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SUPERIOR COURT FOR THE STATE OF CALIFORNIA
COUNTY OF SACRAMENTO

KIMBERLY TAYLOR, individually and on
behalf of all others similarly situated,

Plaintiff,

vs.

BELLI WELLI INC., California corporation,
and DOES 1-20, inclusive,

Defendants.

Case No. **26CV007875**

CLASS ACTION COMPLAINT

1. VIOLATION OF CALIFORNIA UNFAIR COMPETITION LAW, BUSINESS AND PROFESSIONS CODE § 17200, *et seq.*
2. FALSE AND MISLEADING ADVERTISING IN VIOLATION OF BUSINESS AND PROFESSIONS CODE § 17500, *et seq.*
3. VIOLATION OF CALIFORNIA CONSUMERS LEGAL REMEDIES ACT, CIVIL CODE § 1750, *et. Seq.*
4. BREACH OF EXPRESS WARRANTY
5. RESTITUTION BASED ON QUASI-CONTRACT/UNJUST ENRICHMENT
6. INTENTIONAL MISREPRESENTATION
7. NEGLIGENT MISREPRESENTATION

DEMAND FOR JURY TRIAL

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1 Plaintiff Kimberly Taylor (“**Plaintiff**”), individually and on behalf of all others similarly
2 situated, bring this class action complaint against Defendants Belli Welli Inc., and Does 1 through
3 20, inclusive (collectively “**Defendants**”) and alleges as follows:

4 **SUMMARY OF THE ACTION**

5 1. This is a class action lawsuit brought on behalf of all purchasers of Defendants’
6 BelliWelli branded “no artificial colors or flavors” supplement products (the “**Products**”), sold
7 online and at retail locations throughout California and the United States.

8 2. Defendants falsely and deceptively advertise the Products as having “no artificial
9 colors or flavors” (“**No Artificial Flavors Representation**”). However, contrary to the Products’
10 No Artificial Flavors Representation, as explained in detail below, the Products contain citric acid
11 — a well-documented, FDA defined artificial flavoring ingredient.

12 3. Through falsely, misleadingly, and deceptively labeling the Products, Defendants
13 seek to take advantage of consumers’ desire for truly premium products that are free from artificial
14 flavoring agents. Yet, Defendants do so at the expense of unwitting consumers, as well as
15 Defendants’ lawfully acting competitors, over whom Defendants maintain an unfair competitive
16 advantage.

17 4. Plaintiff brings this action individually and in a representative capacity on behalf of
18 similarly situated consumers who purchased the Products during the relevant Class Period (Class
19 and/or Subclass defined infra), for dual primary objectives: **One**, Plaintiff seeks, on Plaintiff’s
20 individual behalf and on behalf of the Class/Subclass, a monetary recovery of the price premium
21 Plaintiff and consumers overpaid for Products that should, but fail to, comport with the No Artificial
22 Flavors Representation (which may include, for example, damages, restitution, disgorgement,
23 and/or any applicable penalties, fines, or punitive/exemplary damages) solely to the extent that the
24 causes of action pled herein permit such recovery. **Two**, Plaintiff seeks, on her individual behalf and
25 on behalf of the Class/Subclass, injunctive relief to stop Defendants’ unlawful manufacture,
26 marketing, and sale of the Products with the No Artificial Flavors Representation to avoid or
27 mitigate the risk of deceiving the public into believing that the Products conform to the No Artificial
28 Flavors Representation, by requiring Defendants to change their business practices, which may

1 include one or more of the following: removal or modification of the No Artificial Flavors
2 Representation from the Products' labels, removal or modification of the No Artificial Flavors
3 Representation from the Products' advertising, modification of the Products' formulation be it a
4 change in ingredients or its sourcing and manufacturing processes, and/or discontinuance of the
5 Products' manufacture, marketing, and/or sale.

6 5. A true and correct copy of the Product label is pictured below.

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8 **BelliWelli “No Artificial Colors or Flavors” Daily Fiber Supplement^{1,2}**

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¹ The BelliWelli Daily Fiber Supplement includes but is not limited to the following flavors: (a) Wild Berry; (b) Tropical Breeze; (c) Peach Mango; (d) Strawberry Lemonade; (e) Cherry Limeade; (f) Watermelon; (g) Cucumber Lime Mint; and (h) Orange Mandarin Yuzu.

² The BelliWelli Daily Fiber Supplement includes but is not limited to the following sizes: (a) 16 srv; (b) 32 srv; and (c) 64 srv.

1 again if the representation regarding the No Artificial Flavors Representation was in fact true. Since
2 Plaintiff would like to purchase the Products again to obtain a supplement product that, as
3 advertised, is truly free from artificial and unnatural flavoring ingredients, Plaintiff would purchase
4 it again in the future—despite the fact that it was once marred by false advertising or labeling—as
5 Plaintiff would reasonably, but incorrectly, assume the Products were improved (no longer contain
6 flavors). In that regard, Plaintiff is an average consumer who is not sophisticated in the chemistry,
7 manufacturing, and formulation of supplement products, such as the Products. Neither Plaintiff, nor
8 reasonable consumers, have the requisite knowledge to accurately differentiate between ingredients
9 that are “artificial flavors” or not. Accordingly, Plaintiff is at risk of reasonably, but incorrectly,
10 assuming that Defendants fixed the formulation of the Products such that Plaintiff may buy it again,
11 believing it to no longer be falsely advertised. Plaintiff is, therefore, currently and in the future
12 deprived of the ability to rely on the No Artificial Flavors Representation. Based on information
13 and belief, the labeling of the Products purchased by Plaintiff is typical of the labeling of the
14 Products purchased by members of the class.

15 12. **Defendant.** Defendant Belli Welli Inc. is a California corporation that maintains its
16 principal place of business at 8605 Santa Monica Blvd, #55905 West Hollywood, CA 90069. At all
17 times during the class period, Defendant was the manufacturer, distributor, marketer, and seller of
18 the Products. Defendant directly and through its agents, has substantial contacts with and receives
19 substantial benefits and income from and through the State of California.

20 13. The true names and capacities, whether individual, corporate, associate, or otherwise
21 of certain manufacturers, distributors, and/or their alter egos sued herein as DOES 1 through 20
22 inclusive are presently unknown to Plaintiff who therefore sues these individuals and/or entities by
23 fictitious names. Plaintiff will seek leave of this Court to amend the Complaint to show their true
24 names and capacities when the same have been ascertained. Plaintiff is informed and believes and
25 based thereon alleges that DOES 1 through 20 were authorized to do and did business in Sacramento
26 County. Plaintiff is further informed and believe and based thereon allege that DOES 1 through 20
27 were and/or are, in some manner or way, responsible for and liable to Plaintiff for the events,
28 happenings, and consequences hereinafter set forth below.

1 **JURISDICTION AND VENUE**

2 14. This Court has jurisdiction over all causes of action asserted herein pursuant to the
3 California Constitution, Article VI, § 10, because this case is a cause not given by statute to other
4 trial courts.

5 15. Plaintiff has standing to bring this action pursuant to Business & Professions Code §
6 17200, *et seq.*

7 16. Venue is proper in this Court because the Plaintiff purchased the Products in
8 Sacramento County. Defendants receive substantial compensation from sales in Sacramento
9 County, and Defendants made numerous misrepresentations which had a substantial effect in
10 Sacramento County, including, but not limited to, label, point of purchase displays, and internet
11 advertisements.

