



1 **PARTIES**

2 2. Plaintiff California is represented in this lawsuit by AG Brown.

3 3. As Attorney General of California, under Business & Professions Code section  
4 16754, *inter alia*, AG Brown is empowered to initiate and to litigate lawsuits in California  
5 superior courts for violations of the Cartwright Act (Bus. & Prof. Code § 16720 et seq.).

6 4. As Attorney General of California, under Business & Professions Code section  
7 17204, *inter alia*, AG Brown is empowered to initiate and to litigate lawsuits in courts of  
8 competent jurisdiction for violations of the UCL (Bus. & Prof. Code § 17200 et seq.).

9 5. Defendant DermaQuest is a California corporation, with its physical headquarters  
10 located in Hayward.

11 **JURISDICTION AND VENUE**

12 6. This Court has original jurisdiction over this matter pursuant to the California  
13 Constitution, article VI, section 10, and Business & Professions Code sections 16750, 16754,  
14 16754.5, 17203, 17204, and 17206.

15 7. This Court has personal jurisdiction over DermaQuest, because DermaQuest  
16 resides in Alameda County, and DermaQuest's physical headquarters (and sole offices) are  
17 located in this County.

18 8. Venue is proper in Alameda County under Business & Professions Code section  
19 16754 because the offenses complained of were committed in this County, DermaQuest resides in  
20 this County, and DermaQuest does business in this County.

21 **FACTUAL ALLEGATIONS**

22 9. DermaQuest makes, packages, and markets a line of human beauty-care products,  
23 of the type sometimes called cosmeceuticals, under the brand name DERMAQUEST and other  
24 brand names, such as DERMALASH, often including the term "derma."

25 10. Since 2007, DermaQuest has entered into a total of eight written contracts, entitled  
26 either "Distribution Agreement" or "Resale Agreement," with third-party companies that  
27 distribute and/or sell, retail to the public, DermaQuest products, where such contracts contained  
28 resale price maintenance components, as described further immediately below.



**PRAYER FOR RELIEF**

California prays for judgment against DermaQuest including the following relief:

1. That the Court declare that DermaQuest's above-described conduct constitutes per se illegal vertical price-fixing under the Cartwright Act, Business & Professions Code section 16720 et seq.

2. That the Court declare that DermaQuest's above-described conduct constitutes unfair competition under the UCL, Business & Professions Code section 17200 et seq.

3. That, under Business & Professions Code sections 16750 and/or 16754.5, the Court immediately enter a permanent injunction against further participation in vertical price-fixing by DermaQuest and its successors, assigns, agents, employees, representatives, and all entities or persons acting in concert with them.

4. That, under Business & Professions Code section 17203 the Court immediately enter a permanent injunction against further engaging in acts of unfair competition, including vertical price-fixing, by DermaQuest and its successors, assigns, agents, employees, representatives, and all entities or persons acting in concert with them.

5. That, under Business & Professions Code section 17206, the Court assess a \$2,500 civil penalty against DermaQuest for each violation of the UCL, Business & Professions Code section 17200 et seq.

6. That, under Business & Professions Code sections 16750, the Court order DermaQuest to reimburse California for the reasonable attorney fees and costs accrued by California in investigating this matter and pursuing this lawsuit.

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1           7.       That the Court grant such other legal and equitable relief as the Court deems just  
2 and proper.

3 Dated: February 2, 2010

Respectfully Submitted,

EDMUND G. BROWN JR.  
Attorney General of California

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8 JONATHAN M. EISENBERG  
9 Deputy Attorney General  
10 *Attorneys for Plaintiff*  
11 THE PEOPLE OF THE STATE OF  
12 CALIFORNIA

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