



OFFICE OF THE
DISTRICT ATTORNEY
COUNTY OF SHASTA

Stephen S. Carlton
District Attorney

**L'OREAL SETTLES CONSUMER PROTECTION CASE FOR \$509,700.00
FOR ALLEGED LABELING AND PACKAGING VIOLATIONS**

March 21, 2013
FOR IMMEDIATE RELEASE
Deputy District Attorney: Anand "Lucky" Jesrani
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Shasta County District Attorney Stephen S. Carlton announced today that his office joined with the District Attorneys of: Fresno County, Sacramento County, and Los Angeles County, to settle a consumer protection case filed against L'Oreal USA S/D., Inc.

The initial investigation arose out of Fresno and Sacramento County inspections of L'Oreal packaging where Investigators found that the packaging contained excessive non-functional "slack fill" in violation of California law. The investigation broadened, and the prosecutors from the above counties joined forces to undertake legal action to eradicate the problem, with the complaint being filed in Fresno County Superior Court.

Retail packaging which contains false walls, false bottoms, or excessive amounts of non-functional "slack fill" violate California law because they are inherently deceptive to prospective buyers, by possibly misleading the customer into thinking they are receiving more for their money.

Under the terms of the settlement, without admitting any wrongdoing, L'Oreal agreed to change their packaging to comply with the law. In addition, L'Oreal, agreed to pay \$509,700.00 in civil penalties and costs.

The Department of Weights and Measures routinely monitors local businesses and investigates products to ensure compliance with state law. By agreement, the District Attorney's Office returns this money to the county's general fund. The District Attorney's Office brings actions such as this, to ensure that local and national businesses comply with their responsibilities under the law.

The counties involved will equally split the civil penalties paid by L'Oreal. This means that Shasta County will receive approximately \$125,000.00.

In Shasta County, the case was prosecuted by Deputy District Attorney Anand "Lucky" Jesrani of the Consumer Protection Unit of the District Attorney's Office. The Consumer Protection Unit exists to help consumers with problems they may have with services provided by local businesses or individuals.

For more information about the prosecution, contact District Attorney Stephen S. Carlton or Deputy District Attorney Anand "Lucky" Jesrani at 245-6310.