12 17. Upon information and belief, said misrepresentations originated and/or emanated
13 from the State of California.

14 18. Defendants and other out-of-state participants can be brought before this Court
15 pursuant to the provisions of Code of Civil Procedure § 395.5.

16 19. Defendants are subject to personal jurisdiction in California based upon sufficient
17 minimum contacts which exist between Defendants and California. Defendants are authorized to do
18 and are doing business in Sacramento, California.

19 **FACTUAL ALLEGATIONS**

20 **A. Citric Acid**

21 **a. Citric Acid as a Flavoring Agent**

22 20. Defendants falsely, deceptively, and misleadingly market the Products as having “no
23 artificial flavors” despite containing citric acid, which is utilized in food products as a flavorant,
24 providing a tart taste to food, supplements and beverages.(*see Figure 1*).^{3,4}

25 ³ Iliana E. Sweis and Brian C. Cressey, Potential role of the common food additive
26 manufactured citric acid in eliciting significant inflammatory reactions contributing to serious
disease states: A series of four case reports, 5 Toxicology Reports 808-812 (Aug. 9, 2018).

27 ⁴ Yadav Poonam, et al., *Organic Acids: microbial sources, production, and applications*,
28 Functional Foods and Nutraceuticals in Metabolic and Non-Communicable Diseases (2022),
<https://doi.org/10.1016/B978-0-12-819815-5.00053-7>; see also Anna Hezel, *For the Snackiest
Popcorn, You Need a Pinch of This*, (Feb. 7, 2023) [https://www.epicurious.com/ingredients/how-
to-use-citric-acid-on-popcorn?utm](https://www.epicurious.com/ingredients/how-to-use-citric-acid-on-popcorn?utm).

21. The USDA identifies flavoring as a recognized functional use of citric acid.⁵

22. Citric acid acts as a flavoring agent in the Products regardless of the subjective purpose or intent for why Defendant added citric acid to the Products because it inherently imparts acidity and thus modifies the flavor profile of the final product — i.e. it is, by its chemical nature and recognized use, a flavoring or acidulent additive.

*Figure 1 - FDA-Recognized Technical Effect of Citric Acid*⁶

The screenshot shows the FDA website interface for 'Substances Added to Food (formerly EAFUS)'. The header includes the FDA logo and 'U.S. FOOD & DRUG ADMINISTRATION'. Below the header, there are navigation links: 'FDA Home', 'Ingredients and Packaging', 'Food Ingredient and Packaging Inventories', and 'Substances Added to Food (formerly EAFUS)'. The main heading is 'CITRIC ACID'. Below this, there are several fields: 'CAS Reg. No. (or other ID)*:' with the value '77-92-9'; 'Substance*:' with the value 'CITRIC ACID'; 'Other Names:' with a list of names including 'CITRIC ACID', 'CITRIC ACID, ANHYDROUS', '2-HYDROXY-1,2,3-PROPANETRICARBOXYLIC ACID', 'BETA-HYDROXYTRICARBALLYLIC ACID', '1,2,3-PROPANETRICARBOXYLIC ACID, 2-HYDROXY-', and 'ACIDE CITRIQUE'; and 'Used for*† (Technical Effect):' with a list of uses including 'ANTIMICROBIAL AGENT', 'ANTIOXIDANT', 'ENZYME', 'FLAVOR ENHANCER', 'FLAVORING AGENT OR ADJUVANT', 'LEAVENING AGENT', 'PH CONTROL AGENT', 'SEQUESTRANT', 'SOLVENT OR VEHICLE', and 'SURFACE-ACTIVE AGENT'. The 'FLAVOR ENHANCER' and 'FLAVORING AGENT OR ADJUVANT' items are highlighted in blue.

b. Citric Acid as an Artificial Ingredient

23. Defendants use a synthetic form of citric acid that is derived from heavy chemical processing.⁷ The citric acid used in the Products is commercially produced and is manufactured

⁵ U.S. Dep’t of Agric., Agric. Mktg. Servs., Citric Acid: Technical Report 6–7 (2015), available at <https://www.ams.usda.gov/sites/default/files/media/Citric%20Acid%20TR%202015.pdf#:~:text=Citric%20acid%20also%20inhibits%20color,flavor%20deterioration%20in%20frozen%20fruit.&text=food%20products%20and%20artificial%20flavors,soft%20drink%20tablets%20and%20powders>

⁶ FDA Substances Added to Food (formerly EAFUS) CITRIC ACID 77-92-9 // URL: <https://www.hfpappexternal.fda.gov/scripts/fdcc/index.cfm?set=FoodSubstances&id=CITRICACID>

⁷ A. Hesham, Y. Mostafa & L. Al-Sharqi, Optimization of Citric Acid Production by Immobilized Cells of Novel Yeast Isolates, 48 MYCOBIOLOGY 122, 123 (2020), available at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7178817/> (emphasis added).

1 using a type of black mold called *Aspergillus niger*.⁸ Chemical solvents such as n-octyl alcohol and
 2 synthetic isoparaffinic petroleum hydrocarbons are used to extract the citric acid that Defendants
 3 use in the Products from *aspergillus niger* fermentation liquor. *See* 21 C.F.R § 173.280. The citric
 4 acid that Defendants use in the Products is produced through chemical solvent extraction and
 5 contains residues of those chemical solvents.

6 24. An article published in the *Toxicology Reports Journal* explains that citric acid
 7 produced through aspergillus niger fermentation is artificial: Citric acid naturally exists in fruits
 8 and vegetables. However, it is not the naturally occurring citric acid, but the manufactured citric
 9 acid (MCA) that is used extensively as a food additive. Approximately 99% of the world’s
 10 production of MCA is carried out using the fungus *Aspergillus niger* since 1919. *Aspergillus niger*
 11 is a known allergen.⁹ Because extracting citric acid directly from natural sources is economically
 12 impractical at commercial scale, manufacturers overwhelmingly rely on this industrial fermentation
 13 process, resulting in the widespread use of manufactured citric acid.

14 25. The Food and Drug Administration (“FDA”) has also sent warning letters to
 15 companies stating that certain products labeled as “natural” are misbranded because they contain
 16 **artificial** citric acid as an ingredient. For example, on August 29, 2001, the FDA sent Hirzel Canning
 17 Company (“Hirzel”) a warning letter regarding its canned tomato products. With respect to Hirzel’s
 18 Chopped Tomatoes Onions & Garlic and Chopped Mexican Tomatoes & Jalapenos, the FDA stated
 19 that these products could not bear the “All Natural” claim on the label because the products
 20 contained a synthetic ingredient, citric acid.¹⁰

21 26. Similarly, on August 16, 2001, the FDA sent Oak Tree Dairy Farm, Inc. (“Oak Tree”) a
 22 warning letter regarding its “Oaktree Real Brewed Iced Tea,” “Oaktree Fruit Punch,” and
 23 “Oaktree All Natural Lemonade” products. With respect to Oak Tree’s “Oaktree Real Brewed
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25 ⁸ *Id*; Pau Loke Show, et al., Overview of citric acid production from *Aspergillus niger*, FRONTIERS
 26 IN LIFE SCIENCE, 8:3, 271-283 (2015), available at <https://www.tandfonline.com/doi/full/10.1080/21553769.2015.1033653>

27 ⁹ Iliana E. Sweis, et al., *Potential role of the common food additive manufactured citric acid in
 28 eliciting significant inflammatory reactions contributing to serious disease states: A series of four
 case reports*, TOXICOLOGY REP. 5:808-812 (2018), available at [https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6097542/Case 2:24-cv-03721-MWF-AJR](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6097542/Case%202:24-cv-03721-MWF-AJR)

¹⁰ *Id.*

1 Iced Tea,” the FDA stated that this product could not bear the “100% Natural” and “All Natural”
2 claims on the label because the product contained a synthetic ingredient, citric acid.

