

IN THE COURT, SEVENTEENTH JUDICIAL CIRCUIT,  
IN AND FOR BROWARD COUNTY, FLORIDA

CASE NO.:  
DIVISION:

WENDY WEISS,

Plaintiff,

vs.

CLASS REPRESENTATION

GODDESS DETOX, INC.,

Defendant.

---

**CLASS ACTION COMPLAINT**

Plaintiff, WENDY WEISS, individually, and on behalf of all others similarly situated in Florida, by and through her undersigned counsel, hereby files this Class Action Complaint, against Defendant, GODDESS DETOX, INC. ("Goddess" or "Defendant"), and in support thereof alleges as follows:

**I. PARTIES, JURISDICTION AND VENUE**

1. This is a class action for damages pursuant to Florida Rule of Civil Procedure 1.220(b) in excess of Thirty Thousand Dollars (\$30,000.00) exclusive of interest, costs and attorney's fees.

2. Plaintiff is an individual consumer over the age of eighteen, who resides in Broward County Florida. Plaintiff seeks injunctive relief and damages on behalf of Plaintiff and the Class, and respectfully requests a jury trial on damage claims.

3. Defendant is a foreign for profit corporation with its principal place of business in Atlanta, Georgia which at all times material hereto conducted

business in Florida, maintained agents for the customary transaction of business in Florida, and conducted substantial and not isolated business activity within this state.

4. Jurisdiction in this Court is proper pursuant to Section 26.012 and Section 86.001, 86.021, 86.051, 86.101, *Florida Statutes*. This Court has jurisdiction over Defendant because the Defendant has sufficient contacts with the State of Florida, Broward County, and it intentionally availed itself of the consumers or markets within the State of Florida, and more specifically, Broward County. The acts complained of herein occurred in Broward County, in the State of Florida. Plaintiffs seek declaratory and injunctive relief, along with civil damages.

5. Venue for this action properly lies in Broward County, Florida, pursuant to the provisions of Section 47.051, Fla. Stat. and Chapter 501.207 et seq. Fla. Stat. because Defendant transacts business in Broward County, Florida and the transactions out of which this action arose occurred in Broward County, Florida.

6. There is not federal jurisdiction of this Action under the Class Action Fairness Act of 2005 (“CAFA”), Pub. L. No. 109-2, 119 Stat. 4 (2005), which explicitly provides for the original jurisdiction of the Federal Courts of any class action in which any member of the plaintiff class is a citizen of a state different from any Defendant, and in which the matter in controversy exceeds in the aggregate the sum of \$5,000,000.00, exclusive of interest and costs. The issue at hand does not exceed this requisite amount.

## **II. FACTUAL ALLEGATIONS**

7. On or about October 22, 2019, Plaintiff purchased Goddess Vaginal Detox Pearls (hereinafter the “Product”) from the Defendant’s website, GoddessDetox.org (“Defendant’s Website”). A copy of the shipping label is attached hereto as **Exhibit “A.”**

8. The Product is sold to consumers, like Plaintiff, from Defendant’s website.

9. The Product had not been altered between manufacture and point of sale. Photographs of the Product label are attached hereto as **Exhibit “B.”**

10. The Product Display Panel (PDP) markets the Product as a “Holistic Herbal Vaginal Cleanse” and “Self-Love Inspired Womb Care for Every Woman.” See Exhibit “B.”

11. The Product contains 2 “Goddess Vaginal Detox Pearls,” 2 applicators, and instructions. See Exhibit “B.”

12. Defendant’s website, from which Plaintiff purchased the Product, contains various statements regarding the Product, some of which are set forth below<sup>1</sup>:

- a. The Product is an “all natural herbal vaginal supposit[ory].”
- b. The herbs in the Product promote overall womb and vaginal health.

---

<sup>1</sup> Screenshots from Defendant’s website are attached hereto as **Exhibit “C”**

- c. The herbs work to aid in overall womb health and cleaning by working with the body to expel contents that may be working against the overall health of the womb and vaginal area.
- d. Typically when the herbs are used in a vaginal steam it encourages the natural shedding of the uterus, allowing old matter to be removed and new energy to flow into the uterus.
- e. Although the vagina is self-cleaning, this function is only done well when in optimal health.
- f. Many women are not in their most optimal health.
- g. If women were in optimal health many would not experience yeast infections, fibroids, infertility, cysts, bacterial vaginosis and more.
- h. The benefits of the Product are (among others listed): (1) removing old matter from the vagina and uterus; (2) encouraging blood flow and energy movement in the uterus; (3) increase in vaginal wetness and tightness; (4) promoting fertility; (5) detoxing a consumer's ex; (6) regulating menstrual cycles; (7) decreasing menstrual cycle pain; and (8) libido increase.

13. The Product does not have FDA approval and upon information and belief was not submitted to the FDA in any fashion prior to Defendant marketing the Product on its website and offering to sell the Product to Florida consumers, including Plaintiff.

14. The two "herbal suppositories" are intended to be inserted vaginally through the plastic applicators provided within the Product's packaging.



