#### IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS EASTERN DIVISION

IN RE: HAIR RELAXER MARKETING SALES PRACTICES AND PRODUCTS LIABILITY LITIGATION

Case No. 23 C 818

MDL No. 3060

Judge Mary M. Rowland



### **CASE MANAGEMENT ORDER NO. 7 Adoption of Short Form Complaint**

Plaintiffs' Leadership Committee ("the PLC") filed a Master Long Form Complaint together with a sample Master Short Form Complaint and Jury Demand on May 15, 2023 [ECF 106]. Defendants filed a Joint Motion to Dismiss the Master Long Form Personal Injury Complaint on July 5, 2023 [ECF 142]. On July 14, 2023, the Court issued a Minute Entry requiring the Short Form Complaint to be filed by August 1, 2023 [ECF 161]. The Court has approved a Short Form Complaint [ECF 173]

#### I. Scope of Order

This Order shall govern all actions in the above-captioned MDL proceeding ("this MDL" or "the MDL") to the extent set forth herein that are directly filed in or transferred to this MDL after the date of this Order or otherwise expressly identified herein.

#### II. Short Form Complaint

A. Plaintiffs shall file and serve a Short Form Complaint in the form attached to this Order in every action that is directly filed in this MDL. For each action in the MDL, subject to this Order, the Master Complaint, together with the Short Form Complaint shall be deemed the operative complaint.

- **B.** For those cases directly filed in or transferred to this MDL *prior* to the entry of this Order, or for any case subsequently transferred from another Federal District Court by the MDL panel, plaintiffs shall file the attached Short Form Complaint (as an Amended Complaint) within 75 days of the entry of this Order or transfer to this MDL. If a plaintiff files a Short Form Complaint in compliance with this Order that omits a defendant previously named in their prior complaint, it is the responsibility of that plaintiff to dismiss that defendant in compliance with Rule 41 of the Federal Rules of Civil Procedure. The Court strongly encourages dismissal by notice or stipulation where permitted by Rule 41(a)(1)(A)(i) or (ii), rather than by court order. If a plaintiff names an additional defendant not named in the prior complaint, the plaintiff must comply with Rule 4 as to the new defendant.
- C. Nothing in this Order shall alter or otherwise suspend a Plaintiffs' requirement to effectuate service on any Defendant named in the Short Form Complaint. Absent agreement of the parties or subsequent Order of the Court, service of process shall be effectuated as required under Rule 4 of the Federal Rules of Civil Procedure.
- **D.** Nothing in this Order shall be deemed a waiver of any party's right to amend the pleadings or defenses as permitted under the Federal Rules of Civil Procedure or as otherwise permitted by leave of Court.
- **E.** All Plaintiffs who file a Short Form Complaint must comply with the provisions set forth in Case Management Order No. 2 (Direct Filing and Service of Process) [ECF 56] and any subsequent amendments.
- **F.** Defendants' responses to Short Form Complaints are stayed until further order of the Court. The parties intend to meet and confer and submit a proposed Case Management Order within 30 days of the Court's adoption of a Short Form Complaint that will govern the manner in

which Defendants will provide Short Form Answers and Affirmative Defenses in response to Short Form Complaints, or the parties will otherwise agree on a process to govern the process by which Defendants respond to the Short Form Complaint.

Ordered this 3rd day of August, 2023.