3 27. Below are images of the chemical process used to create citric acid for use in food –
4 a process that is visibly artificial:

5 ///



26 28. Consumption of manufactured citric acid has been associated with adverse health
27 events like joint pain with swelling and stiffness, muscular and stomach pain, as well as shortness
28

1 of breath.¹¹ The *Toxicology Reports Journal* article explains that “the potential presence of
2 impurities or fragments from the *Aspergillus niger* in [manufactured citric acid] is a significant
3 difference that may trigger deleterious effects when ingested.”¹²

4 29. Several courts—including the Ninth Circuit—have found it plausible that citric acid
5 produced from *Aspergillus niger* fermentation is not natural and may be considered an artificial
6 flavor. See, e.g., *Brazil v. Dole Packaged Foods, LLC*, 660 F. App'x 531, 533 (9th Cir. 2016)
7 (reversing a grant of summary judgment and holding that evidence could “allow a trier of fact to
8 find that the synthetic citric and ascorbic acids in Dole's products were not ‘natural.’”); *Mason v.*
9 *Reed's Inc.*, 515 F. Supp. 3d 135, 143 (S.D.N.Y. 2021) (noting that FDA warning letters “suggest
10 that citric acid, as produced by *Aspergillus Niger*, makes an ‘All-Natural’ label misleading.”);
11 *Gabriele v. ConAgra Foods, Inc.*, 2015 WL 3904386, at *4 (W.D. Ark. June 25, 2015) (accepting
12 as true the plaintiff’s allegations “that the products contain artificially derived citric acid or calcium
13 chloride, in contravention of federal regulations.”).

14 30. The Ninth Circuit Court of Appeals, emphasizing the warning letters described above,
15 has issued a pertinent decision as to whether citric acid can be considered an artificial flavor. In
16 *Brazil v. Dole Packaged Foods, LLC*, 660 Fed. Appx. 531 (2016) the Ninth Circuit reversed a
17 summary judgment order in favor of a defendant holding there was a genuine dispute as to whether
18 citric acid is an artificial ingredient and whether the defendant’s “All Natural Fruit” label was likely
19 to deceive a reasonable consumer. The Ninth Circuit stated: Brazil cited more recent FDA warning
20 letters to food sellers. These sellers had described their products as ‘100% Natural’ or ‘All Natural,’
21 and the FDA accused those descriptions of being deceptive because the products in question
22 included synthetic citric acid, among other substances. Taken together, this evidence could allow a
23 trier of fact to conclude that Dole's description of its products as ‘All Natural Fruit’ is misleading to
24 a reasonable consumer. The evidence here—including the conflicting testimony of expert witnesses
25 and Dole employees—could also allow a trier of fact to find that the synthetic citric and ascorbic
26 acids in Dole’s products were not ‘natural.’ Summary judgment was therefore granted in error.
27 *Brazil*, 660 F. App’x at 533–34.

28 ¹¹ *Id.*

¹² *Id.*

1 **B. Defendants Mislead Plaintiff and Reasonable Consumers, Who Relied on the Material**
2 **and False Advertising Claims to their Detriment**

3 31. **Materiality.** The No Artificial Flavors Representation is material to reasonable
4 consumers, including Plaintiff, in deciding to buy the Products. Specifically, the composition of the
5 Products containing “no artificial [] flavors”—is important to consumers and motivates them to buy
6 the Products.

7 32. **Reliance.** The Class, including Plaintiff, reasonably relied on the No Artificial Flavors
8 Representation in deciding to purchase the Products.

9 33. **Consumers Lack Knowledge of Falsity.** Consumers, including Plaintiff, do not
10 know, and have no reason to know, at the time of purchase, that the Products’ No Artificial Flavors
11 Representation is false, misleading, deceptive, and unlawful. That is because consumers, including
12 Plaintiff, do not work for Defendants and therefore have no personal knowledge of the actual
13 ingredients used to make the Products or how those ingredients are made, including whether
14 artificial flavors are included. Additionally, average consumers do not have the specialized
15 knowledge of a chemist or product-developer. Thus, reasonable consumers, like Plaintiff, cannot
16 discern from the Products’ ingredient disclosures whether certain ingredients, are artificial flavors.
17 Furthermore, reasonable consumers, like Plaintiff, do not ordinarily review information on the back
18 or side panels of a consumer product’s packaging, like the Products’ packaging, particularly dense,
19 fine-print ingredient disclosures, or review such information on websites. Indeed, studies show that
20 only approximately 7.7% to 11.6% of people even look at the side or back labels of consumer goods,
21 such as ingredient lists, before they buy it.¹³

22 ¹³ Grunert, Klaus, et. al, *Nutrition knowledge, and use and understanding of nutrition information*
23 *on food labels among consumers in the UK*, 55 *Appetite* 177, at 179-181 (2010) available at
24 <https://reader.elsevier.com/reader/sd/pii/S0195666310003661?token=95E4146C1BB7D7A7C9A487F22F0B445BD44499550086E04870765EBE116ED32DBFE3795E60B69C75831563CD1BC6655A&originRegion=us-east-1&originCreation=20220720162546> (consumer purchasing behavior
25 study using in-store observation and interview data collection methodology to realistically estimate
26 the degree consumers use nutritional information (found on side/back panels of food product labels
27 and packaging), finding: (1) only **11.6% of respondents**, who looked at a product and placed it in
28 their shopping cart, **were actually observed looking at the side/back panels of its packaging or labels** (panels other than the front panel) before placing it in the cart; (2) of those who looked at the side/back panels, only 31.8% looked at it the product “in detail” (i.e., 3.7% of respondents who looked at the product, looked at side/back panels in detail)); and (3) the **respondents self-reported frequency of reviewing side/back panels** (for nutritional information) **is overreported by 50%** when the in-store interview data and observational data are compared); Grunert, Klaus, et. al, *Use*

1 34. The average consumer spends generally not more than 13 seconds to make an
 2 in-store purchasing decision.¹⁴ That decision is heavily based upon the product’s front labeling
 3 because consumers do not have time to review and read every portion of the label and inspect in
 4 detail the rear label which depicts in small print the ingredients.

5 35. **Defendants’ Knowledge.** Defendants knew, or should have known, that the No
 6 Artificial Flavors Representation is false, misleading, deceptive, and unlawful, at the time that
 7 Defendants manufactured, marketed, advertised, labeled, and sold the Products using the No
 8 Artificial Flavors Representation to Plaintiff and the Class. Defendants intentionally and
 9 deliberately used No Artificial Flavors Representation, alongside its massive marketing campaign
 10 and brand strategy, to cause Plaintiff and similarly situated consumers to buy the Products believing
 11 that the No Artificial Flavors Representation is true.