15. The representations contained on the Product cause consumers to expect that if the consumer is purchasing the Product that she is purchasing a safe Product that will provide the benefits promised, including: (1) removing old matter from the vagina and uterus; (2) encouraging blood flow and energy movement in the uterus; (3) increase in vaginal wetness and tightness; (4) promoting fertility; (5) detoxing a consumer's ex; (6) regulating menstrual cycles; (7) decreasing menstrual cycle pain; and (8) libido increase.

16. The Product's labeling, marketing, and advertising contained on the packaging and on Defendant's website are false, deceptive and misleading because the Product is not safe and because the Product cannot provide the claimed benefits.

17. First, Defendant falsely and deceptively advertises and markets its Product as treating infertility. Products marketed to treat infertility are considered drugs under the Food, Drug, and Cosmetic Act and may only be legally marketed if FDA approved. See <https://www.fda.gov/inspections-compliance-enforcement-and-criminal-investigations/warning-letters/celloxess-llc-07222016>.

18. Second, the marketing and advertising of the Product is false, deceptive, and misleading because the Product is not safe and contains at least one (1) ingredient that has been recognized as toxic.

19. One of the ingredients in the Product is borneal.

20. In 2002, Health Canada issued a warning over a Chinese medicine containing borneolum syntheticum, a synthetic version of borneol, both of which are toxic.

21. Lastly, the Product is marketed and advertised as providing solutions to problems that do not exist and further the Product exposes consumers, including Plaintiff, to the risk of significant bodily harm.

22. Jennifer Gunter, M.D., an obstetrician-gynecologist in California, examined the Product and stated women do not need to detox anything in their reproductive tract, and that the liver and kidneys take care of this. A summary of her opinions is attached hereto as Exhibit “D.”

23. Dr. Jen Gunter also explained that not only does the “detoxing” promised by the Product not work, it could also be harmful. *Id.* When caustic substances are added, the mucus layer of the vagina the cells and its good bacteria, which keep bad bacteria out, can be damaged. If you strip those off and then you have intercourse with a penis, or even fingers, and then you rub, a woman is more likely going to get little breaks in the skin, and those breaks are how bacteria and viruses, like HIV, can enter the body. *Id.*

24. Dr Gunter stated the vagina is a self-cleaning oven, and a marvel of evolution how the cells turn over, how the good bacteria keeps everything in place. *Id.* Therefore the Product cannot solve the problems it claims to solve, like needing to shed old matter from the vagina and uterus, because this problem does not exist.

25. The Product’s labeling, marketing, and advertising, as outlined and explained above, contain representations which are misleading and deceptive and that are likely to mislead a consumer acting reasonably in the circumstances to her detriment by purchasing a Product the consumer would reasonably believe

to be safe and to provide the promised benefits, including (1) removing old matter from the vagina and uterus; (2) encouraging blood flow and energy movement in the uterus; (3) increase in vaginal wetness and tightness; (4) promoting fertility; (5) detoxing a consumer's ex; (6) regulating menstrual cycles; (7) decreasing menstrual cycle pain; and (8) libido increase..

26. In reliance on the Product label, marketing, and advertising, the Plaintiff, a consumer, reasonably believed she was purchasing a safe product providing these benefits.

27. Plaintiff paid a premium for such a product as the Product cost more than other similar products not labeled, marketed, and advertised safely providing these benefits and Plaintiff sustained actual damages in the amount of the purchase price of the Product as she would not have purchased the Product if she knew it did not safely provide these benefits.

28. The Product's representations, as outlined and explained above, which are uniformly, consistently and prominently displayed on the Product's marketing and advertising, are untrue, misleading and deceive the public.

29. Plaintiff is aggrieved by the deceptively labeled and marketed Product as she relied on the misleading and deceptive marketing and advertising and she was deprived of the benefit of the bargain she reasonably anticipated from the Product's marketing and advertising, specifically, she was deprived of the benefit she paid for a Product marketed and advertised as safely providing the promised benefits, including (1) removing old matter from the vagina and uterus; (2) encouraging blood flow and energy movement in the uterus; (3)



increase in vaginal wetness and tightness; (4) promoting fertility; (5) detoxing a consumer's ex; (6) regulating menstrual cycles; (7) decreasing menstrual cycle pain; and (8) libido increase.

30. Reasonable consumers, such as the Plaintiff, will continue to be aggrieved by the deceptive and misleading marketing and advertising of the Product as reasonable consumers will continue to make the plausible connection that they are purchasing a Product that will safely provide the promised benefits.

31. Defendant unlawfully marketed, advertised, sold, and distributed the Product to Florida purchasers.

32. Defendant sold the Product at a premium price, above other similar products in the marketplace that do not claim to safely provide the promised benefits.

33. Defendant's false and misleading representations and omissions deceive Florida consumers for the reasons previously alleged, above.

