1	GIDEON KRACOV (SBN 179815)	CONFORMED COPY OF ORIGINAL FILED Los Angeles Superior Court		
2	801 S. Grand Avenue, Ste. 1100 Los Angeles, CA 90017 213.629.2071	JUL 08 2011		
3	FAX 213.623.7755 gk@gideonlaw.net	John A. Clarke, Executive Officer/Clerk By, Deputy SHAUNYA WESLEY		
4	Attorneys for Plaintiff SHAUNYA-WESLEY			
5	Environmental Research Center			
6				
7		·		
8	SUPERIOR COURT OF THE STATE OF CALIFORNIA			
9	COUNTY OF LOS ANGELES			
10		BC46508		
11	ENVIRONMENTAL RESEARCH CENTER,) a non-profit California corporation;	Case No.		
12	Plaintiff,	COMPLAINT FOR INJUNCTIVE RELIEF AND CIVIL PENALTIES		
13	v.)			
14 15	NNC dba NATURADE, a Delaware limited liability company; DOES 1 through 10;	Health & Safety Code §25249.5, et seq.		
16	Defendant(s).			
17				
18	Plaintiff Environmental Research Center brings this action in the interests of the			
19	general public and, on information and belief, hereby alleges:			
20	<u>INTRODUCTION</u>			
21	1. Defendant(s) manufactures, packages, distributes, markets, and/or sells in			
22	California certain herbal products including: Naturade 100% Soy Protein Booster – Natural;			
23	Naturade Calcium Shake – Vanilla; Naturade Complete Cleanse Step 1 All-Natural Herbs;			
24	Naturade Cleanse Step 2 Bio-Active Fiber; Naturade Veg. Protein Booster Natural Flavor;			
25	Naturade N-R-G Protein Booster Vanilla Flavor; Naturade Total Soy Meal Replacement			

Vanilla and Naturade Total Soy Meal Replacement Chocolate alleged to contain lead (the

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"PRODUCTS").

- 2. Lead and lead compounds (hereinafter, the "LISTED CHEMICALS") are substances known to the State¹ of California to cause cancer, birth defects and other reproductive harm.
- 3. The use and/or handling of the PRODUCTS is alleged to cause exposures to the LISTED CHEMICALS at levels requiring a "clear and reasonable warning" under California's Safe Drinking Water and Toxic Enforcement Act of 1986, Health & Safety Code ("H&S Code") §25249.5, et seq. (also known as "Proposition 65").
- 4. Plaintiff seeks injunctive relief enjoining Defendant(s) from the continued manufacturing, packaging, distributing, marketing and/or sales of the PRODUCTS in California without provision of clear and reasonable warnings regarding the risks of cancer, birth defects and other reproductive harm posed by exposure to the LISTED CHEMICALS through the use and/or handling of the PRODUCTS. In addition to injunctive relief, Plaintiff seeks an assessment of civil penalties to remedy Defendant(s)' failure to provide clear and reasonable warnings regarding exposures to the LISTED CHEMICALS.

JURISDICTION AND VENUE

- 5. This Court has jurisdiction over this action pursuant to California Constitution Article VI, Section 10, which grants the Superior Court "original jurisdiction in all causes except those given by statute to other trial courts." The statute under which this action is brought does not specify any other basis for jurisdiction.
- 6. This Court has jurisdiction over Defendant(s) because, based on information and belief, Defendant(s) is a business having sufficient minimum contacts with California, or otherwise intentionally availing itself of the California market through the distribution and sale of the PRODUCTS in the State of California to render the exercise of jurisdiction over it by the California courts consistent with traditional notions of fair play and substantial justice.

¹ All statutory and regulatory references herein are to California law, unless otherwise specified.

7. Venue in this action is proper in the Los Angeles Superior Court because the Defendant has violated California law in the County of Los Angeles.