- 12 a. **Knowledge of Falsity.** Defendants marketed the Products with the No Artificial
 13 Flavors Representation, but Defendants opted to formulate and manufacture them
 14 in a manner that does not conform to this representation. Specifically, Defendants
 15 advertised and labeled the Products with the No Artificial Flavors Representation,
 16 but, instead of using only natural flavor ingredients, Defendants chose to make the
 17 Products with citric acid, a well-documented artificial flavoring ingredient.
- 18 b. **Knowledge of Reasonable Consumers’ Perception.** Defendants knew, or should
 19 have known, that the No Artificial Flavors Representation would lead reasonable
 20 consumers into believing that the Products’ flavors were natural—i.e., the

21 *and understanding of nutrition information on food labels in six European countries*, 18(3) Journal
 22 of Public Health 261, 261, 263, 266 (2010), available at
 23 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2967247/> (last accessed July 20, 2022) (consumer
 24 purchasing behavior study using in-store observation and interview data collection methodology to
 25 evaluate whether people look at food labels before buying them, where they looked, and how long
 26 they looked, finding: (1) respondents spent, on average, approximately 35 seconds, per product, on
 27 products they bought; and (2) 62.6% of respondents looked at the front packaging, and **only 7.7%
 looked elsewhere (side/back panels) on the packaging**, for products they bought); Benn, Yael, et
 28 al., *What information do consumers consider and how do they look for it, when shopping for
 groceries online*, 89 Appetite 265, 265, 270 (2015), available at
<https://www.sciencedirect.com/science/article/pii/S0195666315000422#bib0060> (last accessed
 December 31, 2025) (consumer purchasing behavior study using online eye-movement tracking and
 recordation, finding: (1) once on the product webpages, respondents tend to look at the pictures of
 products, rather than examine detailed product information; and (2) by comparison to pictures of
 products where 13.83-19.07% of respondents fixated, far less fixated on subsidiary information:
 4.17% of respondents looked at nutrition information, 3.30% ingredients, 2.97% allergy
 information, and 0.09% recycling information for example).

¹⁴ Randall Beard, *Make the Most of Your Brand’s 20-Second Window*, NIELSEN (Jan. 13, 2015),
[https://www.nielsen.com/us/en/insights/article/2015/make-the-most-of-your-brands-20-second-
 window/](https://www.nielsen.com/us/en/insights/article/2015/make-the-most-of-your-brands-20-second-window/) (citing *Shopping Takes Only Seconds... In-Store and Online*, EHRENBERG-BASS
 INSTITUTE OF MARKETING SCIENCE (2015)) (last visited 12/09/2025).

1 Products do not contain artificial flavors. Not only have Defendants labeled the
2 Products with the No Artificial Flavors Representation and executed a long-
3 standing brand strategy and advertising campaign to identify the Products with the
4 No Artificial Flavors Representation, but Defendants also have an obligation
5 under section 5 of the Federal Trade Commission Act, codified at 15 U.S.C. §§
6 45, to evaluate its marketing claims from the perspective of the reasonable
7 consumer. That means Defendants were statutorily obligated to consider whether
8 the No Artificial Flavors Representation, be it in isolation or conjunction with its
9 marketing campaign, would mislead reasonable consumers into believing that the
10 Products were made of only natural flavoring ingredients. Thus, Defendants either
11 knew the No Artificial Flavors Representation was misleading before they
12 marketed the Products to the Class, including Plaintiff, or Defendants would have
13 known that it was deceptive had Defendants complied with its statutory
14 obligations.

15 c. **Knowledge of Materiality.** Defendants knew or should have known that the No
16 Artificial Flavors Representation is material to consumers. *First*, manufacturers
17 and marketers, like Defendants, generally reserve the front primary display panel
18 of labels on consumer products for the most important and persuasive information,
19 which they believe will motivate consumers to buy the products. Here, the
20 conspicuousness of the No Artificial Flavors Representation on the Products’
21 labels demonstrate Defendants’ awareness of its importance to consumers and
22 Defendants’ understanding that consumers prefer and are motivated to buy
23 products that conform to the No Artificial Flavors Representation. *Second*,
24 manufacturers and marketers repeat marketing claims to emphasize and
25 characterize a brand or product line, shaping the consumers’ expectations, because
26 they believe those repeated messages will drive consumers to buy the Products.
27 Here, the constant, unwavering use of the No Artificial Flavors Representation on
28 the Products, advertisements, and throughout Defendants’ marketing campaign,
evidence Defendants’ awareness that the falsely advertised Product-attribute is
important to consumers. It also evidences Defendants’ intent to convince
consumers that the Products conform to the No Artificial Flavors Representation
and, ultimately, drive sales.

d. **Defendants Continued Deception, Despite Their Knowledge.** Defendants, as
the manufacturers and marketers of the Products, had exclusive control over the
No Artificial Flavors Representation’s inclusion on the Products’ labels, and
advertisements—i.e., Defendants readily and easily could have stopped using the
No Artificial Flavors Representation to sell the Products. However, despite
Defendants’ knowledge of the No Artificial Flavors Representation’s falsity, and
Defendants’ knowledge that consumers reasonably rely on the C No Artificial
Flavors Representation in deciding to buy the Products, Defendants deliberately
chose to market the Products with the No Artificial Flavors Representation thereby
misleading consumers into buying or otherwise overpaying for the Products. Thus,
Defendants knew, or should have known, at all relevant times, that the No
Artificial Flavors Representation misleads reasonable consumers, such as
Plaintiff, into buying the Products to attain the product-attributes that Defendants
falsely advertised and warranted. Indeed, notwithstanding Plaintiff’s demand to
Defendants to stop misleading consumers with the No Artificial Flavors
Representation, Defendants have continued to market the Products using the No
Artificial Flavors Representation.

1 36. By letter dated January 13, 2026, Plaintiff advised Defendants of their false and
2 misleading claims pursuant to California Civil Code Section 1782, subdivision (a) regarding
3 Defendants’ use of citric acid – an artificial flavoring ingredient. Plaintiff has provided Defendants
4 with notice of their violations of the CLRA pursuant to Civil Code § 1782(a).

5 ///

6 ///

7 **C. The Products Are Substantially Similar**

8 37. As described supra, Plaintiff purchased the BelliWelli “No Artificial Flavors” Peach
9 Mango Daily Fiber Supplement (the “Purchased Product”). The additional unpurchased products
10 are substantially similar to the Purchased Product.

