

# IntenseX False Advertising Claims Lack Power and Performance

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Last month, in *Kanfer v. Pharmacare US, Inc.*, U.S. District Judge Marilyn Huff of the Southern District of California dismissed on what were essentially puffery grounds a consumer suit styled as a class action alleging that defendant PharmaCare falsely advertised its nutritional supplement, IntenseX, as an aphrodisiac that “would improve . . . sexual power and performance.” This decision contrasts with [another decision we covered two years ago](#) in which a judge in the Central District of California held that claims for a sex enhancement pill were not mere puffery... [Continue Reading](#)

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