

## The Honest Company Sued Again, This Time for Baby Formula

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Jessica Alba. Photo

courtesy of The Daily Mail.[/caption]

*Summary: The Honest Company is being sued again.*

The Honest Company seems to be a magnet for false labeling lawsuits. This time, they're being targeted for their baby formula, CNN reports.

The Organic Consumers Association (OCA) filed a lawsuit this week against Jessica's Alba's mega-successful lifestyle company. OCA claims Honest mislabels its Premium Infant Formula as "organic" when it is anything but. The OCA is seeking a jury trial.

The lawsuit said the baby formula has 11 synthetic materials including sodium selenite and taurine. These ingredients are not allowed by federal law to be included in anything labeled organic, and the OCA said there is no proof that these ingredients are safe for human consumption.

The Honest Company told CNN that its formula is cleared by the Food and Drug Administration, and that it meets all safety and nutritional standards. They said that a third party certified it as USDA Organic, in accordance with the National Organic Program.

In February, we reported that the company has attracted lawsuits because of the attention brought upon by its mass financial success combined with its branding. According to [the company website](#), "The Honest Company is a trusted source for stylish, eco-friendly baby diapers, wipes, bath & body care products and non-toxic cleaning products." However, angry consumers felt The Honest Company was dishonest with their messaging. They filed lawsuits earlier this year because dozens of products were allegedly falsely labeled as "natural" when they actually contained chemicals similar to their competitors. The cases are still pending, and The Honest Company responded that the complaints were "baseless."

Source: [CNN](#)