joinder of all Class members is impracticable. Defendant
8 has sold many thousands of units of Products to Class members.

9 73. **Commonality and Predominance – Federal Rule of Civil Procedure**
10 **23(a)(2) and 23(b)(3).** This action involves common questions of law and fact, which
11 predominate over any questions affecting individual Class members, including, without
12 limitation:

- 13 (a) Whether the representations discussed herein that Defendant made
- 14 about its Joint Juice Products were or are true, or are misleading, or
- 15 likely to deceive;
- 16 (b) Whether Defendant's conduct violates public policy;
- 17 (c) Whether Defendant engaged in false or misleading advertising;
- 18 (d) Whether Defendant's conduct constitutes violations of the laws asserted
- 19 herein;
- 20 (e) Whether Plaintiff and the other Class members have been injured and
- 21 the proper measure of their losses as a result of those injuries; and
- 22 (f) Whether Plaintiff and the other Class members are entitled to injunctive,
- 23 declaratory, or other equitable relief.

24 74. **Typicality – Federal Rule of Civil Procedure 23(a)(3).** Plaintiff's claims are
25 typical of the other Class members' claims because, among other things, all Class members
26 were comparably injured through the uniform prohibited conduct described above.

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1 79. This cause of action is brought pursuant to Massachusetts' Consumer
2 Protection Act, Mass. Gen. Laws 93A §1, *et seq.* (the "Consumer Protection Act"). Plaintiff
3 Schupp is a person within the meaning of the Consumer Protection Act. Mass. Gen. Laws
4 93A §1(a). Defendant is engaged in trade or commerce as defined by the Consumer Protection
5 Act. Mass. Gen. Laws 93A §1(b).

6 80. The Consumer Protection Act, Mass. Gen. Laws 93A §2, declares that "unfair
7 methods of competition and unfair or deceptive acts or practices in the conduct of any trade or
8 commerce are hereby declared unlawful."

9 81. Defendant violated the Consumer Protection Act by representing through its
10 advertisements of Joint Juice the efficacy of Joint Juice when such representations and
11 advertisements were unsubstantiated, false, and misleading.

12 82. Defendant's conduct, including misrepresenting the efficacy of Joint Juice in
13 the course of commerce, inflicted real injury and damage upon Plaintiff Schupp and the Class.

14 83. Thus, as a result of Defendant's unlawful conduct, Plaintiff Schupp and the
15 Class are entitled to judgment, full restitution and damages or twenty-five dollars, whichever is
16 greater, or up to three but not less than two times such amount for a willful or knowing
17 violation, or for a bad faith refusal to grant relief upon demand. Mass. Gen. Laws 93A §9(3).
18 Plaintiff and the Class are also entitled to and seek equitable relief, including an injunction
19 requiring Defendant to cease its deceptive advertising and to conduct a corrective advertising
20 campaign. Mass. Gen. Laws 93A §9(1).

21 84. Plaintiff Schupp and Class members also seek attorneys' fees and costs
22 pursuant to Mass. Gen. Laws 93A §9(3A).

23 85. Defendant has willfully or knowingly engaged in the unfair and deceptive acts
24 and practices that constitute violations of the Consumer Protection Act or refused in bad faith
25 to grant relief upon demand.

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1 86. At least thirty days prior to filing this complaint, Plaintiff Schupp on behalf of
2 herself and other members of the Class, notified Defendant in writing of the demand for relief
3 and described the unfair and deceptive acts and practices relied on and the injury suffered.
4 Mass. Gen. Laws 93A §9(3).

5 **JURY DEMAND**

6 Plaintiff demands trial by jury of all claims in this Complaint so triable.

7 **REQUEST FOR RELIEF**

8 WHEREFORE, Plaintiff, individually and on behalf of the other members of the Class,
9 respectfully request that the Court enter judgment in their favor and against Defendant, as
10 follows:

11 A. Declaring that this action is a proper class action, certifying the Class as
12 requested herein, designating Plaintiff as Class Representative and appointing the undersigned
13 counsel as Class Counsel;

14 B. Ordering Defendant to pay actual damages to Plaintiff and the other members
15 of the Class;

16 C. Ordering Defendant to pay punitive damages, as allowable by law, to Plaintiff
17 and the other members of the Class;

18 D. Ordering Defendant to pay statutory damages, as allowable by the statutes
19 asserted herein, to Plaintiff and the other members of the Class;

20 E. Awarding injunctive relief as permitted by law or equity, including enjoining
21 Defendant from continuing the unlawful practices as set forth herein, and ordering Defendant
22 to engage in a corrective advertising campaign;

23 F. Ordering Defendant to pay attorneys' fees and litigation costs to Plaintiff and
24 the other members of the Class;

25 G. Ordering Defendant to pay both pre- and post-judgment interest on any
26 amounts awarded; and

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H. Ordering such other and further relief as may be just and proper.