ENTER:

MARY M. ROWLAND United States District Judge

# IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS

IN RE: HAIR RELAXER MARKETING, SALES PRACTICES, AND PRODUCTS LIABILITY LITIGATION	MDL No. 3060 Master Docket Case No. 1:23-cv-00818 Honorable Mary M. Rowland
Plaintiff(s), v.	SHORT-FORM COMPLAINT AND JURY DEMAND
Defendant(s).	Civil Action No.
1. Plaintiff(s)/Injured Party/Deceder reference Plaintiffs' Master Long Form Comp	nt (hereinafter, "Plaintiff(s)") incorporate by laint in In Re: Hair Relaxer Marketing, Sales
Practices and Products Liability Litigation, MD Number 106.	L 3060, filed as of May 15, 2023, as Document
2. Plaintiff(s),	, file(s) this Complaint pursuant
to CMO No. 2 and is to be bound by the rights, pr	rotections and privileges, and obligations of that
CMO and other Orders of the Court. Further, in a	accordance with CMO No. 2, Plaintiff(s) hereby
designate(s) the United States District Court f	for the as Plaintiff's
designated venue ("Original Venue"). Plaintiff m	akes this selection based upon one (or more) of
the following factors (please check the appropriate	e box(es)):
Plaintiff currently resides in	(City/State);
Plaintiff purchased and used Defen (City/State);	dant(s)' products in
The Original Venue is a judicial resides, and all defendants are resident	district in which Defendantdents of the State in which the district is located

	(28 U.S.C. § 1391(b)(1)).
	The Original Venue is a judicial district in which a substantial part of the events or omissions giving rise to the claim occurred, specifically (28 U.S.C. § 1391(b)(2)):
	·
_	There is no district in which an action may otherwise be brought under 28 U.S.C. § 1391, and the Original Venue is a judicial district in which Defendant is subject to the Court's personal jurisdiction with respect to this action (28 U.S.C. § 1391(b)(3)).
	Other reason (please explain):
	·
3.	For purposes of diversity jurisdiction, Plaintiff is a citizen of
	(State/Territory).

4. Plaintiff is suing the following Defendants, and for purposes of diversity, whose State of Incorporation/Formation and Principal Place of Business is as follows:

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
	AFAM Concept, Inc. d/b/a JF Labs, Inc.	Illinois	Illinois
	Avlon Industries	Illinois	Illinois
	Beauty Bell Enterprises LLC f/k/a House of Cheatham, Inc.	Georgia	Georgia
	Dabur International Ltd.	Isle of Man	Dubai
	Dabur International USA Ltd.	India	Illinois
	Dermoviva Skin Essentials, Inc.	Delaware	New Jersey
	Godrej SON Holdings, Inc.	Georgia	Georgia
	House of Cheatham LLC	Delaware	Georgia
	L'Oréal USA, Inc.	Delaware	New York
	L'Oréal USA Products, Inc.	Delaware	New York
	Luster Products, Inc.	Illinois	Illinois
	McBride Research Laboratories, Inc.	Georgia	Georgia

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
	Namaste Laboratories LLC	Illinois	Illinois
	Revlon Consumer Products Corporation	Delaware	New York
	Revlon Group Holdings LLC	Delaware	Delaware
	Revlon, Inc.	Delaware	New York
	SoftSheen-Carson LLC	New York	New York
	Strength of Nature, LLC	Georgia	Georgia
	Other (Please identify):		
	Other (Please identify):		
	Other (Please identify):		

## CASE SPECIFIC FACTS REGARDING HAIR RELAXER PRODUCT USE AND INJURIES

Upon information and belief, Plaintiff began using hair relaxer product(s) on or

about t	he follow	ving datea	and if applicable, stopped using hair relaxer
produc	t(s) on o	about the following date:	·
	6.	Upon information and belief,	, Plaintiff used the following hair relaxer product(s),
which	Plaintiff	contends caused and/or contri	ributed to their injury(ies) and brings claims against

5.

the following Defendants:

<u>Defendant</u>	Product List (Select All Applicable Products)
AFAM Concept, Inc. d/b/a JF Labs, Inc.	<ul> <li>☐ Hawaiian Silky - Crème Conditioning No Lye Silky Smooth Sheen Relaxer</li> <li>☐ Hawaiian Silky - Herbal No Lye Conditioning Relaxer System with Tea Tree &amp; Avocado Oil - 2 Applications</li> <li>☐ Vitale - Olive Oil Anti-Breakage Relaxer No Base with Shea Butter - Regular Strength</li> </ul>

