



OFFICE OF THE
DISTRICT ATTORNEY
COUNTY OF SHASTA
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PRESS RELEASE

“MY PILLOW AGREES TO SETTLEMENT IN CONSUMER PROTECTION CASE”

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FOR IMMEDIATE RELEASE

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The Shasta County District Attorney’s Office announced today that it, along with nine other counties, has reached a settlement with My Pillow, Inc. (“My Pillow”) as part of a multi-jurisdictional consumer protection case. My Pillow is a company that manufactures and sells pillow and bedding products. The case was brought by the California Food, Drug, and Medical Device Task Force, which is made up of the following ten District Attorneys’ Offices: Shasta, Alameda, Marin, Monterey, Napa, Orange, Santa Clara, Santa Cruz, Solano, and Sonoma Counties. The Task Force prosecutes multi-jurisdictional actions involving product safety and labeling of food, drug, and medical devices. The matter was handled locally by Senior Deputy District Attorney Anand “Lucky” Jesrani.

The case, which was filed in Alameda County Superior Court, alleges that My Pillow made representations regarding the effects or attributes of its products that were not supported by competent and reliable scientific evidence. These included claims by My Pillow that its products could mitigate the effects of medical conditions such as fibromyalgia, insomnia, migraine headaches, TMJ, and restless leg syndrome. The complaint further states that My Pillow advertised itself as the “Official Bed Pillow” of the National Sleep Foundation, allegedly without disclosing that a material financial connection existed between My Pillow and the National Sleep Foundation.

The settlement terms prohibit My Pillow from: (1) making any claims regarding the efficacy or effects of any of its products without possessing competent and reliable scientific evidence that substantiates the claims; (2) manufacturing or selling any misbranded or falsely advertised medical devices; and (3) advertising that any of its products are the “official” products of a non-profit organization devoted to the study of sleep conditions.

My Pillow agreed to pay \$995,000 in civil penalties, which will be shared between the ten offices that make up the Task Force for use in enforcement of consumer protection laws. The District Attorney’s Office also secured as part of the judgment, an agreement by My Pillow to make a \$10,000 contribution to One SAFE Place, as it is a non-profit that provides sleeping accommodations to victims of domestic violence.

Chief Deputy District Attorney Stephanie Bridgett said of the settlement, “We are committed to bringing consumer protection cases when businesses make false or misleading claims about their products. Our office is especially pleased that as part of this settlement, a contribution is being made to One SAFE Place for the valuable services they provide to our community”

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