34. Plaintiff has performed all conditions precedent to bringing this Action.

35. As an immediate, direct, and proximate result of Defendant's false, misleading, and deceptive representations, Defendant injured Plaintiff and the other Class members in that Plaintiff and other Class members:

- a. paid a sum of money for the Products that was not as represented;
- b. paid a premium price for the Products that was not as represented;
- c. were deprived the benefit of the bargain because the Products they purchased was different than what Defendant warranted;



- d. were deprived the benefit of the bargain because the Products they purchased had less value than what was represented by Defendant;
- e. did not receive a Products that measured up to their expectations as created by Defendant;
- f. purchased a Product that was other than what was represented by Defendant;
- g. purchased a Product that Plaintiff and the other members of the Class did not expect or consent to;
- h. purchased a Product that was of a lower quality than what Defendant promised;
- i. were denied the benefit of knowing what they purchased.

36. Had Defendant not made the false, misleading, and deceptive representations and omissions, Plaintiff and the other Class members would not have been economically injured because Plaintiff and the other Class members would not have purchased the Product.

37. Accordingly, Plaintiff and the other Class members have suffered injury in fact and lost money or property as a result of Defendant's wrongful conduct.

38. Plaintiff and the other Class members did not obtain the full value of the advertised Product due to Defendant's misrepresentations and omissions.

39. Plaintiff and the other Class members purchased, purchased more of, or paid more for the Product than they would have done had they known the truth about the Product.

### **ANTICIPATED DEFENSE**

40. In anticipation of a defense that may be raised by Defendant, and only in response to that anticipated defense, Plaintiff pleads that in addition to violating Florida consumer protection laws, the Product also fails to comply with applicable federal law and Food and Drug Administration regulations regarding medical devices. Pursuant to Section 201(h) the Product, which is intended to be vaginally inserted through an applicator for the alleged intended purpose of treating various conditions is a medical device, as reinforced by the fact that simple tampon applicators have long been classified as a medical device. At a minimum the Product should have been submitted to the FDA through a Premarket Notification under Section 501(k) before it could be legally marketed, but Defendant did not submit the Product to the FDA and did not receive FDA approval. In addition, as explained above, the Product is being illegally sold and marketed with claims to treat fertility without FDA approval. The failure to follow these federal laws and regulations render preemption preemption unavailable as a defense.

### **V. CLASS ALLEGATIONS**

41. Plaintiff re-alleges and incorporates by reference the allegations set forth in each of the preceding paragraphs of this *Class Action Complaint* as if fully set forth herein.

42. Pursuant to Rule 1.220, *Florida Rules of Civil Procedure*, Plaintiff

brings this class action and seeks certification of the claims and certain issues in this action on behalf of a Class defined as:

**All persons throughout Florida, who, within the four years preceding the filing the original Complaint (“Class Period”), purchased one or more of the Product (“Class”) with a credit or debit account.**

43. Excluded from the Class is Defendant, its subsidiaries, affiliates, and employees; all persons who make a timely election to be excluded from the Class; governmental entities; and the Judge(s) to whom this case is assigned and any immediate family members thereof.

44. Certification of Plaintiff’s claims for class-wide treatment is appropriate because Plaintiff can prove the elements of Plaintiff’s claims on a class-wide basis using the same evidence as would be used to prove those claims in individual actions alleging the same claims.

#### **A. Numerosity**

45. The members of the Class are so numerous that individual joinder of all class members is impracticable.

46. The precise number of members of the Class is unknown to Plaintiff, but it is clear that the number greatly exceeds the number that would make joinder practicable, particularly given Defendant’s comprehensive distribution and sales network throughout Florida.

47. Members of the Class may be notified of the pendency of this action by recognized, Court-approved notice dissemination methods, which may include U.S. Mail, electronic mail, Internet postings, and/or published notice.



## **B. Commonality and Predominance**

48. This action involves common questions of law or fact, which predominate over any questions affecting individual members of the Class. All members of the Class were exposed to Defendant's deceptive and misleading advertising and marketing claims and/or omissions alleged herein.

49. Furthermore, common questions of law or fact include:

- a. whether Defendant engaged in the conduct as alleged herein;
- b. whether Defendant's practices violate applicable law cited herein;
- c. whether Plaintiff and the other members of the Class are entitled to actual, statutory, or other forms of damages, and/or other monetary relief; and
- d. whether Plaintiff and the other members of the Class are entitled to equitable relief, including but not limited to injunctive relief.

50. Defendant engaged in a common course of conduct in contravention of the laws Plaintiff seeks to enforce individually, and on behalf of the other members of the Class. Similar or identical statutory legal violations, business practices, and injuries are involved. Individual questions, if any, pale by comparison, in both quality and quantity, to the numerous common questions that dominate this action. Moreover, the common questions will yield common answers.

## **C. Typicality**

51. Plaintiff's claims are typical of the claims of the other members of the Class because, among other things, all members of the Class were

comparably injured through the same uniform misconduct described herein. Further, there are no defenses available to Defendant that are unique to Plaintiffs.

#### **D. Adequacy of Representation**

52. Plaintiff is an adequate representative of the members of the Class because Plaintiff's interests do not conflict with the interests of the other members of the Class that Plaintiff seeks to represent. Plaintiff has retained counsel competent and experienced in complex class action litigation and Plaintiff will prosecute this action vigorously. The Class' interests will be fairly and adequately protected by Plaintiff and Plaintiff's counsel. Undersigned counsel has represented consumers in a wide variety of actions where they have sought to protect consumers from fraudulent and deceptive practices.

