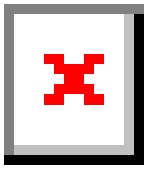
Natural Alternatives International, Inc. Files Unfair Competition, False Advertising and Disparagement Complaint Against Creative Compounds Inc.

September 24, 2015

Natural Alternatives International, Inc. ("NAI"), a leading manufacturer and marketer of customized nutritional supplements, has filed a Complaint against Creative Compounds Inc. ("Creative") to stop Creative from intentionally trying to mislead NAI customers and wrongfully interfering with NAI's CarnoSyn® beta-alanine business. The suit was filed in U.S. District Court for the Southern District of California.

The Complaint alleges that Creative, which sells generic beta-alanine, sent an internet communication to customers and potential customers of beta-alanine making numerous false and misleading statements regarding Creative's own generic beta-alanine, NAI, CarnoSyn® beta-alanine, and NAI's intellectual property rights. Creative, according to the Complaint, engaged in unfair competition, false advertising, trade libel and product disparagement, and intentional interference with NAI's business – all designed to improperly boost its sales and intentionally interfere with NAI's expanding CarnoSyn® business.

NAI is represented by Kevin M. Bell and Richard J. Oparil of Porzio, Bromberg & Newman, P.C.



Founded in 1980, NAI is a leading formulator and manufacturer of customized nutritional supplements. NAI prides itself on a strong commitment to health, scientific integrity and quality. www.nai-online.com