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CONSUMER SETTLEMENT ANNOUNCED AGAINST MAKERS OF TUMMY TUCK BELT

Santa Cruz County District Attorney Jeffrey S. Rosell announced today a settlement in a consumer protection action against Savvier, Inc.. Savvier manufactures and sells the “Tummy Tuck Belt” as part of an abdominal slimming system. The action was filed in Santa Cruz County Superior Court.

The Santa Cruz County District Attorney’s Office is a member of the California Food, Drug, and Medical Device Task Force, which is comprised of ten district attorneys' offices including, Alameda, Marin, Monterey, Napa, Orange, Santa Clara, Shasta, Solano, and Sonoma Counties.

The complaint alleges that Savvier made representations regarding the effects or attributes of its products that were mischaracterizing the products as a medical device or drug, and that the claims were not supported by competent and reliable scientific evidence, including that Savvier products could reduce belly fat. Savvier also failed to properly disclose return charges and automatic renewal terms. The Judgment includes injunctive provisions prohibiting Savvier from making any unsupported claims in the future. Savvier has also agreed to refrain from advertising their products as drug or medical devices and to make proper disclosures regarding returns and automatic renewing charges. Savvier cooperated with the Task Force to reach the resolution.

Under the terms of the stipulated judgment, Savvier agreed to pay \$848,113 in civil penalties and to make an additional \$100,000 in restitution to consumer protection, and \$120,000 in cost reimbursement to the prosecuting agencies.

Rosell said, “Our office is committed to the protection of the citizens of Santa Cruz County from unfair business practices and ensuring that the health and safety of our community is a top priority.”