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ Vitale Pro - New Texture Salon Exclusive Hair Relaxer
	☐ Vitale Mo'Body - Shea Butter Sensitive Scalp Relaxer with Oatmeal
	Protein
	☐ Vitale - Life and Body - Hair Relaxer with Aloe Vera - Smooth Silky
	Texture
	Other (please specify):
Avlon Industries, Inc.	☐ Affirm Crème Relaxer
	☐ Affirm Sensitive Scalp Relaxer
	☐ Affirm Dry & Itchy Scalp Relaxer
	☐ Affirm FiberGuard Conditioning Crème Relaxer
	☐ Affirm FiberGuard Sensitive Scalp Conditioning Relaxer
	☐ Other (please specify):
Beauty Bell	☐ Africa's Best Herbal Intensive No-Lye Relaxer System
Enterprises, LLC	☐ Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
f/k/a House of	☐ Organics by Africa's Best Olive Oil Conditioning Relaxer System with
Cheatham, Inc.	Extra Virgin Olive Oil
	☐ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer
	System
	☐ Organics by Africa's Best Kids Organic Conditioning Relaxer System
	☐ Organics by Africa's Best Kids Natural Conditioning Relaxer System
	☐ Texture My Way Men's Texturizing Kit
	☐ Texture My Way Women's Texturizing & Softening System
	☐ Other (please specify):
Have of Chootham	
House of Cheatham, LLC	☐ Africa's Best Herbal Intensive No-Lye Relaxer System
<u>LLC</u>	Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
	☐ Organics by Africa's Best Olive Oil Conditioning Relaxer System with Extra Virgin Olive Oil
	☐ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer
	System System
	☐ Organics by Africa's Best Kids Organic Conditioning Relaxer System
	☐ Organics by Africa's Best Kids Natural Conditioning Relaxer System
	☐ Texture My Way Men's Texturizing Kit
	☐ Texture My Way Women's Texturizing & Softening System
	☐ Other (please specify):
L'Oréal USA, Inc./	☐ Dark and Lovely Beautiful Beginnings No-Mistake Smooth Relaxer
L'Oréal USA	☐ Dark and Lovely Beautiful Beginnings No Mistake Curl Softener
Products, Inc./	☐ Dark and Lovely Healthy Gloss 5 Shea Moisture No Lye Relaxer
SoftSheen-Carson	☐ Dark and Lovely Triple Nourished Silkening Relaxer
LLC	Ontimum Salon Haircare Defy Breakage No-I ve Relayer