PARTIES

- 8. PLAINTIFF Environmental Research Center ("PLAINTIFF") is a corporation organized under California's Corporation Law. ERC is dedicated to, among other causes, reducing the use and misuse of hazardous and toxic substances, consumer protection, worker safety and corporate responsibility.
- 9. ERC is a person within the meaning of H&S Code §25118 and brings this enforcement action in the public interest pursuant to H&S Code §25249.7(d).
- 10. Defendant NNC dba NATURADE, a Delaware limited liability company, ("**DEFENDANT**") is or has been a person doing business within the meaning of H&S Code §25249.11. DEFENDANT has a headquarters in Orange, California.
- 11. Upon information and belief, and upon that basis, PLAINTIFF alleges that the true names, or capacities of DOES 1 through 10, inclusive (the "DOES"), whether individual, corporate, associate or otherwise, are presently unknown to PLAINTIFF, who therefore sue said Defendants by such fictitious names. PLAINTIFF will amend this Complaint to show their true names and capacities when the same have been ascertained.
- 12. DEFENDANT(S) manufactures, packages, distributes, markets and/or sells the PRODUCTS for sale or use in California and in Los Angeles County.

STATUTORY BACKGROUND

- 13. The People of the State of California have declared in Proposition 65 their right "[t]o be informed about exposures to chemicals that cause cancer, birth defects, or other reproductive harm." (Section 1(b) of Initiative Measure, Proposition 65).
- 14. To effect this goal, Proposition 65 requires that individuals be provided with a "clear and reasonable warning" before being exposed to substances listed by the State of California as causing cancer or reproductive toxicity. H&S Code §25249.6 states, in pertinent part:

No person in the course of doing business shall knowingly and intentionally expose any individual to a chemical known to the state to cause cancer or reproductive toxicity without first giving clear and reasonable warning to such individual....

15. Proposition 65 provides that any person "violating or threatening to violate" the statute may be enjoined in a court of competent jurisdiction. (H&S Code §25249.7.) The phrase "threatening to violate" is defined to mean creating "a condition in which there is a substantial likelihood that a violation will occur." (H&S Code §25249.11(e).) Violators are liable for civil penalties of up to \$2,500 per day for each violation of the Act. (H&S Code §25249.7.)

FACTUAL BACKGROUND

- 16. On February 27, 1987, the State of California officially listed the chemical lead as a chemical known to cause reproductive toxicity. Lead became subject to the warning requirement one year later and was therefore subject to the "clear and reasonable" warning requirements of Proposition 65 beginning on February 27, 1988. (27 California Code of Regulations ("CCR") §25000, et seq.; H&S Code §25249.5, et seq.)
- 17. On October 1, 1992, the State of California officially listed the chemicals lead and lead compounds as chemicals known to cause cancer. Lead and lead compounds became subject to the warning requirement one year later and were therefore subject to the "clear and reasonable" warning requirements of Proposition 65 beginning on October 1, 1993. (27 CCR § 25000, et seq.; H&S Code §25249.6, et seq.)
- 18. PLAINTIFF is informed and believes, and based on such information and belief alleges the PRODUCTS have been distributed and/or sold to individuals in California since at least October 8, 2009. The PRODUCTS continue to be distributed and sold in California.
- 19. PLAINTIFF alleges that individuals using or handling the PRODUCTS are exposed to the LISTED CHEMICALS in excess of the "maximum allowable daily" and "no significant risk" levels determined by the State of California, as applicable, within the meaning of H&S Code §25249.10(c).

FIRST CAUSE OF ACTION

(Injunctive Relief for Violations of Health and Safety Code § 25249.5, et seq. concerning the PRODUCTS described in PLAINTIFF's September 23, 2010 and December 24, 2010 60-Day Notices of Violation)

Against All DEFENDANT(S) and DOES

- 20. PLAINTIFF realleges and incorporates by reference Paragraphs 1 through 19, inclusive, as if specifically set forth herein.
- Notice of Proposition 65 violations to the requisite public enforcement agencies, and to all DEFENDANT(S) ("Notices") attached hereto as Exhibit A. The Notices were issued pursuant to, and in compliance with, the requirements of H&S Code §25249.7(d) and the statute's implementing regulations regarding the notice of the violations to be given to certain public enforcement agencies and to the violator. The Notices given included, *inter alia*, the following information: the name, address, and telephone number of the noticing individual; the name of the alleged violator; the statute violated; the approximate time period during which violations occurred; and descriptions of the violations, including the chemicals involved, the routes of toxic exposure, and the specific product or type of product causing the violations, and was issued as follows:
 - a. DEFENDANT(S) and the California Attorney General were provided copies of the Notices by Certified Mail.
 - b. DEFENDANT(S) was provided a copy of a document entitled "The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary," which is also known as Appendix A to Title 27 of CCR §25903.
 - c. The California Attorney General was provided with a Certificate of Merit by the attorney for the noticing party, stating that there is a reasonable and meritorious case for this action, and attaching factual information sufficient to establish a basis for the certificate, including the identify of

