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**UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY
NEWARK VICINAGE**

James Crosby,
Plaintiff,

Civil Action No:

vs.

COMPLAINT AND JURY DEMAND

Cenegenics Elite Health, Inc.
John Does (1-10), Jane Does (1-10),
ABC Corporation (1-10),

Defendants.

Plaintiff James Crosby residing at Township of Nutley, County of Essex, State of New Jersey, complaining of Defendant Cenegenics Elite Health, Inc. as follows:

JURISDICTION AND VENUE

1. This court has jurisdiction under 28 U.S.C. section 1332 because there is diversity of citizenship and the amount in controversy is greater than \$75,000.00.
2. Venue is proper under 28 U.S.C. section 1391(b)(1) in the United States District of New Jersey because defendants' activities transpired in this district and under 28 U.S.C.

section 1391(b)(2) because a substantial part of the events or omissions giving rise to the claim(s) occurred in this district.

PARTIES

1. At all relevant times Defendant Cenegenics Elite Health, Inc. (hereinafter "CEH") was a corporation organized and existing under the laws of the State of New York with its principal place of business located at 40 Wall Street, 55th Floor, New York, State of New York.
2. Defendants John Does (1-10), Jane Does (1-10), ABC Corp (1-10), were agents, employees, representatives, servants of Defendant CEH.

(FACTS COMMON TO ALL COUNTS)

1. Upon information and belief, on or about March 19, 2015, Plaintiff James Crosby, hereinafter "JC" signed an agreement with Defendant CEH for medical treatment intended to enhance quality of life by improving health, vigor and vitality through the administration of hormone replacement therapy and/or nutritional supplements designed to alter hormone levels.
2. Upon information and belief, Defendant CEH is the business of manufacturing, preparing and/or selling nutritional supplements to consumers. Upon information and belief, Defendant CEH advertises its products to consumers in the State of New Jersey through various forms of media including, but not limited to, newspaper advertisements, internet web sites, advertising circulars.
3. Upon information and belief, Plaintiff JC paid approximately \$2,500.00 to Defendant CEH for its medical treatment.

4. Upon information and belief, Defendant CEH placed Plaintiff JC on a medical Cenegenic Program. Defendant CEH represented to Plaintiff that its nutritional supplements would improve Plaintiff's health, vitality, strength/muscle development, sex drive, improve his physique, improve his weight.
5. Upon information and belief, Plaintiff JC consumed the nutritional supplements provided by Defendant CEH.
6. Upon information and belief, in or about October 2015, Plaintiff JC sustained severe side effects such as rapid hair loss, testicular shrinkage, breast swelling, impotence, bloated stomach as a result of consuming Defendant CEH's products.
7. Upon information and belief, Defendant CEH did not inform Plaintiff JC about the potential side effects of impotence, rapid hair loss and stomach bloating. Prior to taking the products, Plaintiff JC wore long braids for several years. After taking Defendant JEH's products, Plaintiff lost most of his hair in approximately 6 months which appears to be irreversible without additional expensive medical treatment
8. Upon information and belief, Plaintiff JC's injuries contributed to the demise of his marriage because his wife lost interest in Plaintiff, pain and suffering, embarrassment and humiliation. Plaintiff has resorted to having to join Hair Club in an attempt to re-grow his hair.

COUNT ONE
(NEGLIGENCE)

1. Defendant CEH negligently provided false representations to Plaintiff that its products would improve Plaintiff's health, vitality, strength/muscle development, increase sex drive, improve his physique, and improve his weight.
2. Plaintiff JC relied on Defendant CEH's misrepresentations.
3. Defendant CEH did not disclose the risks of permanent hair loss and stomach bloating. Plaintiff was not given informed consent about Defendant CEH's products and program.
4. Defendant CEH's conduct proximately caused damages to Plaintiff such as pain and suffering, hair loss, stomach bloating and marital problems.

