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Attorney For Plaintiff,  
National Council Against Health Fraud, Inc.

SUPERIOR COURT OF THE STATE OF CALIFORNIA  
COUNTY OF LOS ANGELES, CENTRAL DISTRICT

NATIONAL COUNCIL AGAINST HEALTH	)	Case No.
FRAUD, INC.,	)	
	)	COMPLAINT FOR INJUNCTION
Plaintiff,	)	AND RESTITUTION
	)	
v.	)	
	)	
ELIXA, LTD.; PHILLIP SAFIER;	)	
WESTERN DIETARY	)	
PRODUCTS CO. (SKOOKUM);	)	
MARVIN BECKWITCH; PRIMAL NUTRITION,	)	
INC.; MARK SISSON;	)	
DR. CLARK RESEARCH ASSOCIATION;	)	
DAVID P. AMREIN;	)	
THE CHOPRA CENTER FOR	)	
WELL BEING, LLC.; DEEPAK CHOPRA;	)	
PARADIGM HEALTH INTERNATIONAL,	)	
INC.; L. DAVID SPEALLER; AND	)	
DOES 1-50,	)	
	)	
Defendants.	)	

1. This is an action pursuant to provisions of Business and Professions Code, Sections 17204 and 17535. Plaintiff and defendants are persons within the meaning of Business and Professions Code, Section 17201 and 17506. Plaintiff brings this action on behalf of the general public in California.
2. Defendants Does 1 through 50 are sued herein pursuant to Code of Civil Procedure, Section 474.

- 1 3. Defendant, Phillip Safier, is the president of defendant, Elixia, Ltd.  
2 At all times mentioned herein, defendant, Phillip Safier, knew and  
3 was aware of the advertising, acts and practices of defendant, Elixia,  
4 Ltd., as set forth fully below. Although he had the power to stop  
5 such advertising, acts and practices, defendant, Phillip Safier,  
6 failed and refused to do so.
- 7 4. Defendant, Marvin Beckwitch, is the president of defendant, Western  
8 Dietary Products Co. (Skookum). At all times mentioned herein,  
9 defendant, Marvin Beckwitch, knew and was aware of the advertising,  
10 acts and practices of defendant, Western Dietary Products Co., as  
11 set forth fully below. Although he had the power to stop such  
12 advertising, acts and practices, defendant, Marvin Beckwitch, failed  
13 and refused to do so.
- 14 5. Defendant, Mark Sisson, is the president of defendant, Primal  
15 Nutrition, Inc. At all times mentioned herein, defendant, Mark  
16 Sisson, knew and was aware of the advertising, acts and practices  
17 of defendant, Primal Nutrition, Inc., as set forth fully below.  
18 Although he had the power to stop such advertising, acts and  
19 practices, defendant, Mark Sisson, failed and refused to do so.
- 20 6. Defendant, David P. Amrein, is the president of defendant, Dr. Clark  
21 Research Association. At all times mentioned herein, defendant,  
22 David P. Amrein, knew and was aware of the advertising, acts and  
23 practices of defendant, Dr. Clark Research Association, as set forth  
24 fully below. Although he had the power to stop such advertising,  
25 acts and practices, defendant, David P. Amrein, failed and refused  
26 to do so.
- 27 7. Defendant, Deepak Chopra, is the president of defendant, The Chopra  
28 Center for Well Being. At all times mentioned herein, defendant,  
Deepak Chopra, knew and was aware of the advertising, acts and  
practices of defendant, The Chopra Center for Well Being, as set forth  
fully below. Although he had the power to stop such advertising,  
acts and practices, defendant, Deepak Chopra, failed and refused to  
do so.
8. Defendant, L. David Spealler, is the president of defendant, Paradigm  
International, Inc. At all times mentioned herein, defendant, L.  
David Spealler, knew and was aware of the advertising, acts and  
practices of defendant, Paradigm International, Inc., as set forth  
fully below. Although he had the power to stop such advertising,  
acts and practices, defendant, L. David Spealler, failed and refused  
to do so.

26 FIRST CAUSE OF ACTION FOR VIOLATION OF BUSINESS AND PROFESSIONS CODE,  
27 SECTION 17500, AGAINST DEFENDANTS, ELIXIA, LTD. AND PHILLIP SAFIER

- 28 9. During the four years preceding the filing of this action, defendants  
manufactured, distributed, sold, and advertised homeopathic

products throughout California, including the city and county of Los Angeles.