the persons consulted with and relied on by the certifier, and the facts studies, or other data reviewed by those persons, pursuant to H&S Code §25249.7(h) (2).

- 22. The appropriate public enforcement agencies have failed to commence and diligently prosecute a cause of action under H&S Code §25249.5, *et seq.* against DEFENDANT(S) based on the allegations herein.
- 23. Plaintiff alleges that DEFENDANT(S) has violated H&S Code §25249.6 by, in the course of doing business, knowingly and intentionally exposing individuals who use or handle the PRODUCTS set forth in the Notice to the LISTED CHEMICALS, without first providing a clear and reasonable warning to such individuals pursuant to H&S Code §§ 25249.6 and 25249.11(f).
- 24. An action for injunctive relief under Proposition 65 is specifically authorized by Health & Safety Code §25249.7(a).

Wherefore, PLAINTIFF prays judgment against DEFENDANT(S), as set forth hereafter.

SECOND CAUSE OF ACTION

(Civil Penalties for Violations of Health and Safety Code § 25249.5, et seq. concerning the PRODUCTS described in PLAINTIFF's September 23, 2010 and December 24, 2010 60-Day Notices of Violation)

Against all DEFENDANT(S) and DOES

- 25. PLAINTIFF realleges and incorporates by reference Paragraphs 1 through 24, inclusive, as if specifically set forth herein.
- 26. On September 23, 2010 and December 24, 2010, PLAINTIFF sent the Notices to the requisite public enforcement agencies, and to DEFENDANT(S) attached hereto as Exhibit A. The Notices were issued pursuant to, and in compliance with, the requirements of H&S Code §25249.7(d) and the statute's implementing regulations regarding the notice of the violations to be given to certain public enforcement agencies and to the violator. The Notice given included, *inter alia*, the following information: the name, address, and telephone number

of the noticing individual; the name of the alleged violator; the statute violated; the approximate time period during which violations occurred; and descriptions of the violations, including the chemicals involved, the routes of toxic exposure, and the specific product or type of product causing the violations, and was issued as follows:

- a. DEFENDANT(S) and the California Attorney General were provided copies of the Notices by Certified Mail.
- DEFENDANT(S) was provided a copy of a document entitled "The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary," which is also known as Appendix A to Title 27 of CCR §25903.
- c. The California Attorney General was provided with a Certificate of Merit by the attorney for the noticing party, stating that there is a reasonable and meritorious case for this action, and attaching factual information sufficient to establish a basis for the certificate, including the identify of the persons consulted with and relied on by the certifier, and the facts studies, or other data reviewed by those persons, pursuant to H&S Code §25249.7(h) (2).
- 27. The appropriate public enforcement agencies have failed to commence and diligently prosecute a cause of action under H&S Code §25249.5, *et seq.* against DEFENDANT(S) based on the allegations herein.
- 28. By the above-described acts, DEFENDANT(S) is liable, pursuant to H&S Code \$25249.7(b), for a civil penalty of \$2,500 per day per violation for each unlawful exposure to a LISTED CHEMICAL from the PRODUCTS.

Wherefore, PLAINTIFF prays judgment against DEFENDANT(S), as set forth hereafter.