Respectfully submitted,

Dated: January 5, 2017

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TIMOTHY G. BLOOD (149343)
LESLIE E. HURST (178432)
THOMAS J. O'REARDON II (247952)

By: *s/ Timothy G. Blood*

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Attorneys for Plaintiff

JS-CAND 44 (Rev. 07/16)

CIVIL COVER SHEET

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

I. (a) PLAINTIFFS
 LUCY SCHUPP, individually and on behalf of all others similarly situated,
(b) County of Residence of First Listed Plaintiff Plymouth County, Massachusetts
 (EXCEPT IN U.S. PLAINTIFF CASES)
(c) Attorneys (Firm Name, Address, and Telephone Number)
 Timothy G. Blood, Blood Hurst & O'Reardon, LLP
 701 B St., Ste. 1700, San Diego, CA 92101
 Tel: 619-338-1100 [See Attachment A]

DEFENDANTS
 PREMIER NUTRITION CORPORATION f/k/a JOINT JUICE, INC.,
 County of Residence of First Listed Defendant _____
 (IN U.S. PLAINTIFF CASES ONLY)
 NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.
 Attorneys (If Known)

II. BASIS OF JURISDICTION (Place an "X" in One Box Only)
 1 U.S. Government Plaintiff
 2 U.S. Government Defendant
 3 Federal Question (U.S. Government Not a Party)
 4 Diversity (Indicate Citizenship of Parties in Item III)

III. CITIZENSHIP OF PRINCIPAL PARTIES (Place an "X" in One Box for Plaintiff and One Box for Defendant)
 (For Diversity Cases Only)

	PTF	DEF	PTF	DEF
Citizen of This State	<input type="checkbox"/> 1	<input type="checkbox"/> 1	<input type="checkbox"/> 4	<input checked="" type="checkbox"/> 4
Citizen of Another State	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 5	<input type="checkbox"/> 5
Citizen or Subject of a Foreign Country	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 6	<input type="checkbox"/> 6

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

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES	
<input type="checkbox"/> 110 Insurance <input type="checkbox"/> 120 Marine <input type="checkbox"/> 130 Miller Act <input type="checkbox"/> 140 Negotiable Instrument <input type="checkbox"/> 150 Recovery of Overpayment Of Veteran's Benefits <input type="checkbox"/> 151 Medicare Act <input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excludes Veterans) <input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits <input type="checkbox"/> 160 Stockholders' Suits <input checked="" type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	PERSONAL INJURY <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury <input type="checkbox"/> 362 Personal Injury - Medical Malpractice	PERSONAL INJURY <input type="checkbox"/> 365 Personal Injury - Product Liability <input type="checkbox"/> 367 Health Care/Pharmaceutical Personal Injury Product Liability <input type="checkbox"/> 368 Asbestos Personal Injury Product Liability PERSONAL PROPERTY <input type="checkbox"/> 370 Other Fraud <input type="checkbox"/> 371 Truth in Lending <input type="checkbox"/> 380 Other Personal Property Damage <input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC § 881 <input type="checkbox"/> 690 Other LABOR <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Management Relations <input type="checkbox"/> 740 Railway Labor Act <input type="checkbox"/> 751 Family and Medical Leave Act <input type="checkbox"/> 790 Other Labor Litigation <input type="checkbox"/> 791 Employee Retirement Income Security Act IMMIGRATION <input type="checkbox"/> 462 Naturalization Application <input type="checkbox"/> 465 Other Immigration Actions	<input type="checkbox"/> 422 Appeal 28 USC § 158 <input type="checkbox"/> 423 Withdrawal 28 USC § 157 PROPERTY RIGHTS <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 840 Trademark SOCIAL SECURITY <input type="checkbox"/> 861 HIA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g)) FEDERAL TAX SUITS <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS-Third Party 26 USC § 7609	<input type="checkbox"/> 375 False Claims Act <input type="checkbox"/> 376 Qui Tam (31 USC § 3729(a)) <input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 850 Securities/Commodities/Exchange <input type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 896 Arbitration <input type="checkbox"/> 899 Administrative Procedure Act/Review or Appeal of Agency Decision <input type="checkbox"/> 950 Constitutional of State Statutes

V. ORIGIN (Place an "X" in One Box Only)
 1 Original Proceeding
 2 Removed from State Court
 3 Remanded from Appellate Court
 4 Reinstated or Reopened
 5 Transferred from Another District (specify)
 6 Multidistrict Litigation-Transfer
 8 Multidistrict Litigation-Direct File

VI. CAUSE OF ACTION
 Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):
 28 USC section 1332(d)
 Brief description of cause:
 Violations of Mass. Gen. Laws 93A, sec. 1, et seq.