- 11 a. **Defendants.** All Products are manufactured, sold, marketed, advertised, labeled, and
12 packaged by the Defendants.
- 13 b. **Brand.** All Products are sold under the BelliWelli brand name.
- 14 c. **Marketing Demographics.** All Products are marketed directly to consumers for
15 personal use.
- 16 d. **Purpose.** All Products are intended for the primary purpose of consumption.
- 17 e. **False Advertising Claims.** All Products contain the same No Artificial Flavors
18 Representation on the Products’ labeling and packaging. In addition, all Products
19 prominently display the No Artificial Flavors Representation on the front label in
20 order to focus the consumer’s attention on the No Artificial Flavors Representation.
- 21 f. **Key Ingredients.** All Products contain citric acid, an artificial flavoring ingredient.
- 22 g. **Misleading Effect.** The misleading effect of the No Artificial Flavors Representation
23 on consumers are the same for all Products—consumers are tricked into buying or
24 otherwise over-paying a premium for Products that are composed of no artificial
25 flavors, but they receive Products that, contrary to the Products’ labels, also contain
26 citric acid, an artificial flavoring ingredient.

27 **D. No Adequate Remedy at Law**

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38. **No Adequate Remedy at Law.** Plaintiff and members of the Class are entitled to equitable relief as no adequate remedy at law exists.

a. **Broader Statutes of Limitations.** The statutes of limitations for the causes of action pled herein vary. The limitations period is four years for claims brought under the UCL, which is one year longer than the statutes of limitations under the FAL and CLRA. In addition, the statutes of limitations vary for certain states’ laws for breach of warranty and unjust enrichment/restitution, between approximately 2 and 6 years. Thus, California Subclass members who purchased the Products more than 3 years prior to the filing of the complaint will be barred from recovery if equitable relief were not permitted under the UCL. Similarly, Nationwide Class members who purchased the Products prior to the furthest reach-back under the statute of limitations for breach of warranty, will be barred from recovery if equitable relief were not permitted for restitution/unjust enrichment.

b. **Broader Scope of Conduct.** In addition, the scope of actionable misconduct under the unfair prong of the UCL is broader than the other causes of action asserted herein. It includes, for example, Defendants’ overall unfair marketing scheme to promote and brand the Products with the No Artificial Flavors Representation, across a multitude of media platforms, including the Products’ labels, over a long period of time, in order to gain an unfair advantage over competitor products and to take advantage of consumers’ desire for products that comport with the No Artificial Flavors Representation. The UCL also creates a cause of action for violations of law (such as statutory or regulatory requirements and court orders related to similar representation and omission made on the type of products at issue). Thus, Plaintiff and Class members may be entitled to restitution under the UCL, while not entitled to damages under other causes of action asserted herein (e.g., the FAL requires actual or constructive knowledge of the falsity; the CLRA is limited to certain types of plaintiff (an individual who seeks or acquires, by purchase or lease, any goods or services for personal, family, or household purposes) and other statutorily enumerated conduct). Similarly, unjust enrichment/restitution is broader than breach of warranty. For example, in some states, breach of warranty may require privity of contract or pre-lawsuit notice, which are not typically required to establish unjust enrichment/restitution. Thus, Plaintiff and Class members may be entitled to recover under unjust enrichment/restitution, while not entitled to damages under breach of warranty, because they purchased the products from third-party retailers or did not provide adequate notice of a breach prior to the commencement of this action.

c. **Injunctive Relief to Cease Misconduct and Dispel Misperception.** Injunctive relief is appropriate on behalf of Plaintiff and members of the Class because Defendants continue to misrepresent the Products with the No Artificial Flavors Representation. Injunctive relief is necessary to prevent Defendants from continuing to engage in the unfair, fraudulent, and/or unlawful conduct described herein and to prevent future harm—none of which can be achieved through available legal remedies (such as monetary damages to compensate past harm). Further, injunctive relief, in the form of affirmative disclosures is necessary to dispel the public misperception about the Products that has resulted from years of Defendants’ unfair, fraudulent, and unlawful marketing efforts. Such disclosures would include, but are not limited to, publicly disseminated statements that the Products’ No Artificial Flavors Representation is not

1 true and providing accurate information about the Products’ true nature; and/or
2 requiring prominent qualifications and/or disclaimers on the Products’ front label
3 concerning the Products’ true nature. An injunction requiring affirmative disclosures
4 to dispel the public’s misperception and prevent the ongoing deception and repeat
5 purchases based thereon, is also not available through a legal remedy (such as
6 monetary damages). In addition, Plaintiff is *currently* unable to accurately quantify
7 the damages caused by Defendants’ future harm, because discovery and Plaintiff’s
8 investigation have not yet completed, rendering injunctive relief all the more
9 necessary. For example, because the court has not yet certified any class, the following
10 remains unknown: the scope of the class, the identities of its members, their respective
11 purchasing practices, prices of past/future Products’ sales, and quantities of
12 past/future Products’ sales.

- 13
- 14 d. **Public Injunction.** Further, because a “public injunction” is available under the UCL,
15 damages will not adequately “benefit the general public” in a manner equivalent to an
16 injunction.
- 17 e. **California vs. Nationwide Class Claims.** Violation of the UCL, FAL, and CLRA are
18 claims asserted on behalf of Plaintiff and the California Subclass against Defendant,
19 while breach of warranty and unjust enrichment/restitution are asserted on behalf of
20 Plaintiff and the Nationwide Class. Dismissal of farther-reaching claims, such as
21 restitution, would bar recovery for non-California members of the Class. In other
22 words, legal remedies available or adequate under the California-specific causes of
23 action (such as the UCL, FAL, and CLRA) have no impact on this Court’s jurisdiction
24 to award equitable relief under the remaining causes of action asserted on behalf of
25 non-California putative class members.

26 CLASS ALLEGATIONS

27 39. **Class Definition.** Plaintiff brings this action as a class action pursuant to Federal
28 Rules of Civil Procedure 23(b)(2) and 23(b)(3) on behalf of herself and all others similarly situated,
and as members of the Classes defined as follows:

All persons or entities that, within four years prior to the filing of this
Complaint through present, purchased the Products in the United States,
displaying the No Artificial Flavors Representation on the Products’
labels, for purposes other than resale (“**Nationwide Class**”); and

All persons or entities that, within four years prior to the filing of this
Complaint through present, purchased the Products in California,
displaying the No Artificial Flavors Representation on the Products’
labels, for purposes other than resale (“**California Subclass**”)

(“Nationwide Class” and “California Subclass,” collectively, “**Class**”).

40. **Class Definition Exclusions.** Excluded from the Class are: (i) Defendants, their
assigns, successors, and legal representatives; (ii) any entities in which Defendants have controlling
interests; (iii) federal, state, and/or local governments, including, but not limited to, their

1 departments, agencies, divisions, bureaus, boards, sections, groups, counsels, and/or subdivisions;
2 and (iv) any judicial officer presiding over this matter and person within the third degree of
3 consanguinity to such judicial officer.

4 41. **Reservation of Rights to Amend the Class Definition.** Plaintiff reserves the right to
5 amend or otherwise alter the class definitions presented to the Court at the appropriate time in
6 response to facts learned through discovery, legal arguments advanced by Defendants, or otherwise.

7 42. **Numerosity:** Members of the Class are so numerous that joinder of all members is
8 impracticable. Upon information and belief, the Nationwide Class consists of tens of thousands of
9 purchasers (if not more) dispersed throughout the United States, and the California Subclass
10 likewise consists of thousands of purchasers (if not more) dispersed throughout the State of
11 California. Accordingly, it would be impracticable to join all members of the Class before the Court.

12 43. **Common Questions Predominate:** There are numerous and substantial questions of
13 law or fact common to all members of the Class that predominate over any individual issues.