#### **E. Declaratory and Injunctive Relief**

53. Defendant has acted or refused to act on grounds generally applicable to Plaintiff and the other members of the Class, thereby making appropriate final injunctive relief and declaratory relief, as described herein, with respect to the members of the Class as a whole.

#### **F. Superiority**

54. A class action is superior to any other available means for the fair and efficient adjudication of this controversy, and no unusual difficulties are likely to be encountered in the management of this class action. The damages or

other financial detriment suffered by Plaintiff and the other members of the Class are relatively small compared to the burden and expense that would be required to individually litigate their claims against Defendant, so it would be impracticable for members of the Class to individually seek redress for Defendant's wrongful conduct. Even if the members of the Class could afford individual litigation, the court system could not. Individualized litigation creates a potential for inconsistent or contradictory judgments, and increases the delay and expense to all parties and the court system and thereby unnecessarily clogging of dockets.

55. By contrast, the class action device presents far fewer management difficulties and provides the benefits of single adjudication, economy of scale, and comprehensive supervision by a single court. Given the similar nature of the members of the Class' claims and the absence of material or dispositive differences in laws upon which the claims are based, the Class will be easily managed by the Court and the parties.

**FIRST CAUSE OF ACTION:**  
**VIOLATION OF THE FLORIDA DECEPTIVE AND UNFAIR TRADE**  
**PRACTICES ACT, FLA. STAT. § 501.201 et seq.**

56. Plaintiff re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs of this Complaint as if fully set forth herein verbatim.

57. This cause of action is brought pursuant to the Florida Deceptive and Unfair Trade Practices Act, Sections 501.201 to 501.213, *Florida Statutes*.

58. The express purpose of FDUTPA is to "protect the consuming public from those who engage in unfair methods of competition, or



unconscionable, deceptive, or unfair acts or practices in the conduct of any trade or commerce.” Section 501.202(2), *Florida Statutes*.

59. Section 501.204(1), *Florida Statutes* declares as unlawful “unfair methods of competition, unconscionable acts or practices, and unfair or deceptive acts or practices in the conduct of any trade or commerce.”

60. The sale of the Product at issue in this cause was a “consumer transaction” within the scope of FDUTPA.

61. Plaintiff is a “consumer” as defined by Section 501.203, *Florida Statutes*.

62. Defendant’s Product is a good within the meaning of FDUTPA and Defendant is engaged in trade or commerce within the meaning of FDUTPA.

63. Defendant’s unfair and deceptive practices are likely to mislead – and have misled – reasonable consumers, such as Plaintiff and members of the Class, and therefore, violate Section 500.04, *Florida Statutes*.

64. Defendant has violated FDUTPA by engaging in the unfair and deceptive practices described above, which offend public policies and are immoral, unethical, unscrupulous and substantially injurious to consumers.

65. Specifically, Defendant marketed, labeled, and advertised the Product in a deceptive, false and misleading manner since the representations contained on the Product cause reasonable consumers of the Product to believe that they are purchasing a Product that will safely and legally provide the benefits promised, including (1) removing old matter from the vagina and uterus; (2) encouraging blood flow and energy movement in the uterus; (3) increase in

vaginal wetness and tightness; (4) promoting fertility; (5) detoxing a consumer's ex; (6) regulating menstrual cycles; (7) decreasing menstrual cycle pain; and (8) libido increase.

60. Plaintiff and Class Members have been aggrieved by Defendant's unfair and deceptive practices in violation of FDUTPA, in that they purchased Defendant's deceptively labeled, marketed, and advertised the Product.

61. Reasonable consumers rely on Defendant to honestly market and advertiser the Product to consumers in a way that does not deceive reasonable consumers into believing they are purchasing a Product that will safely provide the promised benefits.

62. Defendant has deceived reasonable consumers, like Plaintiff and the Class, into believing the Product was something it was not; specifically that the Product will safely and legally provided the promised benefits.

63. Plaintiff and the Class suffered damages and are entitled to injunctive relief.

64. Pursuant to sections 501.211(2) and 501.2105, *Florida Statutes*, Plaintiff and the Class make claims for damages, attorney's fees and costs. The damages suffered by the Plaintiff and the Class were directly and proximately caused by the deceptive, misleading and unfair practices of Defendant. Additionally, pursuant to Section 501.211(1), *Florida Statutes*, Plaintiff and the Class seek injunctive relief for, *inter alia*, the Court to enjoin Defendant's above-described wrongful acts and practices, and for restitution and disgorgement.

65. Plaintiff seeks all available remedies, damages, and awards as a

result of Defendant violations of FDUTPA.

