

Exhibit E

**UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY**

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 FRED WALLIN, *on behalf of himself and all others
 similarly situated,*

Plaintiffs,

vs.

NATURELO PREMIUM SUPPLEMENTS LLC,
 Defendants.

**NOTICE REGARDING RIGHT TO
BENEFIT FROM CLASS ACTION
SETTLEMENT**

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MAGNESIUM SUPPLEMENT SETTLEMENT

A Settlement Agreement has been reached in a class action lawsuit alleging Naturelo Premium Supplements LLC ("Naturelo") violated the law by selling Naturelo Magnesium Supplements marketed as containing 200mg of magnesium as glycinate chelate when, in fact, they did not. You may be a class member and your rights are impacted under the Settlement Agreement reached in the case. Naturelo denies any wrongdoing, denies that that it violated the laws of New Jersey, California or any other state or federal law.

A settlement fund of \$1,500,000.00 has been established to pay valid claims, attorney’s fees, costs, an incentive award to the Class Representative (Fred Wallin) and settlement administration costs. The settlement has been preliminarily approved, if the settlement is finally approved, Settlement Class Members shall qualify for payments from the Settlement Fund. Your legal rights are affected whether you act or don’t act so read this notice carefully. All capitalized terms used in this Notice that are not otherwise defined herein shall have the meanings provided in the Settlement Agreement dated [DATE] on file with the Court, which is available at SETTLEMENTWEBSITE.com.

YOUR OPTIONS	
Option 1: Submit a Claim Deadline: _____	Submit a Claim and Recover from the Settlement Fund The only way to receive a share of the Settlement Fund is to submit a claim by _____. You may submit a claim with or without a proof of purchase. Whether you choose to submit a claim with or without a proof of purchase impacts the amount you may recover. Read this Notice carefully.
Option 2: Ask to be Excluded Deadline: _____	Get out of this lawsuit and get no benefits from it You may ask to be excluded from the lawsuit. By excluding yourself, you cannot recover as part of this settlement, you will not release any claims.
Option 3: Object Deadline: _____	Object to the terms of the Settlement Agreement. You may object to the terms of the Settlement Agreement and have your objections heard at the _____ Final Approval Hearing. If you object to the Settlement Agreement you do remain part of the Settlement Class.
Option 4: Do Nothing:	You will receive no payment. You will still be a Settlement Class Member and give up your right to be part of any other lawsuit against Naturelo or any other Released Party.

1. What is this lawsuit about?

In the lawsuit, the Plaintiff alleges that Naturelo violated consumer protection statutes in New Jersey and California, breached express and implied warranties and fraudulently concealed by marketing and selling the Supplements as containing 200mg of magnesium as glycinate chelate when they did not.

Naturelo denies any wrongdoing, denies that it violated the laws of New Jersey, California or any other state or federal law.

Both sides have agreed to settle the lawsuit to avoid the cost, delay, and uncertainty of further litigation.

You can read Plaintiff's Complaint, the Settlement Agreement, other case documents, and submit a claim form at www.naturelo.com.

2. How do I know if I am a part of the settlement?

For settlement purposes, the Court has preliminarily certified a Settlement Class consisting of all people who meet the following definition:

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 _____.

The "Supplement(s)" are the dietary supplements offered for sale by Naturelo as "Magnesium Glycinate Chelate" with "200 MG per capsule" contained within packaging substantially similar to the following:



3. Why is this a class action?

In a class action, a Class Representative (in this case the Plaintiff Fred Wallin) sues on behalf of a group (or a “Class”) of people. Here, the Class Representative sued on behalf of people who purchased the Supplements.

4. Why is there a settlement?

To avoid the cost, risk, and delay of litigation, the Parties reached a settlement agreement as to Plaintiff’s and the Class claims. 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.

5. How do I recover?

Submit a Claim Form. This is the only way to get a payment. You have the right as a member of the Settlement Class to receive a share of the Settlement Fund. Individual payment amount will depend on the total number of valid and timely claims filed by all Settlement Class Members and whether an individual does or does not provide a Proof of Purchase.

