

***\*NEWS RELEASE\****

**HAIR GEL DISTRIBUTOR ORDERED TO PAY  
OVER \$238,000 DOLLARS IN CIVIL  
PENALTIES AND COSTS FOR MISLEADING  
ADVERTISING AND UNFAIR COMPETITION**

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FOR IMMEDIATE RELEASE

May 25, 2017

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Monterey County District Attorney Dean D. Flippo announced today that his office, along with the District Attorney of Riverside County, have settled a misleading advertising and unfair competition case filed in Riverside County Superior Court against Mexilink, a Texas based corporation.

Mexilink is the California distributor of the Wet Line Xtreme Reaction hair gel, which is manufactured in Mexico. The matter was referred to the Monterey and Riverside District Attorney offices after Weights and Measures inspectors in several counties found numerous instances where the Wet Line hair gel was being offered for sale in less quantity than stated on the product label. During the ensuing investigation, it was discovered that there was a design defect in the product container which led to evaporation. The manufacturer has made changes to the container and has represented the problem has been corrected.

Mexilink cooperated with the investigation. Without admitting liability, Mexilink agreed to pay \$238,851 in civil penalties and costs. The terms of the settlement also provides for a permanent injunction. Veronica Arroyo and Joe Woodbury are the local Weight and Measures inspectors who uncovered the violations in Monterey County.

The District Attorney's Office brings actions such as these to ensure that businesses comply with their legal responsibilities to protect consumers.