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EXCLUSIVE: Jessica Alba's Honest Company agrees to pay \$1.55 million class action settlement after claims of

Site Web

- DailyMail.com has learned The Honest Company has agreed to pay \$1.55 million in a class action lawsuit settlement for misleading consumers
- Jessica Alba's company claimed products were free of Sodium Lauryl Sulfate (SLS), an irritant, and instead contained Sodium Coco Sulfate (SCS)
- But the plaintiffs maintained SLS is a component of SCS which makes the claim 'Honestly Free of SLS' untrue
- The settlement states the company will remove SCS from the soaps and refrain from marketing products that contain SCS as being SLS free
- In October, The Honest Company said it reformulated their products

By KAILEEN GAUL FOR DAILYMAIL.COM

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Jessica Alba's Honest Company has agreed to shell out \$1.55 million in a class action lawsuit settlement for misleading customers about omitting a chemical from their products.

DailyMail.com has learned the Fantastic Four actress' company filed to settle a lawsuit claiming its laundry detergent, dish soap and multi-surface cleaner did not contain Sodium Lauryl Sulfate.

Sodium Lauryl Sulfate, or SLS, is a common ingredient used in many household cleaners and can cause a rash in a high concentration.

The billion-dollar company boasts non-toxic products and sells at major retailers such as **Walmart**, Target and Bed, Bath and Beyond.

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Jessica Alba's brand 'The Honest Company' is no longer allowed to advertise soaps that contain Sodium Coco Sulfate as Sodium Lauryl Sulfate free

Honest acknowledged its products contained a 'gentler alternative' to SLS called Sodium Coco Sulfate or SCS. However, the court documents note SLS is a component of SCS.

The lawsuit was pending for over a year until documents were filed June 5, revealing the company reached a settlement.

In March 2016, the **Wall Street Journal** published a report which noted two independent labs found SLS in Honest's detergent.

The company hit back on its website claiming 'the Journal clearly had the goal of harming the reputation and good will that we are so proud to have built here.' It claimed the paper never tested for SCS which is less processed than SLS.

But over one year later, Honest filed to settle and pay out unhappy customers.

The settlement allows customers who bought the products to choose payment by check or in the form of credit usable for purchases at Honest.com. The credit back to Honest will be worth 1.5 times the dollar recovery amount.



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The company claimed Sodium Coco Sulfate was a gentler alternative to Sodium Lauryl Sulfate, but the plaintiffs note SLS is a component of SCS

Sodium Lauryl Sulfate (SLS) vs Sodium Coco Sulfate (SCS)

SLS is a common ingredient in household products that makes soap suds. The Honest Company said on their website 'even though both (SLS and SCS) are derived from coconut oil, their molecular makeup is quite different.'

The Honest Company argued that both are derived from coconut oil, but SCS is more pure because it can only be made from raw coconut oil.

On the other hand, SLS can be made from coconut oil through fractionation and distillation. It can also be refined by palm oil or petroleum. It also has smaller molecules that can penetrate the skin more easily and make it feel dry and itchy.

The plaintiffs contended that SLS, which is a 'known skin irritant', is a component of SCS. Therefore, the products weren't 'Honestly Free of SLS' as the label claimed.

Sources: Legal papers obtained by DailyMail.com and [Honest.com](#)



The court documents go on to say: 'Under the Settlement, Class Members will be allowed to make claims without proof of purchase for Product purchases of up to \$50.00. Class Members with valid proof of purchase will be able to file claim for purchases in excess of \$50.00.'

Any un-cashed settlement checks will be redistributed to the class members or donated to the skin research charity, the Dermatology Foundation

Statement to DailyMail.com from The Honest Company

'We vigorously deny any and all allegations alleged in the lawsuit – specifically that any of our cleaning products contain SLS. However, given the fact that continued litigation could be protracted and expensive, we have settled this lawsuit to limit further costs and distraction to our business. We stand behind the safety and effectiveness of our products and the responsibility we have to

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our consumers, and are gratified by the loyalty of both our customers and retail partners.

'As a modern brand, we are always focused on progress and innovation and remain committed to making purposeful changes to update and improve our products. We are constantly listening to our customers, hearing their needs and desires, and making continual product upgrades for aesthetics and overall product experience.

'As part of that process, we will soon be launching a new breakthrough cleaning line, utilizing an advanced sugar-based surfactant technology to further improve the efficacy of our products.'



Per the settlement, Alba's company has agreed to reformulate the products to remove SCS and certify that the reformulated products do not contain SLS. Honest must also refrain from marketing products that contain SCS as being SLS free.

In October the company said they would reformulate products to have a sugar-based surfactant technology.