<u>Defendant</u>	Product List (Select All Applicable Products)
	Optimum Salon Haircare Amla Legend Relaxer
	☐ Optimum Care Bodifying Relaxer ☐ Optimum Multi-Mineral Reduced pH Crème Relaxer
	☐ Bantu No Base Relaxer
	☐ Ultra Precise No-Lye Conditioning Relaxer
	☐ Mizani Butter Blend Relaxer
	☐ Mizani Butter Blend Kelaxer ☐ Mizani Butter Blend Sensitive Scalp Rhelaxer
	☐ Mizani Butter Brend Sensitive Scalp Ricidaei
	☐ Mizani Classic Rhelaxer
	☐ Mizani Sensitive Scalp Rhelaxer
	☐ Care Free Curl – Cold Wave Chemical Rearranger Super Strength
	☐ Look of Radiance Permanent Crème Relaxer Kit
	☐ Other (please specify):
	_ · · · · · · · · · · · · · · · · · · ·
	☐ Luster's Pink Oil Moisturizer No-Lye Conditioning Relaxer
	☐ Luster's Pink Oil Moisturizer Short Looks Texturizer
	☐ Luster's Pink Oil Moisturizer Smooth Touch Relaxer
	□ PCJ Kit
<b>Luster Products</b>	☐ PCJ No Lye Kit - Adult
Company	☐ PCJ No Lye Kit - Children's
Company	☐ ShortLooks Colorlaxer Diamond Black
	☐ ShortLooks Colorlaxer Passion Red
	☐ ShortLooks Colorlaxer Sable Brown
	☐ Other (please specify):
	☐ Design Essentials Honey Nectar Relaxer Kit - Time Release Regular
	Strength
McBride Research	☐ Design Essentials Sensitive Scalp Relaxer System
<u>Laboratories</u>	☐ Design Essentials Regular Conditioning Relaxer
	Other (please specify):
	☐ ORS Olive Oil Built-In-Protection No-Lye Relaxer – Full Application
Namaste Laboratories	ORS Olive Oil No-Mix Salon Formula Crème Relaxer
	☐ ORS Olive Oil Ultra Nourish Crème Hair Relaxer
	☐ ORS Olive Oil Built-In-Protection No-Lye Relaxer – New Growth
	☐ ORS Olive Oil Zone Relaxer – Targeted Touch-Up No-Lye Hair
	Relaxer
	☐ ORS Olive Oil Curl Stretching Texturizer
	☐ ORS Olive Oil Crème on Crème Touch-Up No-Lye Hair Relaxer
	☐ ORS Olive Oil Mild Touch Relaxer with 60% Lower Chemical
	☐ ORS Olive Oil Texlax and Stretch Semi-Straightening System
	☐ ORS Olive Oil Girls Built-In Protection Plus No-Lye Conditioning Hair
	Relaxer System

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ ORS Olive Oil Girls Soft Curls No-Lye Crème Texture Softening
	System
	☐ ORS HAIRepair No-Lye Conditioning Relaxer System with Cuticle
	Shield
	☐ ORS Olive Oil Professional No-Lye Relaxer Kit
	☐ ORS Olive Oil Professional Crème Relaxer
	☐ Namasté Salon System Triple Emulsion Relaxer
	☐ Namasté Salon System Crème Relaxer
	☐ Namasté Salon System Conditioning Sensitive Scalp No-Lye Relaxer
	☐ Namasté Salon System Crème Relaxer Salon Trial Pack
	☐ (Other (please specify):
	☐ African Pride – No Lye Relaxer Kit
	☐ African Pride – No Base Relaxer
	☐ African Pride – Multi Length Texturizer Kit
	☐ African Pride – Dream Kids No Lye Relaxer Kit
	☐ All Ways Natural – No Lye Conditioning Crème Relaxer Kit
	☐ Arosci Aromaphoric Relaxer System
	☐ Crème Of Nature Relaxer Cream
	☐ Crème Of Nature Relaxer Kit Argan Oil
	☐ Crème of Nature Herbarich Conditioning Crème Relaxer System Kit
Revlon, Inc./ Revlon	☐ Crème of Nature Herbarich Conditioning Crème Relaxer and Texturizing
<b>Consumer Products</b>	System
Corporation/ Revlon	☐ Crème of Nature Herbarich No Base Relaxer
Group Holdings LLC/	☐ Crème of Nature No Base Relaxer
Revlon	☐ Crème of Nature No Lye Relaxer
	☐ Crème of Nature Sodium Relaxer Kit
	☐ Crème Of Nature Cni No Lye Relaxer
	☐ Crème Of Nature Cni Sunflower & Coconut Oil - Creme
	☐ Crème Of Nature Eden Relaxer
	☐ Fabulaxer No-Lye Relaxer
	☐ Fabulaxer Gro-7
	☐ Revlon Realistic No-Base Relaxer
	☐ Other (please specify):
Strongth of Natura	A frican Bride Office Misselle Descriptioning Colors on Colors Ma
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<u> </u>	<u> </u>
	1
Strength of Nature, LLC	<ul> <li>□ Revlon Realistic No Lye Relaxer Kit</li> <li>□ Other (please specify):</li> <li>□ African Pride Olive Miracle Deep Conditioning Crème-on-Crème No Lye Relaxer 8 Salon Pack Touch-Ups</li> <li>□ African Pride Olive Miracle Deep Conditioning Curls &amp; Coils Texturizer</li> <li>□ African Pride Olive Miracle Deep Conditioning Curls &amp; Coils Texturizer</li> <li>□ With Aloe Deep Conditioner</li> <li>□ African Pride Olive Miracle Deep Conditioning No-Lye Relaxer One Complete Application</li> </ul>