10. In said advertising, said defendants attribute the following health benefits to the following products:

<u>PRODUCT</u>	<u>PURPORTED HEALTH BENEFITS</u>
The Crystal Orgone Zapper and Terminator	Can help eliminate parasites (viruses, bacteria, worms, yeast, fungi, etc.) throughout the body.
New Terminator Model	Can help eliminate parasites (viruses, bacteria, fungi, etc.) throughout the body but puts out much more energy due to the rare earth magnet it contains. It is more useful to people with more serious conditions.
The Ulitimate Zapper aka The Third Generation Zapper	A newer alternative to the older model. It is reported that this model is faster and more accurate than the older version.

11. These advertisements are untrue and misleading. In fact, none of the products performs any of the functions attributed thereto.

12. At all times mentioned herein, said defendants knew, or by the exercise of reasonable care should have known, that said advertising was untrue and misleading.

13. By engaging in the foregoing acts and practices with the intent to induce members of the public to enter into contracts for the purchase of said products, defendants have committed acts of untrue and misleading advertising, as defined by Business and Professions Code, Section 17500.

SECOND CAUSE OF ACTION FOR VIOLATION OF BUSINESS AND PROFESSIONS CODE, SECTION 17500, AGAINST DEFENDANTS, WESTERN DIETARY PRODUCTS CO. AND MARVIN BECKWITCH

14. During the four years preceding the filing of this action, said defendants distributed, sold, and advertised products throughout California, including the city and county of Los Angeles.

15. In said advertising, said defendants attribute the following health benefits to the following products:

<u>PRODUCT</u>	<u>PURPORTED HEALTH BENEFITS</u>
Influenza Formula Package	Treats influenza.
Blood Purifying Formula	Purifies blood.

1	Cancer Cure: Organ Package	Cures Cancer.
2	Liver-Gall Bladder Formula	Treats the liver and gall bladder.
3	Incontinence Neurosis Formula	Treats incontinence.
4	Lupus Formula	Treats lupus.
5	Hepatitis A, B, C Formula	Treats hepatitis A, B, and C.
6	Herpes Formula	Treats herpes.
7	Depression Formula	Treats depression.
8	Fatigue Formula	Treats fatigue.
9	Heart Formula	Treats or protects the heart.
10	Eye Disease-Cataract Formula	Treats eye disease and cataract.
11	Hair Loss Formula	Treats hair loss.
12	Skin Disease Formula	Treats skin disease.
13	Gum & Teeth Formula	Treats or protects gums and teeth.
14	Halitosis Formula	Treats halitosis.
15	Migraine Headache Formula	Treats migraine headaches.
16	Lungs Formula	Treats or protects the lungs.
17	Liver Formula	Treats or protects the liver.
18	Liver Cleanse Formula	Cleanses the liver.
19	Kidney Cleanse Formula	Cleanses kidneys.
20	Parasite Virus & Bacteria Program	Treats parasites, viruses and bacteria.
21	AIDs & HIV Formula	Treats AIDS and HIV.

1	Diabetes Compound Formula	Treats diabetes.
2	Diabetes Cure	Cures diabetes.
3		
4	Feet Disease Formula	Treats foot disease.
5	Allergies Formula	Treats allergies.
6	Blood Circulation Formula	Helps blood circulation.
7		
8	Anti-Obese Formula	Prevents and treats obesity.
9	Malfunctioning Gland Formula	Treats malfunctioning glands.
10	Insomnia Formula	Treats insomnia.
11		
12	Multiple Sclerosis	Treats multiple sclerosis.
13	Spinal Cord Formula	Treats or protects the spinal cord.
14	Hearing Loss & Ache Formula	Treats or prevents hearing loss and ache.
15		
16	Infections & Fever Formula	Treats infections and fever.
17	Intestinal Formula	Treats or protects the intestines.
18		
19	Prostate Cancer Cure Formula	Cures prostate cancer.
20	Colon & Uterus Cancer Formula	Treats colon and uterus cancer.
21	Female Reproductive Formula	Treats or protects the female reproductive system.
22	Anti-Miscarriage Formula	Prevents miscarriages.
23		
24	Malfunction of Bone, Flesh & Cartilage	Treats malfunction of bone, flesh and cartilage.
25	Arthritis-Rheumatism Formula	Treats arthritis and rheumatism.
26		
27	Thyroid & Assisting Gland Formula	Treats or protects the thyroid gland.
28	Pain Formula	Treats pain.

