

## **Snyder Law Firm Sues L'Oréal In California Class Action Involving Liquid Cosmetic Products**

**SAN FRANCISCO, CA** – February 7, 2020 – If you are a woman who uses makeup, this may have happened to you: you buy liquid makeup (sometimes very expensive), but you can't get a lot of it out of the bottle because the manual pump does a horrible job of dispensing the liquid. And to make matters worse, the pump doesn't screw off—so there is no way for you to get at the stranded make-up!

That frustrating problem is the basis of a class action lawsuit filed in San Francisco federal court today on behalf of California consumers against L'Oréal USA, Inc. (“L'Oréal”). The lawsuit targets four products manufactured and distributed by L'Oréal and Maybelline:

- L'Oréal Visible Lift Serum Absolute Foundation
- Maybelline Superstay Better Skin Skin-Transforming Foundation
- L'Oréal Age Perfect Eye Renewal Eye Cream
- L'Oréal Revitalift Bright Reveal Brightening Day Moisturizer

The Snyder Law Firm lawsuit ([click here for Complaint](#)) alleges consumers have been complaining for years that the pumps do a poor job of dispensing liquid cosmetic products from the containers and that large amounts of the liquid products (sometimes more than half) are stranded in the containers. Despite being aware of the problem, and even though much more efficient packaging options are available and used widely in the cosmetics industry, the lawsuit alleges L'Oréal intentionally continued to market and distribute the products using the inefficient closed pump design. The law firms bringing the lawsuit conducted independent laboratory testing, as well as a nationwide consumer survey to support the lawsuit.

Karen Snyder and Paul Snyder of the Snyder Law Firm—a firm that focuses on complex commercial litigation and other litigation matters—filed the case today. Two other law firms—both with extensive class action experience—will also be involved in the case. The attorneys from those firms are Laurence D. King and Matthew B. George of Kaplan Fox & Kilsheimer LLP in San Francisco, and Matthew L. Dameron and Amy Jackson of Williams Dirks Dameron LLC in Kansas City, MO.

For media inquiries, or consumers who have used any of these products and would like more information about the lawsuit, please contact:

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