

*** NEWS RELEASE ***

CALIFORNIA FOOD, DRUG, AND MEDICAL DEVICE TASK FORCE REACHES SETTLEMENT WITH GOOP, INC. OVER UNSUBSTANTIATED MARKETING CLAIMS

FOR IMMEDIATE RELEASE

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Monterey County District Attorney Dean D. Flippo announced today that the Monterey County District Attorney's Office, as a member of the California Food, Drug, and Medical Device Task Force, which also includes Alameda, Marin, Napa, Orange, Santa Clara, Santa Cruz, Shasta, Solano, and Sonoma Counties, announced today a settlement in a consumer protection action against Goop, Inc. ("Goop"). Goop sells a variety of items on its website including vitamins and dietary supplements.

The action was filed in Napa County Superior Court. The complaint alleges that Goop made unsubstantiated representations regarding the effects or attributes of three products—the Jade Egg, Rose Quartz Egg, and Inner Judge Flower Essence Blend—that were not supported by competent and reliable scientific evidence. Goop advertised that the Jade and Rose Quartz eggs could balance hormones, regulate menstrual cycles, prevent uterine prolapse, and increase bladder control. Goop advertised that the Inner Judge Flower Essence Blend could help prevent depression. Goop was unable to produce reliable scientific evidence for these claims.

Under the terms of the stipulated judgment, Goop agreed to pay \$145,000 in civil penalties, an amount that corresponds to the relatively low number of these products sold in California, and is enjoined from making any claims regarding the efficacy or effects of any of its products without possessing competent and reliable scientific evidences that substantiates its claims, and from manufacturing or selling any misbranded, unapproved, or falsely-advertised medical devices.

District Attorney Dean D. Flippo said, "My foremost concern is the health and safety of the citizens of Monterey County, especially those who are vulnerable due to the very ailments these products claim to help. This is just one of the many cases my office has recently settled in the dietary supplement and medical device arena in what we consider an ongoing campaign to hold companies that mislead Monterey consumers accountable. California consumers are entitled to protection from false, unsubstantiated, and potentially harmful advertising, and this lawsuit and settlement promotes that objective

Goop has offered to refund the full purchase price to any consumer who purchased the Jade Egg, Rose Quartz Egg, and/or Inner Judge Flower Essence Blend on or between January 12, 2017 and August 31, 2017 and who requests a refund. Requests for refunds can be made by emailing or calling Goop customer service at customerservice@goop.com or 1-844-WTF-GOOP.

Goop and its counsel worked cooperatively with prosecutors throughout the settlement process.