PRAYER FOR RELIEF

Wherefore, PLAINTIFF accordingly prays for the following relief:

- A. a preliminary and permanent injunction, pursuant to H&S Code §25249.7(b), enjoining DEFENDANT(S), its agents, employees, assigns and all persons acting in concert or participating with DEFENDANT(S), from distributing or selling the PRODUCTS in California without first providing a clear and reasonable warning, within the meaning of Proposition 65;
- B. an assessment of civil penalties pursuant to Health & Safety Code §25249.7(b), against Defendant for each violation of Proposition 65;
- C. an award to PLAINTIFF of its reasonable attorneys fees and costs of suit pursuant to California Code of Civil Procedure §1021.5, as PLAINTIFF shall specify in further application to the Court; and,
 - D. such other and further relief as may be just and proper.

DATED:, 2011	DATED:	1/8	_, 2011
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LAW OFFICE OF GIDEON KRACOV

Gideon Kracov

Attorneys for Plaintiff

Environmental Research Center

NOTICE OF CASE ASSIGNMENT - UNLIMITED CIVIL CASE

Case Number ____

THIS FORM IS TO BE SERVED WITH THE SUMMONS AND COMPLAINT

case is assigned for all purposes to the ASSIGNED JUDGE	DEPT	ROOM	ASSIGNED JUDGE	DEPT	ROOM	
Hon. Carolyn B. Kuhl	1	534	Hon. Holly E. Kendig	42	416	
Hon. J. Stephen Czuleger	3	224	Hon. Mel Red Recana	45	529	
Hon. Luis A. Lavin	13	630	Hon. Debre Katz Weintraub	47	507	
Hon, Terry A, Green	14	300	Hon. Elizabeth Allen White	48	506	1
Hon. Richard Fruin	15	307	307 Hon, Deirde Hill	49	509	
Hon. Rita Miller	16	306	Hon. John Shepard Wiley Jr.	50	508	
Hon. Richard E. Rico	17	309	Hon. Abraham Khan	51	511	Ť
Hon. Rex Heeseman	19	311	Hon. Susan Bryant-Deason	52	510	T
Hon. Kevin C. Brazile	20	310	Hon. John P. Shook	53	513	1
Hon. Zaven V. Sinanian	23	315	Hon. Ernest M. Hiroshige	54	512	1
Hon. Robert L. Hess	24	314	Hon. Malcolm H. Mackey	55	515	1
Hon. Mary Ann Murphy	25	317	Hon. Michael Johnson	56	514	T
Hon. James R. Dunn	26	316	Hon. Ralph W. Dau	57	517	<u>\</u>
Hon. Yvette M. Palazuelos	28	318	Hon. Rolf M. Treu	58	516	1
Hon. Barbara Scheper	30	400	Hon. David L, Minning	61	632	+
Hon. Alan S. Rosenfield	31	407	Hon. Michael L. Stern	62	600	
Hon. Mary H. Strobel	32	406	Hon. Kenneth R. Freeman	64	601	\dagger
Hon. Charles F. Palmer	33	409	Hon. Mark Mooney	68	617	
Hon. Amy D. Hogue	34	408	Hon. Ramona See	69	621	\dagger
Hon. Daniel Buckley	35	411	Hon, Soussan G. Bruguera	71	729	\dagger
Hon. Gregory Álarcon	36	410	Hon. Ruth Ann Kwan	72	731	\dagger
Hon. Joanne O'Donnell	37	413	Hon. Teresa Sanchez-Gordon	74	735	+
Hon. Maureen Duffy-Lewis	38	412	Hon. William F. Fahey	78	730	+
Hon. Michael C. Solner	39	415	Hon. Emilie H. Elias*	324	CCW	+
Hon, Michelle R. Rosenblatt	40	414	Other			+
Hon. Ronald M. Sohigian	41	417				+

*Class Actions

All class actions are initially assigned to Judge Emille H. Elias in Department 324 of the Central Civil West Courthouse (600 S. Commonwealth Ave., Los Angeles 90005). This assignment is for the purpose of assessing whether or not the case is complex within the meaning of California Rules of Court, rule 3.400. Depending on the outcome of that assessment, the class action case may be reassigned to one of the judges of the Complex Litigation Program or reassigned randomly to a court in the Central District.