Asthma Formula	Treats asthma.
Tumors, Hemorrhoids, Skin Cancer	Treats tumors, hemorrhoids, and skin cancer.
Convulsions, Tremors, Hysteria, Epilepsy	Treats convulsions, tremors, Hysteria, and epilepsy.
Skin, Eczema, Burns, & Swelling Formula	Treats skin, eczema, and swelling.
Lymph System Formula	Treats or protects the lymph system.
Infants Pain & Spasm Formula	Treats infant pains and spasms.
Heavy Minerals Cleaner Formula	Heavy mineral cleanser.
Adrenals Formula	Treats adrenals.
Colitis Formula	Treats colitis.
Memory Formula	Helps memory.
Immune System Formula	Treats or protects the immune system.
Tension Formula	Treats tension.
Ulcer Formula	Treats ulcers.
Energy Combination Formula	Provides energy.
Herbal Ear Cleanser & Ear Healing	Heals ear dysfunctions.
Insanity: 27 Herbal Formula	Treats insanity.
Advanced Immune System	Provides an advanced immune system.
Advanced Enzymes System	Provides an advanced enzymes system.

16. These advertisements are untrue and misleading. In fact, none of the products performs any of the functions attributed thereto.
17. At all times mentioned herein, said defendants knew, or by the exercise of reasonable care should have known, that said advertising was untrue and misleading.

18. By engaging in the foregoing acts and practices with the intent to induce members of the public to enter into contracts for the purchase of said products, said defendants have committed acts of untrue and misleading advertising, as defined by Business and Professions Code, Section 17500.

THIRD CAUSE OF ACTION FOR VIOLATION OF BUSINESS AND PROFESSIONS CODE, SECTION 17500, AGAINST DEFENDANTS, PRIMAL NUTRITION, INC. AND MARK SISSON

19. During the four years preceding the filing of this action, said defendants manufactured, distributed, sold, and advertised products throughout California, including the city and county of Los Angeles.

20. In said advertising, defendants attribute the following health benefits to the following products:

<u>PRODUCT</u>	<u>PURPORTED HEALTH BENEFITS</u>
The Damage Control Master Formula	The world's most comprehensive and complete balanced high potency multi-vitamin, mineral, antioxidant, anti-aging, anti-stress, anti-fatigue, immune supporting, performance-enhancing product. Extends life of certain vital hormonal systems and enhances cell repair and renewal.
The Damage Control Master Formula (continued)	Ingredients prevent, treat, or may aid treatment of diseases or symptoms including asthma, diabetes, heart disease, heart attack, leukemia, lymphoma, stomach cancer, breast cancer, ovarian cancer, lung cancer, esophageal cancer, cervical cancer, prostate cancer, skin cancer, colon cancer, HIV, AIDS, chronic bronchitis, melanoma, chronic pancreatitis, morbidity and mortality of the elderly, respiratory infection, oral disease, viruses, stomach ulcer, sunburn, migraine, cataract, hepatitis A, hepatitis B, hepatitis C, bone loss, osteoporosis, dysentary, osteoarthritis, rheumatoid arthritis, hypertension, blood pressure, tardive dyskinesia, Alzheimer's, epilepsy,
The Damage Control Master Formula (continued)	

The Damage Control Master  
Formula (continued)

The Damage Control Master  
Formula (continued)

Parkinson's, canker sores, neural disorder, eye disorder, sleep disorder, hearing loss, ear tumor, depigmenting skin disorder, bleeding disorder, behavioural disorder, motor damage, stroke, common cold, sports injuries, edema, oral herpes, sexual dysfunction, atherosclerosis, depression, Meniere's disease, carpal tunnel syndrome, chronic fatigue syndrome, restless leg syndrome, premenstrual syndrome, sudden infant death syndrome, senile dementia syndrome, infant dyspepsia, child hyperactivity, Bell's Palsy, cystic fibrosis, sickle cell anemia, deficiencies in smokers, deficiencies in glucose, secondary effects of chemo-therapy, poor metabolism, prolonged vomiting in pregnant women, neural tube defects, deficiencies in psychiatric patients, glaucoma, dementia, acetaminophen poisoning, septic shock, tumor growth, brutisis. The ingredients are also beneficial in some surgical procedures, help heal wounds and strengthen blood vessels and arteries, reduces cortisol levels, protect kidneys, protect the liver, protect capillaries, protect muscles from post exercise damage and post exercise fatigue, improve sperm mobility and function, improve circulatory system, improve insulin status in diabetics, improve bone mineral density, improve gall bladder function, improve nutritional status, reduces tremor, enhance mood and performance, enhance energy delivery, stimulates hair



