

**ELECTRONICALLY FILED**

Superior Court of California,  
County of Alameda

**11/25/2024 at 03:13:16 PM**

By: Danielle Harbour,  
Deputy Clerk

1 **ENTORNO LAW, LLP**

2 Noam Glick (SBN 251582)  
3 Craig M. Nicholas (SBN 178444)  
4 Jake W. Schulte (SBN 293777)  
5 Janani Natarajan (SBN 346770)

6 225 Broadway, Suite 1900  
7 San Diego, California 92101  
8 Tel: (619) 629-0527  
9 Email: noam@entornolaw.com  
10 Email: craig@entornolaw.com  
11 Email: jake@entornolaw.com  
12 Email: janani@entornolaw.com

13 Attorneys for Plaintiff  
14 Environmental Health Advocates, Inc.

15 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**

16 **IN AND FOR THE COUNTY OF ALAMEDA**

17 ENVIRONMENTAL HEALTH ADVOCATES,  
18 INC.,

19 Plaintiff,

20 v.

21 URBAN REMEDY, INC., a California  
22 corporation; and DOES 1 through 100,  
23 inclusive,

24 Defendants.

Case No.: **24CV101005**

**COMPLAINT FOR CIVIL PENALTIES  
AND INJUNCTIVE RELIEF**

(Health & Safety Code § 25249.6 et seq.)

**I.**  
**INTRODUCTION**

1  
2           1.       This Complaint is a representative action brought by Environmental Health Advocates,  
3 Inc. (“Plaintiff”) in the public interest of the citizens of the State of California (“the People”). Plaintiff  
4 seeks to remedy Defendants' failure to inform the People of exposure to lead, a known carcinogen and  
5 reproductive/developmental toxin. Defendants exposes consumers to lead by manufacturing, importing,  
6 selling, and/or distributing dietary supplements including, but not limited to, Urban Remedy Glowing  
7 Coco Greens (“Products”). Defendants know and intend that customers will ingest Products containing  
8 lead.

9           2.       Under California’s Safe Drinking Water and Toxic Enforcement Act of 1986, California  
10 Health and Safety Code, section 25249.6 et seq. (“Proposition 65”), “[n]o person in the course of doing  
11 business shall knowingly and intentionally expose any individual to a chemical known to the state to  
12 cause cancer or reproductive toxicity without first giving clear and reasonable warning to such  
13 individual. . . .” (Health & Safety Code, § 25249.6.)

14           3.       California identified and listed lead as a chemical known to cause cancer as early as  
15 October 1, 1992, and as a chemical known to cause developmental/reproductive toxicity on February  
16 27, 1987.

17           4.       Defendants failed to sufficiently warn consumers and individuals in California about  
18 potential exposure to lead in connection with Defendants' manufacture, import, sale, or distribution of  
19 Products. This is a violation of Proposition 65.

20           5.       Plaintiff seeks injunctive relief compelling Defendants to sufficiently warn consumers  
21 in California before exposing them to lead in Products. (Health & Safety Code, § 25249.7(a).) Plaintiff  
22 also seeks civil penalties against Defendants for violations of Proposition 65 along with attorney’s fees  
23 and costs. (Health & Safety Code, § 25249.7(b).)

**II.**  
**PARTIES**

24  
25           6.       Plaintiff ENVIRONMENTAL HEALTH ADVOCATES, INC. (“Plaintiff”) is a  
26 corporation in the State of California dedicated to protecting the health of California citizens through  
27 the elimination or reduction of toxic exposure from consumer products. It brings this action in the public  
28 interest pursuant to Health and Safety Code, section 25249.7.

1           7.       Defendant Urban Remedy, Inc. ("UR") is a corporation organized and existing under  
2 the laws of California. UR is registered to do business in California, and does business in the County of  
3 Alameda, within the meaning of Health and Safety Code, section 25249.11. UR manufactures, imports,  
4 sells, or distributes the Products in California and Alameda County.

5           8.       Plaintiff does not know the true names and/or capacities, whether individual, partners,  
6 or corporate, of the Defendants sued herein as DOES 1 through 100, inclusive, and for that reason sues  
7 said Defendants under fictitious names pursuant to Cal. Civ. Proc. § 474. Plaintiff will seek leave to  
8 amend this Complaint when the true names and capacities of these Defendants have been ascertained.  
9 Plaintiff is informed and believes and thereon alleges that these Defendants are responsible in whole or  
10 in part for the remedies and penalties sought herein.

11           9.       At all times mentioned, Defendants were the agents, alter egos, servants, joint venturers,  
12 joint employers, or employees for each other. Defendants acted with the consent of the other Co-  
13 Defendants and acted within the course, purpose, and scope of their agency, service, or employment.  
14 All conduct was ratified by Defendants, and each of them.

15                                                           **III.**  
16                                                           **VENUE AND JURISDICTION**

17           10.       California Constitution Article VI, Section 10 grants the Superior Court original  
18 jurisdiction in all cases except those given by statute to other trial courts. The Health and Safety Code  
19 statute upon which this action is based does not give jurisdiction to any other court. As such, this Court  
20 has jurisdiction.

21           11.       Venue is proper in Alameda County Superior Court pursuant to Code of Civil  
22 Procedure, sections 394, 395, and 395.5. Wrongful conduct occurred and continues to occur in this  
23 County. Defendants conducted and continue to conduct business in this County as it relates to Products.

24           12.       Defendants have sufficient minimum contacts in the State of California or otherwise  
25 purposefully avails itself of the California market. Exercising jurisdiction over Defendants would be  
26 consistent with traditional notions of fair play and substantial justice.

27 ///

28 ///

1 **IV.**  
2 **CAUSES OF ACTION**

3 **FIRST CAUSE OF ACTION**

4 **(Violation of Proposition 65 – Against all Defendants)**

5 13. Plaintiff incorporates by reference each and every allegation contained above.

6 14. Proposition 65 mandates that citizens be informed about exposures to chemicals that  
7 cause cancer, birth defects, and other reproductive harm.

8 15. Defendants manufactured, imported, sold, and/or distributed Products containing lead  
9 in violation of Health and Safety Code, section 25249.6 et seq. Plaintiff is informed and believes such  
10 violations have continued after receipt of the Notice (defined *infra*) and will continue to occur into the  
11 future.

12 16. In manufacturing, importing, selling, and/or distributing Products, Defendants failed to  
13 provide a clear and reasonable warning to consumers and individuals in California who may be exposed  
14 to lead through reasonably foreseeable use of the Products.

15 17. Products expose individuals to lead through direct ingestion. This exposure is a natural  
16 and foreseeable consequence of Defendants placing Products into the stream of commerce. As such,  
17 Defendants intend that consumers will ingest Products, exposing them to lead.

18 18. Defendants knew or should have known that the Products contained lead and exposed  
19 individuals to lead in the ways provided above. The Notice informed Defendants of the presence of  
20 lead in the Products. Likewise, media coverage concerning lead and related chemicals in consumer  
21 products provided constructive notice to Defendants.

22 19. Defendants' actions in this regard were deliberate and not accidental.

23 20. More than sixty days prior to naming each defendant in this lawsuit, Plaintiff issued a  
24 60-Day Notice of Violation (“Notice”) as required by and in compliance with Proposition 65. Plaintiff  
25 provided the Notice to the various required public enforcement agencies along with a certificate of merit.  
26 The Notice alleged that Defendants violated Proposition 65 by failing to sufficiently warn consumers in  
27 California of the health hazards associated with exposures to lead contained in the Products.

28 21. The appropriate public enforcement agencies provided with the Notice failed to  
commence and diligently prosecute a cause of action against Defendants.