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ African Pride Olive Miracle Deep Conditioning No-Lye Relaxer, One
	Complete Touch-Up
	☐ African Pride Shea Miracle Texture Softening Elongating System
	☐ African Pride Dream Kids Olive Miracle (4) Touch-Up Relaxer Kit
	☐ African Pride Dream Kids Olive Miracle Relaxer
	☐ African Pride Dream Kids Olive Miracle Touch-Up Relaxer Kit
	☐ Dr. Miracle's No Lye Relaxer Kit
	☐ Dr. Miracle's New Growth No-Lye Relaxer Kit
	☐ Elasta QP Normal Relaxer Kit
	☐ Elasta QP Normal Relaxer Kit 2 Applications
	☐ Elasta QP Resistant Relaxer Kit
	☐ Elasta QP Sensitive Scalp Kit 12 Application Economy Pack
	☐ Elasta QP Sensitive Scalp Kit – 4 Applications
	☐ Elasta QP No Base Crème Relaxer
	☐ Elasta QP SOY OYL No-Base Relaxer
	☐ Elasta QP SOY OYL 4 Application Anti-Dryness No Lye Relaxer Kit
	☐ Elasta QP No-Base Relaxer
	☐ Elasta QP Extra Body No-Base Regular Relaxer
	☐ Elasta QP Extra Body No-Base Super Relaxer
	☐ Gentle Treatment No-Lye Relaxer Gray Kit
	☐ Gentle Treatment No-Lye Relaxer
	☐ Just For Me Relaxer 1 Complete Touch Up Relaxer
	☐ Just For Me 4 Application Salon Pack Relaxer
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit with Coil & Curl Cream
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit (Super) with Oil
	Moisturize Lotion
	☐ Just For Me No-Lye Texture Softener System
	☐ Just For Me No-Lye Texture Softener System with Hair & Scalp Butter
	☐ Motions Classic Formula Smooth & Silken Hair Relaxer
	☐ Motions Professional 12-Application Salon Pack
	☐ Motions Silkening Shine No Lye Relaxer Kit
	☐ Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 2 Touch Up
	Application
	☐ Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 1 Complete Touch
	Up Application
	Profectiv Procision Relaxer Kit Regular
	Profectiv Relax and Refresh Kit Auburn Spice
	Profectiv Relax and Refresh Kit Cherry Fusion
	Profectiv Relax and Refresh Kit Jet Black
	Profectiv Relax and Refresh Kit Mahogany Brown
	☐ Profectiv Relax and Refresh Kit Silky Black