VII. REQUESTED IN COMPLAINT:
 CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, Fed. R. Civ. P. DEMAND \$ 5,000,000.00
 CHECK YES only if demanded in complaint:
 JURY DEMAND: Yes No

VIII. RELATED CASE(S), IF ANY (See instructions): JUDGE Hon. Richard Seeborg DOCKET NUMBER C-13-01271-RS

IX. DIVISIONAL ASSIGNMENT (Civil Local Rule 3-2)
 (Place an "X" in One Box Only) SAN FRANCISCO/OAKLAND SAN JOSE EUREKA-MCKINLEYVILLE

DATE: 01/05/2017 SIGNATURE OF ATTORNEY OF RECORD: s/ Timothy G. Blood

INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS-CAND 44

Authority For Civil Cover Sheet. The JS-CAND 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved in its original form by the Judicial Conference of the United States in September 1974, is required for the Clerk of Court to initiate the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

- I. a) Plaintiffs-Defendants.** Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
- b) County of Residence.** For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
- c) Attorneys.** Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)."
- II. Jurisdiction.** The basis of jurisdiction is set forth under Federal Rule of Civil Procedure 8(a), which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below.
- (1) United States plaintiff. Jurisdiction based on 28 USC §§ 1345 and 1348. Suits by agencies and officers of the United States are included here.
 - (2) United States defendant. When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.
 - (3) Federal question. This refers to suits under 28 USC § 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.
 - (4) Diversity of citizenship. This refers to suits under 28 USC § 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; **NOTE: federal question actions take precedence over diversity cases.**)
- III. Residence (citizenship) of Principal Parties.** This section of the JS-CAND 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- IV. Nature of Suit.** Place an "X" in the appropriate box. If the nature of suit cannot be determined, be sure the cause of action, in Section VI below, is sufficient to enable the deputy clerk or the statistical clerk(s) in the Administrative Office to determine the nature of suit. If the cause fits more than one nature of suit, select the most definitive.
- V. Origin.** Place an "X" in one of the six boxes.
- (1) Original Proceedings. Cases originating in the United States district courts.
 - (2) Removed from State Court. Proceedings initiated in state courts may be removed to the district courts under Title 28 USC § 1441. When the petition for removal is granted, check this box.
 - (3) Remanded from Appellate Court. Check this box for cases remanded to the district court for further action. Use the date of remand as the filing date.
 - (4) Reinstated or Reopened. Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date.
 - (5) Transferred from Another District. For cases transferred under Title 28 USC § 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.
 - (6) Multidistrict Litigation Transfer. Check this box when a multidistrict case is transferred into the district under authority of Title 28 USC § 1407. When this box is checked, do not check (5) above.
 - (8) Multidistrict Litigation Direct File. Check this box when a multidistrict litigation case is filed in the same district as the Master MDL docket. Please note that there is no Origin Code 7. Origin Code 7 was used for historical records and is no longer relevant due to changes in statute.
- VI. Cause of Action.** Report the civil statute directly related to the cause of action and give a brief description of the cause. **Do not cite jurisdictional statutes unless diversity.** Example: U.S. Civil Statute: 47 USC § 553. Brief Description: Unauthorized reception of cable service.
- VII. Requested in Complaint. Class Action.** Place an "X" in this box if you are filing a class action under Federal Rule of Civil Procedure 23. Demand. In this space enter the actual dollar amount being demanded or indicate other demand, such as a preliminary injunction. Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.
- VIII. Related Cases.** This section of the JS-CAND 44 is used to identify related pending cases, if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.
- IX. Divisional Assignment.** If the Nature of Suit is under Property Rights or Prisoner Petitions or the matter is a Securities Class Action, leave this section blank. For all other cases, identify the divisional venue according to Civil Local Rule 3-2: "the county in which a substantial part of the events or omissions which give rise to the claim occurred or in which a substantial part of the property that is the subject of the action is situated."
- Date and Attorney Signature.** Date and sign the civil cover sheet.

Lucy Schupp v. Premier Nutrition Corp. f/k/a Joint Juice, Inc.

United States District Court, Northern District of California

Case No. 3:17-cv-00054

ATTACHMENT A TO CIVIL COVER SHEET (JS-CAND 44)

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ClassAction.org

This complaint is part of ClassAction.org's searchable class action lawsuit database and can be found in this post: [New Year, Same Class Actions Over Joint Juice's 'Health Benefits'](#)