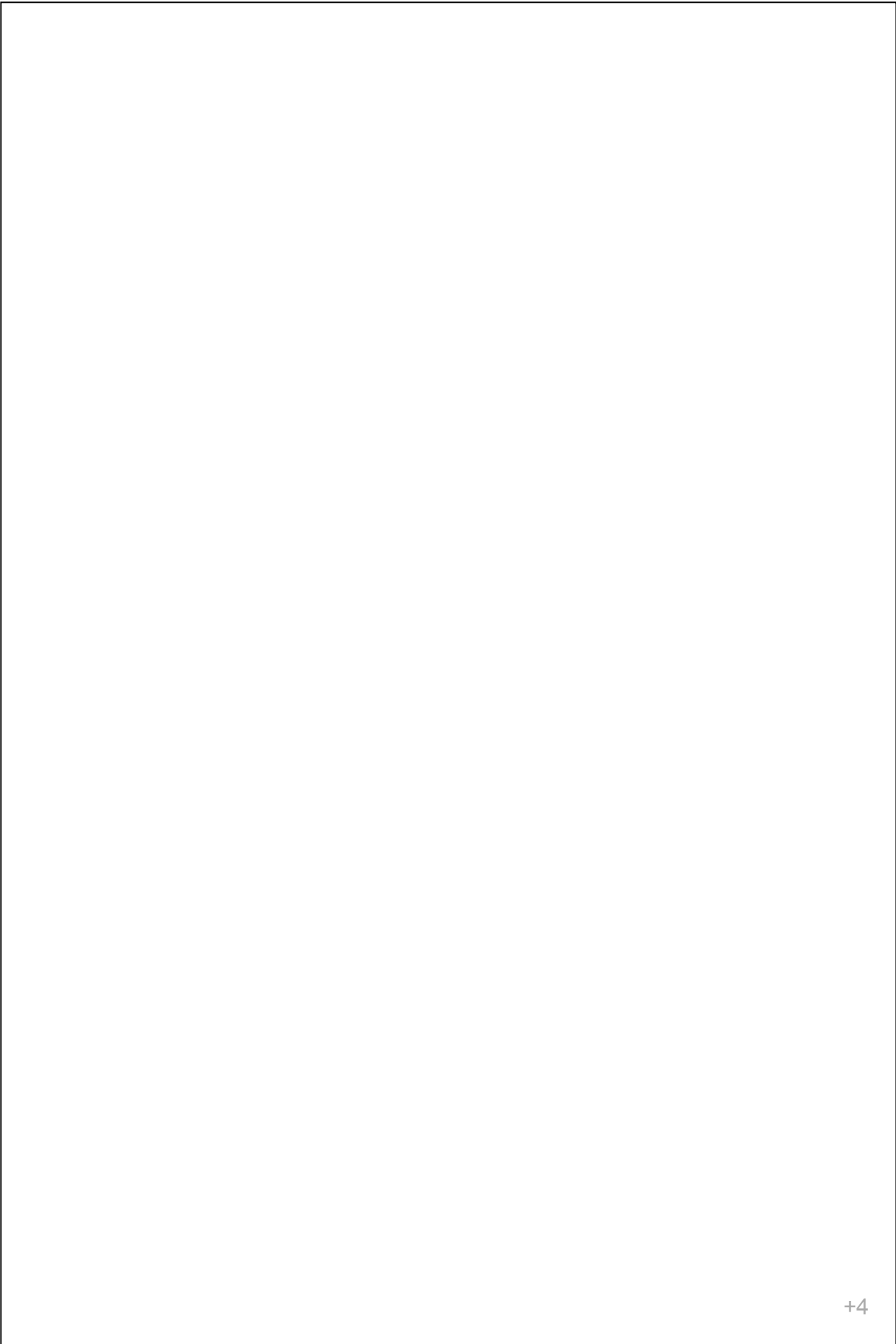
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'You couldn't have me if you wanted'

The Honest Company hit back at the Wall Street Journal's study saying the paper has the goal of harming the company's reputation and good will. However, it filed to settle a class action lawsuit that claimed the company misled customers by saying its products were SLS free

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The [website](#) claims the detergent is in fact 'made without: SLS, fragrances, dyes, chlorine, DEA, formaldehyde carriers, or optical brighteners.'

The court documents state the company must change its advertising because the central allegation in the suit was to prevent future purchasers from being misled by Honest.

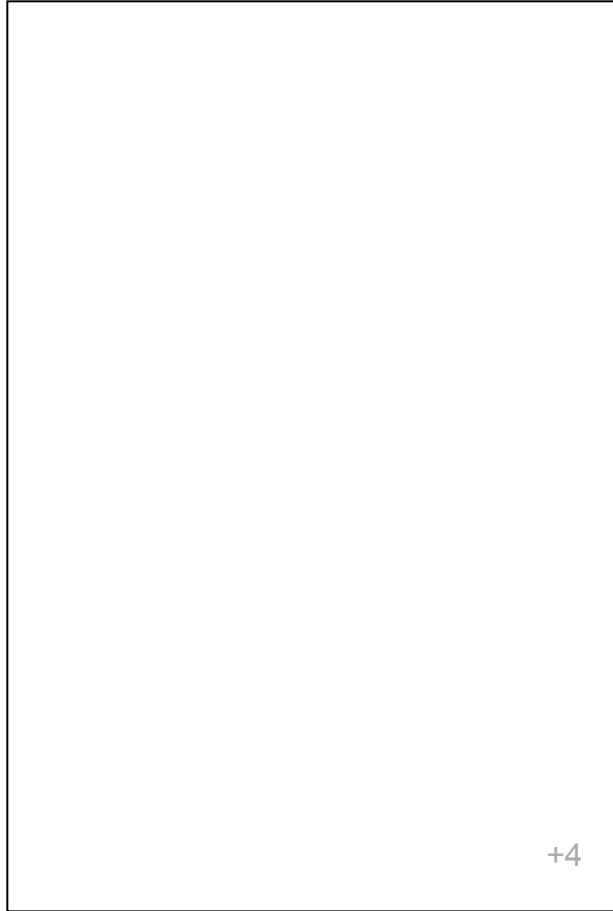
Alba's company has been hit with several lawsuits pertaining to misleading marketing since it was founded in 2011.

Honest was sued in 2016 for claiming its shampoo and body wash contained unnatural ingredients despite being labeled natural and non-toxic.

The company denied the allegations saying they were 'baseless'.

The company's sunscreen went viral the summer of 2015 when customers posted photos showing severe sunburns after using the product.

The company was then hit with a \$5 million lawsuit and also claimed the company used unnatural ingredients.



The website claims the detergent is in fact 'made without SLS' after promises to reformulate

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A 2016 lawsuit claiming the company wrongfully marketed baby food as organic was dismissed.

The judge has yet to sign off on the most recent settlement.