

If you purchased any Purex Natural Elements Laundry Detergent Products, you may be eligible to receive a payment from a Class Action Settlement.

A lawsuit was filed against Defendant Henkel Consumer Goods Inc. alleging that the “Natural Elements” statement on the labeling, marketing, and advertising of certain Purex laundry detergent products is misleading because they include synthetic ingredients. Defendant denies it has done anything wrong, and the Court has not decided who is right. Both sides have decided to settle the dispute.

WHO IS INCLUDED IN THE SETTLEMENT?

The Settlement Class Members include all persons and entities that, from May 19, 2013 to March 8, 2019, both resided in the U.S. or its territories and purchased in the U.S. or its territories any variety and container size of Henkel’s Purex laundry detergent products that bear the phrase “Natural Elements” on the label.

WHAT DOES THE SETTLEMENT PROVIDE?

The Settlement provides for \$1,500,000 to pay (1) eligible claims submitted by Settlement Class Members; (2) the fees and expenses of the attorneys representing the Plaintiff and the Settlement Class in the lawsuit; (3) notice and claim administration expenses; (4) any necessary taxes; and (5) any Incentive Award made by the Court to Plaintiff.

WHAT ARE MY RIGHTS?

Submit a Claim Form. If you wish to be eligible to receive benefits under the Settlement, you must fill out and submit a Claim Form by **August 10, 2019**. You can obtain a Claim Form by (1) visiting LaundryDetergentSettlement.com; (2) mailing a written request for a Claim Form to P.O. Box 3240, Portland, OR 97208-3240; or (3) emailing info@LaundryDetergentSettlement.com. **If you do not timely submit a valid Claim Form and do not exclude yourself from the Settlement, you will be bound by the Settlement but will not receive any benefits of the Settlement.**

Object to the Settlement. If you do not agree with the Settlement or any part of it, you may submit a written objection to the Court by **July 22, 2019**.

“Opt Out” or Exclude Yourself from the Settlement. If you do not want a payment from the Settlement, and you want to keep the right to sue or continue to sue the Defendant on your own about the claims released in this Settlement, you must exclude yourself by **July 22, 2019**.

THE COURT’S FINAL APPROVAL HEARING

The Court will hold a hearing on **August 19, 2019** to consider whether to approve the Settlement, Class Counsel’s request for attorneys’ fees of up to 33% of the Qualified Settlement Fund in addition to reimbursement for expenses and costs, and an Incentive Award for the Plaintiff of \$7,500 from the Qualified Settlement Fund.

For more information:

Call Toll-Free at 877-291-9488 or visit LaundryDetergentSettlement.com

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