### **PRAYER FOR RELIEF**

**WHEREFORE**, Plaintiff, individually, and on behalf of all others similarly situated, prays for relief pursuant to each cause of action set forth in this Complaint as follows:

i. For an order certifying that the action may be maintained as a class action, certifying Plaintiff as representative of the Class, and designating Plaintiff's attorneys Class counsel;

ii. For an award of equitable relief for all causes of action as follows:

a. Enjoining Defendant from continuing to engage, use, or employ any unfair and/or deceptive business acts or practices related to the design, testing, manufacture, assembly, development, marketing, advertising, or sale of the Products for the purpose of selling the Products in such manner as set forth in detail above, or from making any claims found to violate FDUTPA or the other causes of action as set forth above;

b. Restoring all monies that may have been acquired by Defendant as a result of such unfair and/or deceptive act or practices; and

iii. For actual damages in an amount to be determined at trial for all causes of action;

iv. For an award of attorney's fees and costs;



v. For any other relief the Court might deem just, appropriate, or proper; and

vi. For an award of pre- and post-judgment interest on any amounts awarded.

### **DEMAND FOR JURY TRIAL**

Plaintiff hereby demands trial by jury on all issues so triable.

### **CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that on February 7, 2020, I electronically filed the foregoing document with the Clerk of the Court using Florida Courts E-Filing Portal, which will serve all counsel of record.

By: /s/ Howard W. Rubinstein

Howard W. Rubinstein, Esq.  
The Law Office of Howard W.  
Rubinstein

1281 N. Ocean Dr. Apt. 198

Singer Island, FL 33404

Telephone: 832-715-2788

Fax: 561-688-0630

Email: [howardr@pdq.net](mailto:howardr@pdq.net)



## EXHIBIT A

# **Goddess Detox™ Order Confirmation & Video Instructions**

Greetings WENDY,

Thank you for your purchase! This email is to confirm your order with Goddess Detox™. While we get your order ready, please just double check your shipping address below. If your shipping address needs to be changed or updated please email us with your order number and or first and last name to: [refunds@goddessdetox.org](mailto:refunds@goddessdetox.org). You have 1 hour from the time you order to make this change with us so we may ship your order correctly.

If you change your mind about your order, you have 1 hour to cancel from the time you ordered to receive a refund. You may email [refunds@goddessdetox.org](mailto:refunds@goddessdetox.org) to make this cancellation.

After this hour is up refunds will not be made.

Thank you soo much for your purchase. Your Goddess Detox product will come with an instructional booklet but we also have a whole section dedicated to providing you with visual instructions. Check out our video instructions below, so that you can be extra prepared to use our product.

**[Watch How To Use Your Goddess Detox Product Here](#)**



**Order No. #78182**

21 December, 2019

**Shipping Address**

WENDY WEISS

4040 GALT OCEAN DR 1005

FT LAUDERDALE, FL 33308-6501

United States

Tel: 2485211600

**Customer**

WENDY WEISS

4040 GALT OCEAN DR 1005

FT LAUDERDALE, FL 33308-6501

United States

Tel: 2485211600

You can follow the status of your order by clicking the button below:

**View Order**

### Item Description



Goddess Vaginal Detox Pearls ®  
1 Full Cleanse

× 1 \$33.00

---

Subtotal

\$33.00

USPS First Class Mail (2-5 Business Days) Good  
Service But I Can Wait A Bit

\$7.00

Sales Tax

\$2.31

**Total**

**\$42.31**

### Payment Info



Amazon payments

\$42.31

[CONTACT US](#)