14 Included within the common questions of law or fact are:

- 15 a. Whether Defendants engaged in unlawful, unfair or deceptive business practices by
16 advertising and selling the Products;
- 17 b. Whether Defendants' conduct of advertising and selling the Products as being free
18 from artificial flavors, creating the reasonable assumption that the Products do not
19 contain any artificial flavoring ingredients, when the Products contain citric acid,
20 constitutes an unfair method of competition, or unfair or deceptive act or practice, in
21 violation of Civil Code section 1750, *et seq.*
- 22 c. Whether Defendants used deceptive representation in connection with the sale of the
23 Products in violation of Civil Code section 1750, *et seq.*;
- 24 d. Whether Defendants represented that the Products have characteristics or quantities
25 that they do not have in violation of Civil Code section 1750, *et seq.*;
- 26 e. Whether Defendants advertised the Products with intent not to sell it as advertised in
27 violation of Civil Code section 1750, *et seq.*;
- 28 f. Whether Defendants' labeling and advertising of the Products are untrue or
misleading in violation of Business and Professions Code section 17500, *et seq.*;
- g. Whether Defendants knew or by the exercise of reasonable care should have known
its labeling and advertising was and is untrue or misleading in violation of Business
and Professions Code section 17500, *et seq.*;

- 1 h. Whether Defendants’ conduct is an unfair business practice within the meaning of
- 2 Business and Professions Code section 17200, *et seq.*
- 3 i. Whether Defendants’ conduct is a fraudulent business practice within the meaning of
- 4 Business and Professions Code section 17200, *et seq.*
- 5 j. Whether Defendants’ conduct is an unlawful business practice within the meaning of
- 6 Business and Professions Code section 17200, *et seq.*;
- 7 k. Whether Plaintiff and the Class paid more money for the Products than they actually
- 8 received;
- 9 l. How much more money Plaintiff and the Class paid for the Products than they actually
- 10 received;
- 11 m. Whether Defendants’ conduct constitutes breach of warranty;
- 12 n. Whether Plaintiff and the Class are entitled to injunctive relief; and
- 13 o. Whether Defendants were unjustly enriched by its unlawful conduct.

14 44. **Typicality:** Plaintiff’s claims are typical of the claims of the Class Members she seeks

15 to represent because Plaintiff, like the Class Members, purchased Defendants’ misleading and

16 deceptive Products. Defendants’ unlawful, unfair and/or fraudulent actions concern the same

17 business practices described herein irrespective of where they occurred or were experienced.

18 Plaintiff and the Class sustained similar injuries arising out of Defendants’ conduct. Plaintiff’s and

19 Class Members’ claims arise from the same practices and course of conduct and are based on the

20 same legal theories.

21 45. **Adequacy:** Plaintiff is an adequate representative of the Class she seeks to represent

22 because her interests do not conflict with the interests of the Class Members Plaintiff seeks to

23 represent. Plaintiff will fairly and adequately protect Class Members’ interests and has retained

24 counsel experienced and competent in the prosecution of complex class actions, including complex

25 questions that arise in consumer protection litigation.

26 46. **Superiority and Substantial Benefit:** A class action is superior to other methods for

27 the fair and efficient adjudication of this controversy, since individual joinder of all members of the

28 Class is impracticable and no other group method of adjudication of all claims asserted herein is

more efficient and manageable for at least the following reasons:

- 1 a. The claims presented in this case predominate over any questions of law or fact, if
2 any exist at all, affecting any individual member of the Class;
- 3 b. Absent a Class, the members of the Class will continue to suffer damage and
4 Defendants' unlawful conduct will continue without remedy while Defendants profit
5 from and enjoy its ill-gotten gains;
- 6 c. Given the size of individual Class Members' claims, few, if any, Class Members could
7 afford to or would seek legal redress individually for the wrongs Defendants
8 committed against them, and absent Class Members have no substantial interest in
9 individually controlling the prosecution of individual actions;
- 10 d. When the liability of Defendants has been adjudicated, claims of all members of the
11 Class can be administered efficiently and/or determined uniformly by the Court; and
- 12 e. This action presents no difficulty that would impede its management by the Court as
13 a class action, which is the best available means by which Plaintiff and Class Members
14 can seek redress for the harm caused to them by Defendant.

15 47. **Inconsistent Rulings.** Because Plaintiff seeks relief for all members of the Class, the
16 prosecution of separate actions by individual members would create a risk of inconsistent or varying
17 adjudications with respect to individual members of the Class, which would establish incompatible
18 standards of conduct for Defendants.

19 48. **Injunctive/Equitable Relief.** The prerequisites to maintaining a class action for
20 injunctive or equitable relief pursuant to Fed. R. Civ. P. 23(b)(2) are met as Defendants have acted
21 or refused to act on grounds generally applicable to the Class, thereby making appropriate final
22 injunctive or equitable relief with respect to the Class as a whole.

23 49. **Manageability.** Plaintiff and Plaintiff's counsel are unaware of any difficulties that
24 are likely to be encountered in the management of this action that would preclude its maintenance
25 as a class action.

26 **COUNT ONE**

27 **Violation of California Unfair Competition Law**

28 **Cal. Bus. & Prof. Code §§ 17200, et seq.**

(On Behalf of the California Subclass)

50. **Incorporation by Reference.** Plaintiff re-alleges and incorporates by reference all
allegations contained in this complaint, as though fully set forth herein.

1 51. **California Subclass.** This cause of action is brought pursuant to Business and
2 Professions Code Section 17200, *et seq.*, on behalf of Plaintiff and a California Subclass who
3 purchased the Products within the applicable statute of limitations.

4 52. **The UCL.** California Business & Professions Code, sections 17200, *et seq.* (the
5 “UCL”) prohibits unfair competition and provides, in pertinent part, that “unfair competition shall
6 mean and include unlawful, unfair or fraudulent business practices and unfair, deceptive, untrue or
7 misleading advertising.”

8 53. **False Advertising Claims.** Defendants, in their labeling and advertising of the
9 Products, made false and misleading statements and fraudulent omissions regarding the quality and
10 characteristics of the Products—specifically, the No Artificial Flavors Representation (i.e., that the
11 Products contain no artificial flavors) — despite the fact the Products contain citric acid, a well-
12 documented artificial flavoring ingredient. Such claim and omission appear on the front labels of
13 the Products, which are sold at retail stores, point-of-purchase displays, and online.

14 54. **Defendants’ Deliberately False and Fraudulent Marketing Scheme.** Defendants
15 do not have any reasonable basis for the claims about the Products made in Defendants’ advertising
16 and on Defendants’ labeling because the Products contain citric acid, a well-documented artificial
17 flavoring agent. Defendants knew and know that the Products contain citric acid, yet Defendants
18 intentionally advertise and market the Products to cause reasonable consumers to believe that the
19 Products are free from artificial flavors.

20 55. **False Advertising Claims Cause Purchase of Products.** Defendants’ labeling and
21 advertising of the Products led to, and continue to lead to, reasonable consumers, including Plaintiff,
22 believing that the Products are free from artificial flavoring ingredients, to the exclusion of artificial
23 flavors.

