

Juroviesky and Ricci LLP File Class Actions Against Playtex and Schering-Plough

August 27, 2009

The law offices of Juroviesky and Ricci LLP have filed two class action lawsuits in the Ontario Superior Court of Justice against major manufacturers of sunscreen in Canada: Playtex and Schering-Plough Canada (“Defendants”), manufacturers of Banana Boat and Coppertone sunscreen products, respectively.

Note that these are two separate class actions. Depending upon which brand you purchased, one, both or none of the class actions may apply to you.

The suits claim that the Defendants deceptively marketed and/or mislabeled their sunscreen products by misrepresenting their protective and useful qualities, resulting in unjust enrichment for the Defendants at the expense of consumers.

For further details or to sign up as a class member, please see the two statements of claim on Juroviesky and Ricci's website: <http://www.jrclassactions.com/classactions/playtex.shtml>.

Note that the detailed statements of claim filed with the Ontario Superior Court of Justice are the result of an extensive and independent investigation conducted by Juroviesky and Ricci LLP. In respect of Canada, to the knowledge of Juroviesky and Ricci LLP, no other statements of claim have been filed in this matter against the Defendants and no other law firms, as at the time of filing the statements of claim, represent plaintiffs in this litigation.

Because lawyers at Juroviesky and Ricci LLP have conducted a thorough investigation on these matters, they are in a superior position to answer questions about the claims alleged in the statements of claim, and can be contacted to discuss this case through the telephone number and/or e-mail address indicated below.

To be included as a lead or representative plaintiff on either or both of these matters, you must meet certain legal requirements. If you would like to join either or both of these class actions as a lead or representative plaintiff, join as a potential class member (i.e., you are a purchaser and/or user of a sunscreen product manufactured by either or both of the Defendants), or otherwise be included in the Sunscreen Class Action database, please visit the following website: <http://www.jrclassactions.com/classactions/playtex.shtml> and provide us with the information requested.

More information on this and other class actions can be found on the Juroviesky and Ricci LLP Class Action website at www.jrclassactions.com.

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