You can submit a Claim Form online at www._____.com

Or, you can download the Claim Form online and mail it to: [[]]

Recovery without proof of purchase – Settlement Class Members that submit a Claim Form without a Proof of Purchase will be entitled to one Award Unit, capped at \$24.95, per Household.

Recovery with proof of purchase – Settlement Class Members that submit a Claim Form with a Proof of Purchase, and/or Naturelo otherwise possesses proof of the Settlement Class Member’s purchase, will be entitled to one Award Unit, capped at \$24.95 per unit, for each Supplement purchased.

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 with your claim on the Settlement Website or mailed with your 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.

All Claim Forms must be submitted online to the Class Action Settlement Administrator by NO LATER THAN _____ or mailed to the Class Action Settlement Administrator postmarked NO LATER THAN _____. The Claim Form is available for online submission and download at www.ijll.com. You may also obtain a Claim Form by calling_____.

After all Valid Claim Forms are counted, and the Settlement is given final approval by the Court, the Settlement Administrator will provide (through one or more rounds of Settlement Checks) each claiming Settlement Class Member their share of the Settlement Fund after the deductions above. Any excess from the Net Settlement Funds from uncashed Settlement Checks or because of any other reason will be provided to a charitable organization.

6. What am I giving up to receive these benefits?

By staying in the Class, all of the Court's orders will apply to you, and you give a "release" for any claims arising from the marketing, sale, advertising or labeling of the Supplements. A release means you cannot sue or be part of any other lawsuit against Naturelo and the Released Parties about the claims or issues in this lawsuit and you will be bound by the Settlement Agreement.

7. How much will the Class Representative receive?

The Class Representative will receive their portion of the settlement as a Class Member and an incentive award for having pursued this action. Any incentive payment is subject to Court Approval. The Class Representative will request an Incentive Award of \$10,000.

8. Do I have a lawyer in this case?

To represent the Settlement Class, the Court has appointed attorneys with the law firm of Lemberg Law, LLC, 43 Danbury Road, Wilton, CT 06897 as "Class Counsel."

Class Counsel will request an award of attorney's fees of up to 33% of the Settlement Fund. Any attorney's fee and expense award is subject to Court Approval. You may hire your own attorney, but only at your own expense.

9. I don't want to be part of this case, how do I ask to be excluded?

Answer: Send a Request to Be Excluded.

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 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 Settlement Agreement and the Final Order and Judgment, regardless of whether they have requested exclusion from the Settlement Agreement.

10. How do I object?

Any Settlement Class Member who has not requested to be excluded from the Settlement Class may object to the Settlement. In order to exercise this right, you must submit your objection to the Court by the Objection Deadline. Your objection must include the following information in writing:

- (i) set forth the Settlement Class Member's full name, address, and telephone number;
- (ii) contain the Settlement Class Member's original signature or the signature of counsel for the Settlement Class Member;
- (iii) state that the Settlement Class Member objects to the Settlement, in whole or in part;
- (iv) set forth the complete legal and factual bases for the objection, including citations to relevant authorities;
- (v) provide copies of any documents that the Settlement Class Member wishes to submit in support of his/her position; and
- (vi) 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.

THE FINAL APPROVAL HEARING

The Court will hold a Final Approval Hearing on _____, 2024, in the courtroom of [[][]]. The hearing may be continued or rescheduled by the Court without further notice.

The purpose of the hearing will be for the Court to determine whether the proposed settlement is fair, reasonable, and adequate and in the best interests of the Class and to rule on applications for compensation for Class Counsel and an incentive award for the Class Representative. At that hearing, the Court will be available to hear any objections and arguments concerning the fairness of the proposed settlement. The Court may decide these issues at the hearing or take them under consideration. We do not know how long these decisions will take.

YOU ARE **NOT** REQUIRED TO ATTEND THIS HEARING TO BENEFIT FROM THIS SETTLEMENT.

FOR MORE INFORMATION

This Notice only summarizes the Proposed Settlement. Additional information and documents, including case documents, are available at www.SETTLEMENTWEBSITE.com, or you can call [[[]]].

In the event of a conflict between the terms of this Notice and the Settlement Agreement, the terms of the Settlement Agreement will govern.