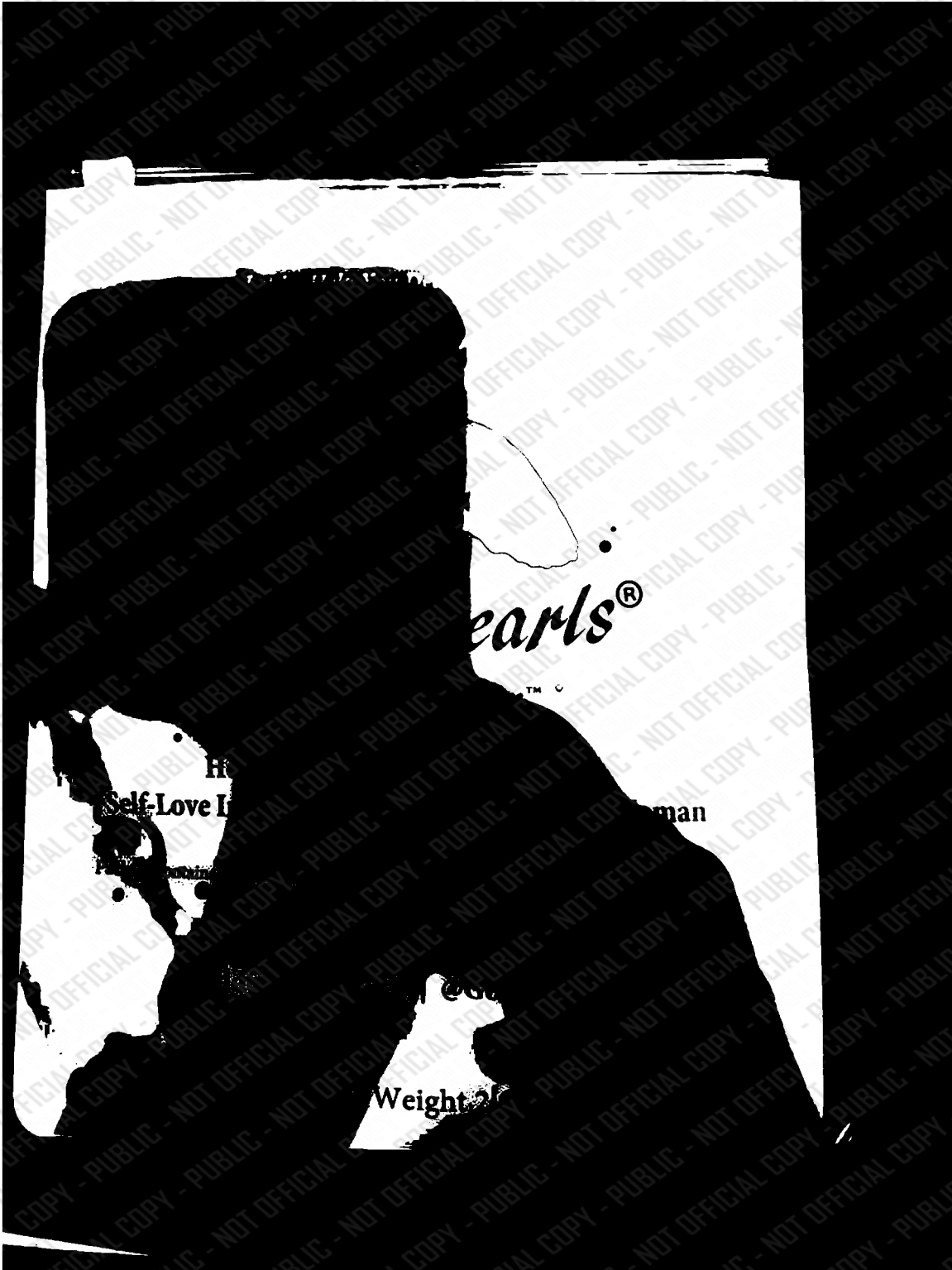
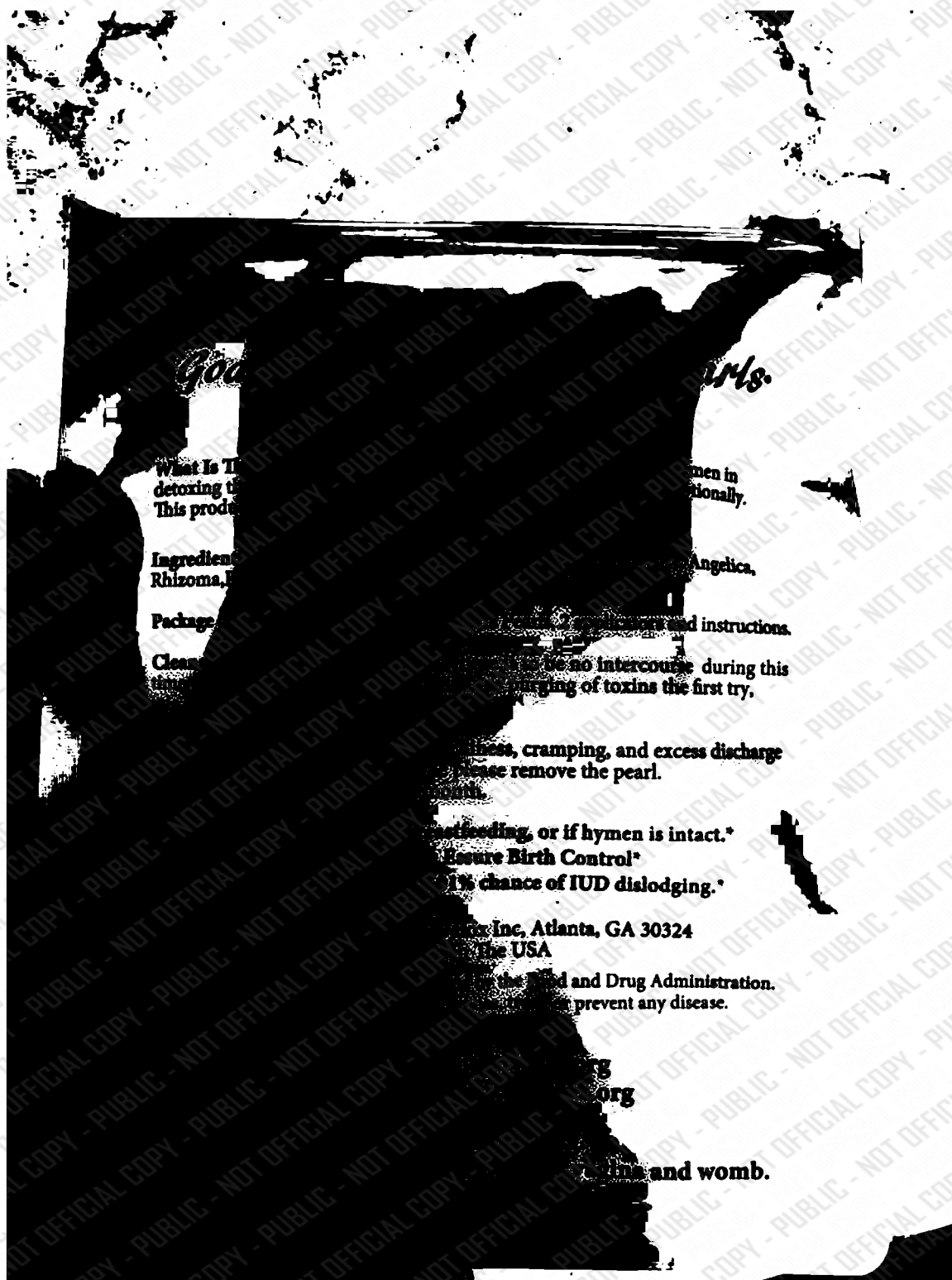