	growth, decrease pain, lower cholesterol, treat brittle nails, treat acne, and protects against radiation.
The Damage Control Advanced Health Formula	Alternative to The Damage Control Master Formula. Provides full spectrum coverage with 43 of the 47 ingredients used by The Damage Control Master Formula.
Extreme Anti-Inflammatory	A natural way to support healthy nerves, muscles, tendons, ligaments, and other soft tissue.
Extreme Focus	Provides ultimate memory enhancing, cognition and brain support. Stops or even reverses normal memory decline. Cognition enhancers also may help slow down or reverse age and environmental related damage to nerve cells. Extends life of certain vital hormonal systems.

21. These advertisements are untrue and misleading. In fact, none of the products performs any of the functions attributed thereto.
22. At all times mentioned herein, said defendants knew, or by the exercise of reasonable care should have known, that said advertising was untrue and misleading.
23. By engaging in the foregoing acts and practices with the intent to induce members of the public to enter into contracts for the purchase of said products, said defendants have committed acts of untrue and misleading advertising, as defined by Business and Professions Code, Section 17500.

FOURTH CAUSE OF ACTION FOR VIOLATION OF BUSINESS AND PROFESSIONS CODE, SECTION 17500, AGAINST DEFENDANTS, DR. CLARK RESEARCH ASSOCIATION AND DAVID P. AMREIN

24. During the four years preceding the filing of this action, said defendants manufactured, distributed, sold, and advertised homeopathic products throughout California, including the city and county of Los Angeles.
25. In said advertising, defendants attribute the following health benefits to the following products:

<u>PRODUCT</u>	<u>PURPORTED HEALTH BENEFITS</u>
Super Zapper Deluxe	Electric device used to "zap", or kill, parasites causing diseases such as cancer, AIDS, diabetes, herpes, Asthma, Multiple

		Sclerosis, Amyotropic Lateral Sclerosis.
Wrist Bands for Zapper		Wrist band for the zapper which enables the consumer to zap while driving a car, using a computer, etc.
Digestive Tract Slides for Plate Zapping		Slides for zapping the digestive tract. Includes 20 slides. To be used in the treatment of parasites.
Complete Herbal Parasite Program		Kills parasites and contains black walnut hull tincture and other ingredients.
Black Walnut Hull Tincture Extra Strength		Extra strength parasite treatment.
Black Walnut Hull Capsules		Parasite killer.
Wormwood Capsules		Parasite killer.
Clove Capsules		Parasite killer.
Arginine		Parasite killer.
Orthinine		Parasite treatment.
Co-Enzyme Q10		Tapeworm killer.
Cysteine		Tapeworm killer.
Ozonator		Provides ozonated water to treat or prevent tapeworms.
Complete Kidney Cleanse		Kidney cleanser.
Black Cherry Concentrate		Kidney cleanser.
Ginger Root		Kidney cleanser.
Goldenrod		Kidney cleanser.
Hydrangea/Marshmallow/Gravelroot		Kidney cleanser.
Magnesium Oxide		Kidney cleanser.

Uva Ursi	Kidney cleanse.
Vitamin B6	Kidney cleanse.
Complete Bowel Cleanse	Bowel cleanser.
Cascara Sagrada	Bowel cleanser.
Digestive Enzymes	Bowel cleanser.
Fennel Seed	Bowel cleanser.
Tumeric	Bowel cleanser.
Black Walnut Hull Tincture	Bowel cleanser.
Betaine Hydrochloride	Bowel cleanser.
Magnesium Oxide	Bowel cleanser.
Lugol's Iodine	Bowel cleanser.

26. These advertisements are untrue and misleading. In fact, none of the products performs any of the functions attributed thereto.

27. At all times mentioned herein, said defendants knew, or by the exercise of reasonable care should have known, that said advertising was untrue and misleading.

28. By engaging in the foregoing acts and practices with the intent to induce members of the public to enter into contracts for the purchase of said products, said defendants have committed acts of untrue and misleading advertising, as defined by Business and Professions Code, Section 17500.