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ Pro-Line Comb Thru Texturizer Kit
	☐ SmartPerm No-Lye Anti-Breakage Relaxer System
	☐ SmartPerm No-Lye Anti-Breakage New Growth Relaxer System, Smart
	Grow Stimulator
	☐ SmartPerm Smart Valu No-Lye Anti-Breakage Relaxer Kit, 4
	Applications
	☐ Smart Perm Smart Valu Smart Gro Stimulator New Growth No-Lye
	Relaxer with GroRehab 4 Applications
	☐ S&B® Botanicals™ 2 Application Relaxer
	☐ S&B® Botanicals <sup>TM</sup> No-Lye Sensitive Scalp Relaxer, 1-App
	☐ S&B® Botanicals <sup>TM</sup> No-Mix Texturizer 2-App, with Deep Conditioner
	☐ S&B® Botanicals™ No-Mix Texturizer 2-App
	☐ S&B® Botanicals™ Relaxer 8-Touch Up
	☐ Soft & Beautiful No-Lye Crème Relaxer
	☐ Soft & Beautiful No-Lye Ultimate Conditioning Relaxer System
	☐ TCB Naturals Conditioning Argan Oil Vitamin E & Olive No-Lye
	Relaxer  T.C.D. Networks Conditioning Argon Oil Vitamin E. & Olive No. Lye.
	☐ TCB Naturals Conditioning Argan Oil Vitamin E & Olive No-Lye Relaxer, 2 Applications
	TCB No-Base Crème Hair Relaxer with Protein & DNA
	☐ UltraSheen Supreme Conditioning No-Lye Relaxer
	☐ UltraSheen Ultra Moisturizing No-Lye Relaxer
	☐ UltraSheen Ultra Moisturizing No-Lye Relaxer, with Keratin Other
	(please specify):
	(picuse specify).
7 04	manufactures(a)/anaduse(a) anad by Dlaintiff not identified above
7. Other	manufacturer(s)/product(s) used by Plaintiff not identified above:
	·
8. Plainti	ff's use of Defendant(s) hair relaxer product(s) caused serious injuries and
4	t not limited to the fellowing.
damages including bu	at not limited to the following:
☐ Uterine	e Cancer
<del></del>	netrial Cancer
<del></del>	n Cancer
	injuries and/or additional details (please
	y):
1 )	/

	·
9. form(s) the b	Approximate date(s) of diagnosis (injury(ies)), if applicable at this time, that asis of Plaintiff's claim(s):
CAU	SES OF ACTION AND THEORIES OF RECOVERY ADOPTED AND INCORPORATED IN THIS LAWSUIT
10.	Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth fully
herein, all co	mmon factual allegations contained in paragraphs 1 through 114 of the Master Long
Form Compl	aint on file with the Clerk of the Court for the United States District Court for the
Northern Dis	trict of Illinois in the matter entitled In Re: Hair Relaxer Marketing, Sales Practices,
and Products	Liability Litigation, MDL No. 3060.
11.	Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth fully
herein, the fe	ollowing Causes of Action and the Prayer for Relief within the Master Long Form
Complaint or	n file with the Clerk of the Court for the United States District Court for the Northern
District of Il	linois in the matter entitled In Re: Hair Relaxer Marketing, Sales Practices, and
Products Lia	bility Litigation, MDL No. 3060:
	Count I – Negligence and/or Gross Negligence
	Count II – Negligent Misrepresentation
	Count III – Negligence Per Se
	Count IV – Strict Liability: Design Defect
	Count V – Strict Liability: Failure to Warn
	Count VI – Breach of Implied Warranty of Merchantability/ Fitness for a Particular Use
	Count VII – Breach of Express Warranty under state law and the Magnuson-

	Moss Warranty Act, 15 U.S.C. § 2301 et seq.
	Count VIII – Fraud/ Fraudulent Misrepresentation
	Count IX – Fraudulent Concealment
	Count $X$ – U.S. State and Territory Statutory Consumer Protection and Unfair or Deceptive Trade Practices Claims
	Count XI – Unjust Enrichment ]
	Count XII – Wrongful Death
	Count XIII – Survival Action
	Count XIV – Loss of Consortium
	Count XV – Punitive Damages
	Other Causes of Action:
12.	Consortium Claim(s) (if applicable): The following individual(s) allege(s)
damages for lo	oss of consortium:
13.	Survival and/or Wrongful Death Claim(s) (if applicable): The following
individual(s)	allege(s) damages for survival and/or wrongful death:
	·

### **JURY DEMAND**

Plaintiff(s) demand(s) a trial by jury as to all claims in this action.

Dated this the	day of, 20
	RESPECTFULLY SUBMITTED ON BEHALF OF THE PLAINTIFF(S),
	Signature
OF COUNSEL:	(name) (firm) (address) (phone) (email)