24 56. **Injury In Fact.** Plaintiff and the California Subclass have suffered injury in fact and
25 have lost money or property as a result of and in reliance upon Defendants’ No Artificial Flavors
26 Representation—namely Plaintiff and the California Subclass lost the purchase price for the
27 Products they bought from Defendants.
28

1 57. **Conduct Violates the UCL.** Defendants’ conduct, as alleged herein, constitutes
2 unfair, unlawful, and fraudulent business practices pursuant to the UCL. The UCL prohibits unfair
3 competition and provides, in pertinent part, that “unfair competition shall mean and include
4 unlawful, unfair or fraudulent business practices and unfair, deceptive, untrue or misleading
5 advertising.” Cal. Bus & Prof. Code § 17200. In addition, Defendants’ use of various forms of
6 advertising media to advertise, call attention to, or give publicity to the sale of goods or merchandise
7 that are not as represented in any manner constitutes unfair competition, unfair, deceptive, untrue
8 or misleading advertising, and an unlawful business practice within the meaning of Business and
9 Professions Code Sections 17200 and 17531, which advertisements have deceived and are likely to
10 deceive the consuming public, in violation of Business and Professions Code Section 17200.

11 58. **No Reasonably Available Alternatives/Legitimate Business Interests.** Defendants
12 failed to avail themselves of reasonably available, lawful alternatives to further its legitimate
13 business interests.

14 59. **Business Practice.** All of the conduct alleged herein occurred and continues to occur
15 in Defendants’ business. Defendants’ wrongful conduct is part of a pattern, practice and/or
16 generalized course of conduct, which will continue on a daily basis until Defendants voluntarily
17 alter its conduct or Defendants are otherwise ordered to do so.

18 60. **Injunction.** Pursuant to Business and Professions Code Sections 17203 and 17535,
19 Plaintiff and the members of the California Subclass seek an order of this Court enjoining
20 Defendants from continuing to engage, use, or employ their practice of labeling and advertising the
21 sale and use of the Products. Likewise, Plaintiff and the members of the California Subclass seek
22 an order requiring Defendants to disclose such misrepresentation, and to preclude Defendants’
23 failure to disclose the existence and significance of said misrepresentation.

24 61. **Causation/Damages.** As a direct and proximate result of Defendants’ misconduct in
25 violation of the UCL, Plaintiff and members of the California Subclass were harmed in the amount
26 of the purchase price they paid for the Products. Further, Plaintiff and members of the California
27 Subclass have suffered and continue to suffer economic losses and other damages including, but not
28 limited to, the amounts paid for the Products, and any interest that would have accrued on those

1 for the Products, and receive products of lesser standards than what they reasonably expected to
2 receive. Consumers cannot avoid any of the injuries caused by Defendants’ deceptive labeling
3 and/or advertising of the Products. Accordingly, the injuries caused by Defendants’ deceptive
4 labeling and advertising outweigh any benefits.

5 65. **Balancing Test.** Some courts conduct a balancing test to decide if a challenged
6 activity amounts to unfair conduct under California Business and Professions Code Section 17200.
7 They “weigh the utility of the Defendants’ conduct against the gravity of the harm to the alleged
8 victim.” *Davis v. HSBC Bank Nevada, N.A.*, 691 F.3d 1152, 1169 (9th Cir. 2012).

9 66. **No Utility.** Here, Defendants’ conduct of labeling the Products as having “no artificial
10 [] flavors”—when the Products contain citric acid, has no utility and financially harms purchasers.
11 Thus, the utility of Defendants’ conduct is vastly outweighed by the gravity of harm.

12 67. **Legislative Declared Policy.** Some courts require that “unfairness must be tethered
13 to some legislative declared policy or proof of some actual or threatened impact on competition.”
14 *Lozano v. AT&T Wireless Servs. Inc.*, 504 F. 3d 718, 735 (9th Cir. 2007).

15 68. **Unfair Conduct.** Defendants’ labeling and advertising of the Products, as alleged
16 herein, is false, deceptive, misleading, and unreasonable, and constitutes unfair conduct. Defendants
17 knew or should have known of their unfair conduct. Defendants’ misrepresentation constitutes an
18 unfair business practice within the meaning of California Business and Professions Code Section
19 17200.

20 69. **Reasonably Available Alternatives.** There existed reasonably available alternatives
21 to further Defendants’ legitimate business interests, other than the conduct described herein.
22 Defendants could have refrained from labeling the Products with the No Artificial Flavors
23 Representation

24 70. **Defendants’ Wrongful Conduct.** All of the conduct alleged herein occurs and
25 continues to occur in Defendants’ business. Defendants’ wrongful conduct is part of a pattern or
26 generalized course of conduct repeated on thousands of occasions daily.

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1 83. **Additional Violations.** Defendants’ conduct in making the false representation
2 described herein constitutes a knowing failure to adopt policies in accordance with and/or adherence
3 to applicable laws, as set forth herein, all of which are binding upon and burdensome to its
4 competitors. This conduct engenders an unfair competitive advantage for Defendants, thereby
5 constituting an unfair, fraudulent and/or unlawful business practice under California Business &
6 Professions Code sections 17200-17208. Additionally, Defendants’ misrepresentation of material
7 facts, as set forth herein, violates California Civil Code sections 1572, 1573, 1709, 1710, 1711, and
8 1770, as well as the common law.

9 84. **Unlawful Conduct.** Defendants’ labeling and advertising of the Products, as alleged
10 herein, are false, deceptive, misleading, and unreasonable, and constitute unlawful conduct.
11 Defendants knew or should have known of its unlawful conduct.

12 85. **Reasonably Available Alternatives.** Defendants had reasonably available
13 alternatives to further their legitimate business interests, other than the conduct described herein.
14 Defendants could have refrained from labeling the Products with the No Artificial Flavors
15 Representation and/or omitting the use of artificial flavoring ingredients within the Products.

16 86. **Business Practice.** All of the conduct alleged herein occurs and continues to occur in
17 Defendants’ business. Defendants’ wrongful conduct is part of a pattern or generalized course of
18 conduct.

19 87. **Injunction.** Pursuant to Business and Professions Code Section 17203, Plaintiff and
20 the California Subclass seek an order of this Court enjoining Defendants from continuing to engage,
21 use, or employ their practice of false and deceptive advertising of the Products.

22 88. **Causation/Damages.** Plaintiff and the California Subclass have suffered injury in fact
23 and have lost money as a result of Defendants’ unfair conduct. Plaintiff and the California Subclass
24 paid an unwarranted premium for the Products. Specifically, Plaintiff and the California Subclass
25 paid for Products that were supposedly free from artificial flavors, but instead purchased Products
26 that contain citric acid – an artificial flavoring ingredient. Plaintiff and the California Subclass
27 would not have purchased the Products, or would have paid substantially less for the Products, if
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1 they had known that the Products’ advertising and labeling were deceptive. Accordingly, Plaintiff
2 seeks damages, restitution and/or disgorgement of ill-gotten gains pursuant to the UCL.

3 **COUNT TWO**

4 **Violation of California False Advertising Law**

5 **Cal. Bus. & Prof. Code §§ 17500, *et seq.***

6 ***(On Behalf of the California Subclass)***

7 89. **Incorporation by reference.** Plaintiff re-alleges and incorporates by reference all
8 allegations contained in this complaint, as though fully set forth herein.