SIXTH CAUSE OF ACTION FOR VIOLATION OF BUSINESS AND PROFESSIONS CODE, SECTION 17500, AGAINST DEFENDANTS, THE CHOPRA CENTER FOR WELL BEING AND DEEPAK CHOPRA

29. During the four years preceding the filing of this action, defendants manufactured, distributed, sold, and advertised homeopathic products throughout California, including the city and county of Los Angeles.

30. In said advertising, defendants attribute the following health benefits to the following products:

<u>PRODUCT</u>	<u>PURPORTED HEALTH BENEFITS</u>
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OptiAge PowderCleanser	Improves blood circulation.
OptiAge Skin Care Oil	Helps nourish, repair and restore equilibrium to damaged skin and profoundly calms the emotions.
OptiAge Cream Moisturizer	Contains extremely pure water that has absorbed the healing properties of pearls.

31. These advertisements are untrue and misleading. In fact, none of the products performs any of the functions attributed thereto.
32. At all times mentioned herein, said defendants knew, or by the exercise of reasonable care should have known, that said advertising was untrue and misleading.
33. By engaging in the foregoing acts and practices with the intent to induce members of the public to enter into contracts for the purchase of said products, said defendants have committed acts of untrue and misleading advertising, as defined by Business and Professions Code, Section 17500.

SEVENTH CAUSE OF ACTION FOR VIOLATION OF BUSINESS AND PROFESSIONS CODE, SECTION 17500, IN RELATION TO DEFENDANTS, L. DAVID SPEALLER AND PARADIGM HEALTH INTERNATIONAL, INC.

34. During the four years preceding the filing of this action, said defendants manufactured, distributed, sold, and advertised homeopathic products throughout California, including the city and county of Los Angeles.
35. In said advertising, said defendants attribute the following health benefits to the following products:

<u>PRODUCT</u>	<u>PURPORTED HEALTH BENEFITS</u>
Digestive Aide & Floral	Ends acid reflux, heartburn, and bloating.
Antioxidant	Formulated to reduce a persons' risk of diseases such as cancer, diabetes, heart disease, and arthritis, by restoring red blood cells.
Blood Sugar Balance	Eliminates the desire for between meal treats and provides an increased stable energy level.
Immune Support	Boosts the immune system.
Prostate Support	Users will never get symptoms of prostate cancer.

1 2 3	Total Nutrition	This meal replacement contains more nutritional value than any food a person will eat.
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36. These advertisements are untrue and misleading. In fact, none of the products performs any of the functions attributed thereto.
37. At all times mentioned herein, defendants knew, or by the exercise of reasonable care should have known, that said advertising was untrue and misleading.
38. By engaging in the foregoing acts and practices with the intent to induce members of the public to enter into contracts for the purchase of said products, defendants have committed acts of untrue and misleading advertising, as defined by Business and Professions Code, Section 17500.

EIGHTH CAUSE OF ACTION FOR VIOLATION OF BUSINESS AND PROFESSIONS CODE  
SECTION 17200, AGAINST ALL DEFENDANTS

39. The foregoing acts and practices violate Health and Safety Code Sections 110390, 110395 and 110400. Therefore, these acts and practices constitute unlawful business acts or practices within the meaning of Business and Professions Code, Section 17200.
40. The harm to the members of the general public in California outweighs the utility of defendants' acts and practices and, consequently, such acts and practices constitute unfair business acts and practices within the meaning of Business and Professions Code, Section 17200.
41. Defendants' acts and practices are likely to mislead the general public and, consequently, constitute fraudulent business acts and practices within the meaning of Business and Professions Code, Section 17200.
42. Defendants' advertising is unfair, deceptive, untrue, misleading and in violation of Chapter 1 (commencing with Section 17500) of Part 3 of Division 7 of the Business and Professions Code. Therefore, such advertising is a violation of Business and Professions Code, Section 17200.

PRAYER

WHEREFORE, plaintiff requests against each defendant:

- A. A permanent injunction pursuant to Business and Professions Code Sections 17203 and 17535;
- B. An order to pay restitution, pursuant to Business and Professions Code, Sections 17203 and 17535;
- C. Costs of suit;
- D. Reasonable attorney fees; and
- E. Any further relief that the Court may deem just and equitable.

Dated: July 12, 2021

LAW OFFICES OF MORSE MEHRBAN

1 By: \_\_\_\_\_  
2 Morse Mehrban, Esq.  
3 Attorney for Plaintiff,  
4 National Council Against Health  
5 Fraud, Inc.  
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