

Two Consumer Class Actions Settle for (Mostly) Nominal Amounts Per Plaintiff

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Two recent false advertising class action settlements illustrate some of the myriad ways to structure settlements, and also reflect the real risks of these lawsuits when early-stage efforts to dismiss them are unsuccessful. In *Reid et al. v. Unilever United States, Inc.*, No. 12-C-06058 (E.D. Ill.), plaintiffs sought to recover from economic and personal injuries allegedly caused by defendant's 30 Day Smoothing Kit. Plaintiffs alleged that the defendant fraudulently marketed the product as a Keratin-based "smoothing conditioner," that contained no formaldehyde, and provided temporary effects that would only last "up to 30 days," and thus misled consumers to believe the product was a safe, natural conditioning treatment when, in reality, the product caused plaintiffs to suffer chemical burns and major hair loss... [Continue Reading](#)

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