Given to the Plaintiff/Cross-Complainant/Attorney of Record on _		JOHN A. CLARKE,	Executive Officer/Clerk
	Bv		Denuty Clerk

C465087

SUPERIOR COURT OF CALIFORNIA, COUNTY OF LOS ANGELES ALTERNATIVE DISPUTE RESOLUTION (ADR) INFORMATION PACKAGE

[CRC 3.221 Information about Alternative Dispute Resolution]

For additional ADR information and forms visit the Court ADR web application at www.lasuperiorcourt.org (click on ADR).

The plaintiff shall serve a copy of this Information Package on each defendant along with the complaint (Civil only).

What Is ADR:

Alternative Dispute Resolution (ADR) is the term used to describe all the other options available for settling a dispute which once had to be settled in court. ADR processes, such as arbitration, mediation, neutral evaluation (NE), and settlement conferences, are less formal than a court process and provide opportunities for parties to reach an agreement using a problem-solving approach.

There are many different kinds of ADR. All of them utilize a "neutral", an impartial person, to decide the case or help the parties reach an agreement.

Mediation:

In mediation, a neutral person called a "mediator" helps the parties try to reach a mutually acceptable resolution of the dispute. The mediator does not decide the dispute but helps the parties communicate so they can try to settle the dispute themselves. Mediation leaves control of the outcome with the parties.

Cases for Which Mediation May Be Appropriate

Mediation may be particularly useful when parties have a dispute between or among family members, neighbors, or business partners. Mediation is also effective when emotions are getting in the way of resolution. An effective mediator can hear the parties out and help them communicate with each other in an effective and nondestructive manner.

Cases for Which Mediation May Not Be Appropriate

Mediation may not be effective if one of the parties is unwilling to cooperate or compromise. Mediation also may not be effective if one of the parties has a significant advantage in power over the other. Therefore, it may not be a good choice if the parties have a history of abuse or victimization.

Arbitration:

In arbitration, a neutral person called an "arbitrator" hears arguments and evidence from each side and then decides the outcome of the dispute. Arbitration is less formal than a trial, and the rules of evidence are often relaxed. Arbitration may be either "binding" or "nonbinding." *Binding arbitration* means that the parties waive their right to a trial and agree to accept the arbitrator's decision as final. *Nonbinding* arbitration means that the parties are free to request a trial if they do not accept the arbitrator's decision.

Cases for Which Arbitration May Be Appropriate

Arbitration is best for cases where the parties want another person to decide the outcome of their dispute for them but would like to avoid the formality, time, and expense of a trial. It may also be appropriate for complex matters where the parties want a decision-maker who has training or experience in the subject matter of the dispute.

Cases for Which Arbitration May Not Be Appropriate

If parties want to retain control over how their dispute is resolved, arbitration, particularly binding arbitration, is not appropriate. In binding arbitration, the parties generally cannot appeal the arbitrator's award, even if it is not supported by the evidence or the law. Even in nonbinding arbitration, if a party requests a trial and does not receive a more favorable result at trial than in arbitration, there may be penalties.

Neutral Evaluation:

In neutral evaluation, each party gets a chance to present the case to a neutral person called an "evaluator." The evaluator then gives an opinion on the strengths and weaknesses of each party's evidence and arguments and about how the dispute could be resolved. The evaluator is often an expert in the subject matter of the dispute. Although the evaluator's opinion is not binding, the parties typically use it as a basis for trying to negotiate a resolution of the dispute.

Cases for Which Neutral Evaluation May Be Appropriate

Neutral evaluation may be most appropriate in cases in which there are technical issues that require special expertise to resolve or the only significant issue in the case is the amount of damages.

Cases for Which Neutral Evaluation May Not Be Appropriate

Neutral evaluation may not be appropriate when there are significant personal or emotional barriers to resolving the dispute.

Settlement Conferences:

Settlement conferences may be either mandatory or voluntary. In both types of settlement conferences, the parties and their attorneys meet with a judge or a neutral person called a "settlement officer" to discuss possible settlement of their dispute. The judge or settlement officer does not make a decision in the case but assists the parties in evaluating the strengths and weaknesses of the case and in negotiating a settlement. Settlement conferences are appropriate in any case where settlement is an option. Mandatory settlement conferences are often held close to the date a case is set for trial.

ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, State Bar Gideon Kracov (SBN 179815) 801 S. Grand Ave., 11th Fl., Los Angeles,	number, and address): CA 90017	FOR COURT USE ONLY CONFORMED COPY OF ORIGINAL FILED				
TELEPHONE NO.: 213-629-2071 ATTORNEY FOR (Name): Environmental Resea	FAX NO.: arch Center	Los Angeles Superior Court JUL 08 2011				
SUPERIOR COURT OF CALIFORNIA, COUNTY OF STREET ADDRESS: 111 N. Hill St. MAILING ADDRESS: 111 N. Hill St. CITY AND ZIP CODE: LOS Angeles, CA 900	012	John A. Clarke Executive Officer/Clark By				
BRANCH NAME: Mosk CASE NAME:		The state of the s				
CIVIL CASE COVER SHEET V Unlimited Limited (Amount (Amount demanded is exceeds \$25,000) \$25,000 or less)	Complex Case Designation Counter Joinder Filed with first appearance by defer (Cal. Rules of Court, rule 3,402) DEPT:				
 	ow must be completed (see instructions	on page 2).				
Check one box below for the case type that						
Auto Tort Auto (22)	Contract Breach of contract/warranty (06)	Provisionally Complex Civil Litigation (Cal. Rules of Court, rules 3.400–3.403)				
Uninsured motorist (46)	Rule 3.740 collections (09)	Antitrust/Trade regulation (03)				
Other PI/PD/WD (Personal Injury/Property	Other collections (09)	Construction defect (10)				
Damage/Wrongful Death) Tort	Insurance coverage (18)	Mass tort (40)				
Asbestos (04)	Other contract (37)	Securities litigation (28)				
Product liability (24)	Real Property	Environmental/Toxic tort (30)				
Medical malpractice (45)	Eminent domain/Inverse condemnation (14)	Insurance coverage claims arising from the				
Other PI/PD/WD (23)	Wrongful eviction (33)	above listed provisionally complex case types (41)				
Noп-PI/PD/WD (Other) Tort	[]	Enforcement of Judgment				
Business tort/unfair business practice (07	, —	Enforcement of judgment (20)				
Civil rights (08)	Unlawful Detainer	, , , ,				
Defamation (13)	Commercial (31)	Miscellaneous Civil Complaint				
Fraud (16)	Residential (32)	RICO (27)				
Intellectual property (19)	Drugs (38)	Other complaint (not specified above) (42)				
Professional negligence (25)	Judicial Review Asset forfeiture (05)	Miscellaneous Civil Petition				
Uther non-PI/PD/WD tort (35) Employment	Petition re: arbitration award (11)	Partnership and corporate governance (21)				
Wrongful termination (36)	` ′	Other petition (not specified above) (43)				
Other employment (15)	Writ of mandate (02)					
	Other judicial review (39)	with a f Court If the court is a small or and it the				
factors requiring exceptional judicial manage	gement:	ules of Court. If the case is complex, mark the				
a Large number of separately repre		er of witnesses				
b Extensive motion practice raising difficult or novel e Coordination with related actions pending in one or more courts						
issues that will be time-consuming to resolve in other counties, states, or countries, or in a federal court						
c. Substantial amount of documenta	ry evidence f. Ll Substantial p	postjudgment judicial supervision				
3. Remedies sought (check all that apply): a monetary b. 📝 nonmonetary; declaratory or injunctive relief c punitive						
4. Number of causes of action (specify): 2						
5. This case is is is not a class action suit.						
6. If there are any known related cases, file and serve a notice of related case. (You may use form CM-015.)						
Date: 7 /8 //	RACOU	M				
(TYPE OR PRINT NAME)	NOTICE	SIGNATURE OF PARTY OR ATTORNEY FOR PARTY)				
	irst paper filed in the action or proceeding	ng (except small claims cases or cases filed les of Court, rule 3.220.) Failure to file may result				
in sanctions • File this cover sheet in addition to any cover	er sheet required by local court rule					
If this case is complex under rule 3.400 et :	seq. of the California Rules of Court. vo	u must serve a copy of this cover sheet on all				
other parties to the action or presenting	-	1				
 Unless this is a collections case under rule 3.740 or a complex case, this cover sheet will be used for statistical purposes only. 						