WHEREFORE, plaintiff requests judgment against all defendants as follows:

1. For compensatory damages
2. Punitive damages
3. Pain and suffering
4. Attorney fees and costs, plus interest
5. For such other and further relief as the Court deems proper.

COUNT TWO

(VIOLATION OF NEW JERSEY FOOD and DRUG ACT N.J.S.A. 24:1-1, et seq.)

1. Upon information and belief, Defendant CEH is the business of manufacturing, preparing and/or selling nutritional supplements to consumers that were unwholesome.

2. As a direct and proximate cause of the conduct of the defendant(s), the plaintiff sustained damages and the Defendant CEH's conduct violated the New Jersey Food and Drug Act N.J.S.A. 24:1-1 et seq. which proximately caused Plaintiff's damages.

WHEREFORE, plaintiff requests judgment against all defendants as follows:

1. For compensatory damages
2. Punitive damages
3. Pain and suffering
4. Attorney fees and costs, plus interest
5. For such other and further relief as the Court deems proper.

COUNT THREE

(VIOLATION OF THE NEW JERSEY CONSUMER FRAUD N.J.S.A. 56:8-1 et seq.)

1. Plaintiff contends that Defendant CEH knowingly concealed and/or suppressed and/or omitted material facts (e.g. risks would be hair loss, bloated stomach), with the intent that Plaintiff would rely in connection with the sale, advertisement of the CEH products.
2. The New Jersey Consumer Fraud Act prohibits the act, use or employment by any person of any unconscionable commercial practice, deception, fraud, false pretense, false promise, misrepresentation, or the knowing concealment, suppression or omission of any material fact with the intent that others rely upon such concealment, suppression or omission, in connection with the sale or advertisement of any merchandise..
3. Upon information and belief, Defendant through its owners, officers, directors, shareholders, founders, managers, agents, servants, employees, representatives, and/or independent contractors have advertised its products in the State of New Jersey and elsewhere.

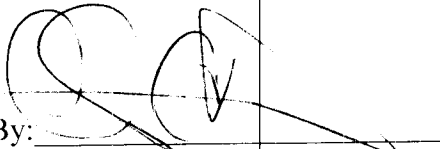
4. Upon information and belief, Defendant through its owners, officers, directors, shareholders, founders, managers, agents, servants, employees, representatives, and/or independent contractors have engaged in the use of unconscionable commercial practices, false promises, misrepresentations and the knowing omission of material facts.
5. Defendant CEH's conduct in violation of the Consumer Fraud Act includes, but not limited to the following acts:
 - a. Charging Plaintiff \$2,500.00 for products that had a detrimental impact on Plaintiff's physical health;
 - b. Failing to inform Plaintiff of the risks of the side effects that Plaintiff actually suffered such as the permanent hair loss;
 - c. Advertising that its products can improve the quality of life for consumers;
 - d. Making false promises and/or misrepresentations to Plaintiff that its products could improve his health and quality of life.
6. Each act constitutes as a violation of the Consumer Fraud Act, N.J.S.A. 56:8-2.

WHEREFORE, plaintiff requests judgment against all defendants as follows:

1. For compensatory damages
2. Punitive damages
3. Pain and suffering
4. Attorney fees and costs, plus interest
5. For such other and further relief as the Court deems proper.

DEMAND FOR A JURY TRIAL

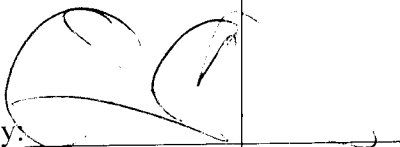
Plaintiff demands a trial by jury on all issues.

By: 
Christopher C. Roberts, Esq.
7 Glenwood Avenue, Suite 401
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(973)-673-0600

Dated: 3/15/17

DESIGNATION OF TRIAL COUNSEL

Christopher C. Roberts, Esq. is hereby designated as trial counsel.

By: 
Christopher C. Roberts, Esq.

Dated: 3/15/17