9 90. **California Subclass.** Plaintiff brings this claim individually and on behalf of the
10 California Subclass who purchased the Products within the applicable statute of limitations.

11 91. **FAL Standard.** The False Advertising Law, codified at Cal. Bus. & Prof. Code
12 section 17500, *et seq.*, prohibits “unfair, deceptive, untrue or misleading advertising[.]”

13 92. **False & Material No Artificial Flavors Representation Disseminated to Public.**
14 Defendants violated section 17500 when they advertised and marketed the Products through the
15 unfair, deceptive, untrue, and misleading No Artificial Flavors Representation disseminated to the
16 public through the Products’ labeling, marketing, and advertising. This representation was false
17 because the Products do not conform to it. The representation was material because it is likely to
18 mislead a reasonable consumer into purchasing the Products.

19 93. **Knowledge.** In making and disseminating the representation alleged herein,
20 Defendants knew or should have known that the representation was untrue or misleading, and acted
21 in violation of § 17500.

22 94. **Intent to Sell.** Defendants’ No Artificial Flavors Representation was specifically
23 designed to induce reasonable consumers, like Plaintiff and the California Subclass, to purchase the
24 Products.

25 95. **Causation/Damages.** As a direct and proximate result of Defendants’ misconduct in
26 violation of the FAL, Plaintiff and members of the California Subclass were harmed in the amount
27 of the purchase price they paid for the Products. Further, Plaintiff and members of the Class have
28 suffered and continue to suffer economic losses and other damages including, but not limited to, the

1 99. **CLRA Standard.** The CLRA provides that “unfair methods of competition and unfair
2 or deceptive acts or practices undertaken by any person in a transaction intended to result or which
3 results in the sale or lease of goods or services to any consumer are unlawful.

4 100. **Goods/Services.** The Products are each a “good,” as defined by the CLRA in
5 California Civil Code §1761(a).

6 101. **Defendants.** Defendants are each a “person,” as defined by the CLRA in California
7 Civil Code §1761(c).

8 102. **Consumers.** Plaintiff and members of the California Subclass are “consumers,” as
9 defined by the CLRA in California Civil Code §1761(d).

10 103. **Transactions.** The purchase of the Products by Plaintiff and members of the
11 California Subclass are “transactions” as defined by the CLRA under California Civil Code §
12 1761(e).

13 104. **Violations of the CLRA.** Defendants violated the following sections of the CLRA by
14 selling the Products to Plaintiff and the California Subclass through the false, misleading, deceptive,
15 and fraudulent No Artificial Flavors Representation.

- 16 a. Section 1770(a)(5) by representing that the Products have “characteristics, . . . uses
17 [or] benefits . . . which [they] do not have.”
- 18 b. Section 1770(a)(7) by representing that the Products “[are] of a particular standard,
19 quality, or grade . . . [when] [they are] of another.”
- 20 c. Section 1770(a)(9) by advertising the Products “with [the] intent not to sell [them] as
21 advertised.”

22 105. **Knowledge.** Defendants’ uniform and material representation regarding the Products
23 were likely to deceive, and Defendants knew or should have known that their representation was
24 untrue and misleading.

25 106. **Malicious.** Defendants’ conduct is malicious, fraudulent, and wanton in that
26 Defendants intentionally misled and withheld material information from consumers, including
27 Plaintiff, to increase the sale of the Products.

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1 **107. Plaintiff Could Not Have Avoided Injury.** Plaintiff and members of the California
2 Subclass could not have reasonably avoided such injury. Plaintiff and members of the California
3 Subclass were unaware of the existence of the facts that Defendants suppressed and failed to
4 disclose, and Plaintiff and members of the California Subclass would not have purchased the
5 Products and/or would have purchased them on different terms had they known the truth.

6 **108. Causation/Reliance/Materiality.** Plaintiff and the California Subclass suffered harm
7 as a result of Defendants’ violations of the CLRA because they relied on the No Artificial Flavors
8 Representation in deciding to purchase the Products. The No Artificial Flavors Representation was
9 a substantial factor. The No Artificial Flavors Representation was material because a reasonable
10 consumer would consider it important in deciding whether to purchase the Products.

11 **109. Section 1782(d)—Prelitigation Demand/Notice.** Pursuant to California Civil Code,
12 section 1782, more than thirty days prior to the filing of this complaint, on or around January 13,
13 2026, Plaintiff’s counsel, acting on behalf all members of the Class, mailed a Demand Letter, via
14 U.S. certified mail, return receipt requested, addressed to Defendant Belli Welli Inc. at the following
15 addresses

- 16 a. 8605 Santa Monica Blvd, #55905, West Hollywood, CA 90069
- 17 b. 1325 J St STE 1550, Sacramento, CA 95814

18 **110. Causation/Damages.** As a direct and proximate result of Defendants’ misconduct in
19 violation of the CLRA, Plaintiff and members of the California Subclass were harmed in the amount
20 of the purchase price they paid for the Products. Further, Plaintiff and members of the Class have
21 suffered and continue to suffer economic losses and other damages including, but not limited to, the
22 amounts paid for the Products, and any interest that would have accrued on those monies, in an
23 amount to be proven at trial. Accordingly, Plaintiff seeks a monetary award for violation of this Act
24 in the form of damages, restitution, disgorgement of ill-gotten gains to compensate Plaintiff and the
25 California Subclass for said monies.

26 **111. Injunction.** Given that Defendants’ conduct violated California Civil Code section
27 1780, Plaintiff and members of the California Subclass are entitled to seek, and do hereby seek,
28 injunctive relief to put an end to Defendants’ violations of the CLRA and to dispel the public

1 manner described herein; that require Defendants to engage in an affirmative
2 advertising campaign to dispel the public misperception of the Products resulting from
3 Defendants' unlawful conduct; and/or that require Defendants to take all further and
4 just corrective action, consistent with applicable law and pursuant to only those causes
5 of action so permitted;

- 6 d. **Damages/Restitution/Disgorgement:** For an order awarding monetary
7 compensation in the form of damages, restitution, and/or disgorgement to Plaintiff
8 and the Class, consistent with applicable law and pursuant to only those causes of
9 action so permitted;
- 10 e. **Punitive Damages/Penalties:** For an order awarding punitive damages, statutory
11 penalties, and/or monetary fines, consistent with applicable law and pursuant to only
12 those causes of action so permitted;
- 13 f. **Attorneys' Fees & Costs:** For an order awarding attorneys' fees and costs, consistent
14 with applicable law and pursuant to only those causes of action so permitted;
- 15 g. **Pre/Post-Judgment Interest:** For an order awarding pre-judgment and post-
16 judgment interest, consistent with applicable law and pursuant to only those causes of
17 action so permitted; and
- 18 h. **All Just & Proper Relief:** For such other and further relief as the Court deems just
19 and proper.

20 **DEMAND FOR JURY TRIAL**

21 Plaintiff hereby demands a trial by jury on all issues and causes of action so triable.

22 DATED: March 30, 2026

23 **MALK & POGO LAW GROUP, LLP**

24 /s/ Valter Malkhasyan
25 Valter Malkhasyan, Esq.
26 Erik Pogosyan, Esq.

27 *Counsel for Plaintiff and the Proposed Class*