EXHIBIT B





10:08

Greetings Beautiful Wendy

Thank you soo much for supporting my store Goddess Detox. It means much to me that you wanted to try one of our self-love inspired products for yourself.

My name is Vanessa also known as @OlanikeeOs on social media and I am the CEO & Founder. The mission of Goddess Detox is to have women tap into their inner power and release

We have a sister company named @SelfishBabe which means a woman who selfishly & authentically loves herself. @SelfishBabe is a woman's lifestyle, personal development brand and woman's focused community. We sell self-love inspired apparel items so that they can serve as a reminder to you to love yourself a little bit more. They are also a reminder to any woman you pass by that reads your shirt, hoodie, or sweatshirt to love themselves as well.

You can check out our sister company here: <https://www.selfishbabe.com>

EXHIBIT C



Health • Marketplace

## 'Very predatory': Health Canada bars sale of vaginal detox products following Marketplace investigation

Product was never approved for sale in Canada

Jenny Cowley, Charlise Agro • CBC News •

Posted: Nov 08, 2019 4:00 AM ET | Last Updated: November 9, 2019



Goddess Vaginal Detox Pearls are filled with herbal ingredients, including borneol, a substance that Health Canada issued a warning about in 2002. (Jenny Cowley/CBC)

Health Canada has barred the sale of a natural health care product that is marketed as a way to "detox" vaginas, following an investigation by CBC's *Marketplace*.

Exhibit D



Dr. Jen Gunter is an obstetrician-gynecologist and a pain medicine physician who wants you to stop detoxing your vagina. (Turgut Yeter/CBC)

"I've spent so much time debunking myths online about, you know, what not to put in your vagina, or what not to do to your vulva, or how women are told to think about their bodies," she said.

"I wanted to write a textbook for women ... I wanted people to be primed with good information before they enter the library of the internet."

When *Marketplace* showed Gunter the Goddess Vaginal Detox Pearls, she recoiled immediately at the smell after opening the package.

"Oh gosh, yeah. So somebody has just stuffed a bunch of herbs in," she said.  
"It smells like mothballs."

The packaging of the pearls lists the following ingredients: Cnidium, stemona, fructus kochiae, motherwort, angelica, rhizoma, borneol and ligusticum wallichii.







not in their most optimal health due to stress, taking care of the world and more."

"The vagina is ... affected by the stress of the world?" questioned Gunter.

"You don't get ill in the way that they're describing from your vagina."



This paragraph comes from an instructional booklet for Goddess Vaginal Detox Pearls. (Jenny Cowley/CBC)

The more concerning claim for Gunter is that the pearls can detox ex-partners or sexual traumas — a concept she called both "offensive" and "harmful."

The instructional booklet that comes with the pearls reads: "Before inserting the pearl in the applicator, pray or speak your intentions of healing any trauma you have experienced or vaginal ailment you wish to be removed. Ask that this process removes old trauma, past sexual partners and abusers from your womb area."

"I think that's very predatory," said Gunter. "The idea that ... there is any kind of remnant in your vagina from sexual trauma is simply not true."



[REDACTED]

journey that can look different for different people," said foundation vice-president Andrea Gunraj.

"Healing and cleansing 'aids' that make claims ungrounded in research can mislead people, create confusions and compound vulnerability. It causes even more harm to survivors of violence."

- **Health Canada investigating ads for natural health product targeting anxious teens**

Further, Gunraj condemned the overall marketing of the detox pearls.

"Where women and girls are made to feel like ... their bodies 'need fixing' or 'cleaning,' there could be serious mental and physical health impacts."

A quick Google search reveals there are other similar vaginal detox or "womb-cleansing" products available for purchase online, though they're also not authorized for sale in Canada.

Health Canada told *Marketplace* that consumers are encouraged to report any information regarding the sale of Goddess Vaginal Detox Pearls or other similar products using Health Canada's online complaint form.

