

# Exhibit C

Subject: Notice of Class Action and Proposed Settlement

Amazon is emailing you because our records indicate that you may have purchased magnesium supplements from Naturelo Premium Supplements LLC (“Naturelo”) through Amazon. Those products are the subject of a proposed class action settlement which may affect your rights. **YOU MAY BE ENTITLED TO A PAYMENT FROM A CLASS ACTION SETTLEMENT.** Amazon is not a party to or otherwise involved in the class action lawsuit.

A settlement fund of \$1,500,000.00 will be used to pay valid claims as set forth below and in the Settlement Agreement. To recover you must file a claim by \_\_\_\_\_, you can file a claim on the settlement website [www.\[\] \[\].com](http://www.[] [].com) or mail a claim in.

**THIS NOTICE IS ONLY A SUMMARY.** Additional details of the settlement, and its definitions, are available at [www.\[\] \[\].com](http://www.[] [].com) or by writing to or calling the Class Action Settlement Administrator at the address or toll-free number below.

**WHAT IS THIS CASE ABOUT?** In the lawsuit entitled *Wallin v. Naturelo Premium Supplements LLC*, No. 22-cv-05960 (D.N.J.), pending in the United States District Court for the District of New Jersey, plaintiff Fred Wallin (“Plaintiff” or “Class Representative”) alleges that Naturelo falsely and deceptively labeled and advertised its magnesium supplements as containing 200mg of magnesium as magnesium glycinate chelate when they did not. Naturelo denies the allegations and claims. An image of the Naturelo magnesium supplement is available on the settlement website [www.\[\] \[\].com](http://www.[] [].com). The Court has not ruled on the merits of the claims or Naturelo’s defenses. Instead, both sides agreed to a settlement that they believe is a fair, reasonable, and adequate compromise of their respective positions. The parties reached this agreement only after extensive negotiations, an exchange of information, and consideration of the risks and benefits of settlement.

**WHO IS A CLASS MEMBER?** “All persons residing in the United States of America who purchased the Supplement, during the Class Period.” The Class Period is September 1, 2018, through \_\_\_\_\_.

**WHAT ARE THE TERMS OF THE SETTLEMENT?** Naturelo has agreed to pay \$1,500,000.00 into a non-reversionary Settlement Fund, as described in the Settlement. The Settlement Fund will be used to pay Settlement Class Members who send in a valid Claim Form, after attorneys’ fees and costs, notice and settlement administration costs, and an incentive award to the Class Representative have been deducted.

Settlement Class Members can submit a claim form with or without proof of purchase. Settlement Class Members that submit a claim **WITHOUT** proof of purchase will be entitled to one Award Unit, capped at \$24.95, per Household. Claims **WITH** proof of purchase entitle the member to one Award Unit for each Supplement purchased capped at \$24.95 per Award Unit.

Proof of Purchase means an itemized sales receipt or order confirmation email, or a photocopy or digital image file thereof, showing the date and place of purchase, name of the product purchased, and the amount paid, or any document or method that the Claim Administrator believes in its

discretion evidences proof. Proofs of purchase can be uploaded on the Settlement Website or mailed with a claim.

Each Award Unit will have an equal monetary value not to exceed \$24.95. The Award Units will be determined by dividing the Net Settlement Fund (calculated and defined as the total Settlement Fund, after deductions for settlement administration costs, attorney's fees and expenses, and any incentive award to the Settlement Class Representative) by the total of valid Without Proof of Purchase Claims plus the total of Supplements purchased by the Valid Proof of Purchase Claims.

**HOW DO I MAKE A CLAIM?** To receive a Settlement Award, you must submit a signed and completed Claim Form online to the Class Action Settlement Administrator by **NO LATER THAN** \_\_\_\_\_ or by mail to the Class Action Settlement Administrator postmarked **NO LATER THAN** \_\_\_\_\_. The Claim Form is available for online submission and download at [www.\[ \] .com](http://www.[ ] .com). You may also obtain a Claim Form by calling \_\_\_\_\_.

**WHAT ARE MY OTHER OPTIONS?** If you do not want to be legally bound by the Settlement, you may, upon request, be excluded (or "opt out") from the Settlement by sending a request for exclusion ("Request for Exclusion") that includes (1) the name of the case, (2) your name, current address, telephone number, and signature, and (3) a clear statement communicating that you elect to be excluded from the settlement. Your Request for Exclusion yourself from the settlement must be sent to the Class Action Settlement Administrator at \_\_\_\_\_ by **NO LATER THAN** \_\_\_\_\_. The Request for Exclusion shall not be effective unless it provides the required information and is postmarked by no later than \_\_\_\_\_. Settlement Class Members who fail to submit a valid and timely Request for Exclusion on or before the date specified, shall be bound by all terms of the Proposed Settlement and the Final Order and Judgment, regardless of whether they have requested exclusion from the Proposed Settlement.

If you opt out, you will not receive any money from the Settlement. If you stay in the Settlement, you may object to the Settlement by writing to the Court explaining why you do not like the Settlement by **NO LATER THAN** \_\_\_\_\_.

To object, you must provide the following information in writing: (1) your full name, current address, and current telephone number; (2) contain the Settlement Class Member's original signature or the signature of counsel for the Settlement Class Member; (3) state that the Settlement Class Member objects to the Settlement, in whole or in part; (4) set forth the complete legal and factual bases for the objection, including citations to relevant authorities; (5) provide copies of any documents that the Settlement Class Member wishes to submit in support of his/her position; and (6) state whether the objecting Settlement Class Member intends on appearing at the Final Approval Hearing either pro se or through counsel and whether the objecting Settlement Class Member plans on offering testimony at the Final Approval Hearing.

You must file your objection before \_\_\_\_\_, 20\_\_ with the Clerk of the United States District Court for the District of New Jersey, Clarkson S. Fisher Building & U.S. Courthouse, 402 East State Street, Room 2020, Trenton, NJ 08608, and served at that same time upon the Settlement Administrator at:

[ [ ] ]

You will be bound by the Settlement if your objection is rejected. If you do nothing (*i.e.*, submit no Claim Form or opt out), you will not receive any benefits from the Settlement, but will nevertheless be bound by any judgment approving the Settlement and will give up any right to sue Defendant or related parties as described in the Settlement.

FINAL APPROVAL HEARING. The Court will hold a hearing in this case to consider whether to approve the Settlement on \_\_\_\_\_, at \_\_\_\_ a.m., at \_\_\_\_\_. The date of the Final Approval Hearing may change without further notice to the Settlement Class. Settlement Class Members should be advised to check the settlement website to confirm that the date has not been changed.

THIS NOTICE IS ONLY A SUMMARY. MORE INFORMATION IS AVAILABLE AT [WWW\\_\\_\\_\\_\\_.COM](http://WWW_____.COM), OR FROM THE CLASS ACTION SETTLEMENT ADMINISTRATOR AT [[ ]] OR \_\_\_\_\_ (TOLL-FREE.

PLEASE DO NOT RESPOND TO THIS EMAIL DIRECTLY.