

## WEN Hair Loss Lawsuit Preliminarily Settled for \$26.3 Million

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Actress Alyssa Milano endorsed Wen Hair Care in an infomercial. Photo courtesy of ISO TV. [/caption]

*Summary: On Monday, a judge preliminarily approved a class action settlement between plaintiffs and Wen Hair Care.*

Hundreds of angry women sued celebrity-endorsed Wen Hair Care, saying the products caused them to go bald. On Monday, a judge preliminarily approved the \$26.3 million settlement to end the high-profile class action lawsuit.

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Wen Hair Care is manufactured by Proactive's Gunthy-Renker and celebrity hairstylist Chaz Dean. According to Business Insider, the plaintiffs in the case could each walk away with almost \$20,000.

The class action lawsuit was filed by law firm, Christiansen Davis; and it included almost 200 women across the country who said the shampoo made them rash up or go bald. Many women showed proof of the damage by uploading shocking pictures onto social media, and the lawsuit cited numerous bad online reviews of the product that had claims similar to the plaintiffs'.

"From what we understand about the product and how it causes hair loss is it contains virtually no cleanser," plaintiff's attorney Amy Davis said to CBS. "It's like using lotion to wash your hair. So instead of removing the product when you rinse it off, it just becomes impacted in your hair follicles."

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The shampoo was endorsed by actresses like Brooke Shields, Alyssa Milano, and Angie Harmon; and its ads said that it was "gentle enough to use every day." According to Business Insider, Wen shampoo has mostly positive reviews on Amazon, but the few negative reviews do mention hair thinning.

Wen said in a statement that its product is safe, and that it settled due to the high cost of litigation.

Source: Business Insider