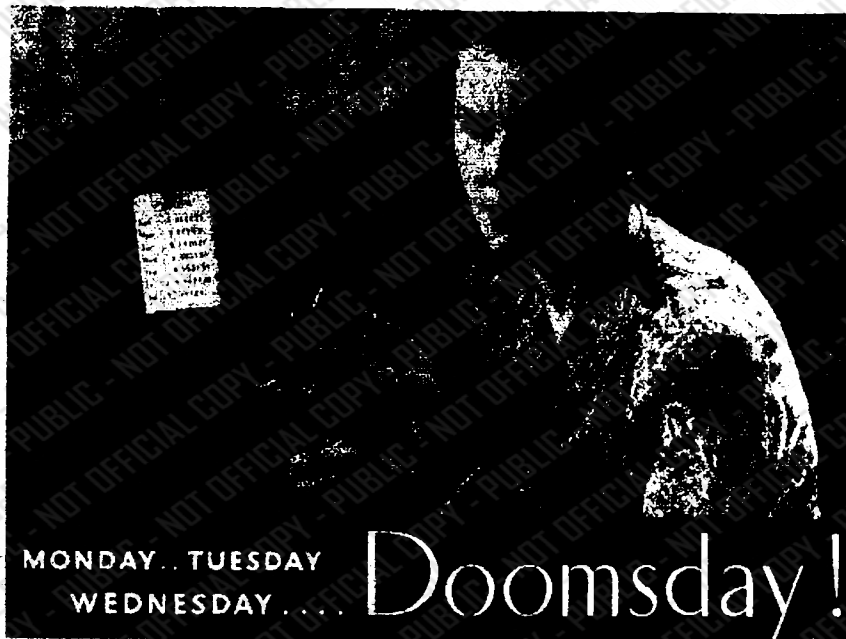
*Marketplace* reached out to the CEO of Goddess Vaginal Detox Pearls, Vanessa White, who goes by Olanikee Osi. She referred the request to a public relations agency, who did not provide a statement.

## **Gynecological misconceptions**

Misconceptions about vaginal health have been around for decades. In the 1930s, Lysol was advertised as a douche; the so-called "Lysol method" was advertised to women who had a "gross neglect of proper marriage hygiene" to aid women with "feminine health, daintiness, and mental poise."

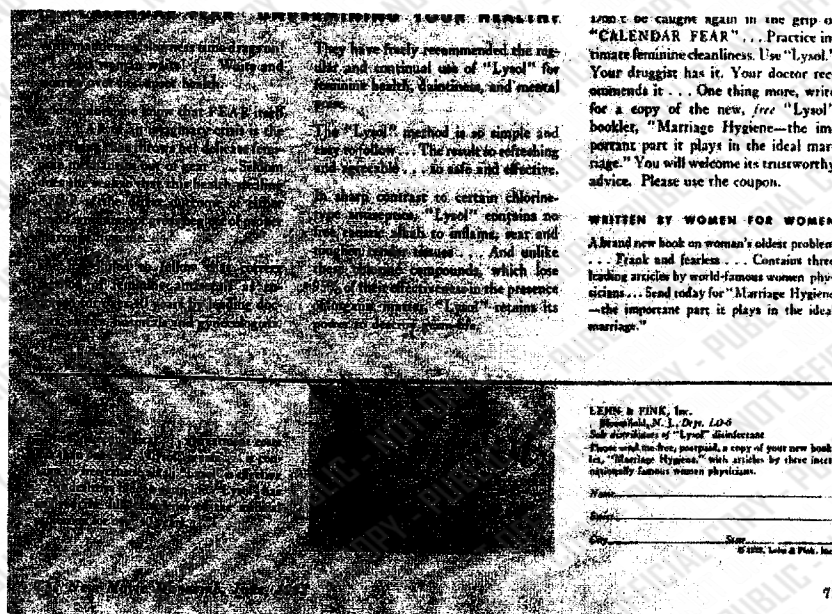
And 1950s folklore suggests women would also use Coca-Cola as a douche and spermicide. Douches were often advertised as "cleanliness" products — a euphemism when birth control and other contraceptive methods were not readily available.

Doctors have widely debunked douching for decades.



IF "CALENDAR YEAR" UNDERMINES YOUR HEALTH, IS IT...





Gunter says the misconceptions about the female body often come from a lack of understanding.

"I ... think medicine really has to do a better job of listening to women, and to everybody, and to try to make office visits a better place," she said. "Most people want to do the right things with their bodies, most people are looking to try to get better — and that's why everybody's vulnerable.

"I know what it's like to be there at three in the morning and be so worried and you see something that pops up.... But you know, if the answers were easy ... medicine wouldn't be this hard, I think."

• **MARKETPLACE Why activated charcoal products for your teeth could do more harm than good**

So what are the best practices when it comes to vaginal health? Gunter says it is usually best to leave it alone.

If needed, she recommends using an unscented cleanser externally or an unscented moisturizer around the vulva area for dryness. Coconut oil is Gunter's personal top pick as a moisturizer.

And if you're experiencing problems, such as an irregular odour, pain or discomfort, opt to see your doctor.

"I believe information is the vaccine against this kind of stuff," she said. "And we just have to make getting the right information more attractive than getting the garbage.... I'm just trying to vaccinate women with good, quality information."

Email the Marketplace team about this story: [marketplace@cbc.ca](mailto:marketplace@cbc.ca)

©2020 CBC/Radio-Canada. All rights reserved.

Visitez Radio-Canada.ca