

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF ILLINOIS  
EAST AURORA

FEDERAL TRADE COMMISSION,

Plaintiff,

v.

AVROM BORIS LASAROW, individually and as

Trustee of

NEW LASAROW HEALTH LTD., formerly known as LASAROW  
HEALTHCARE TECHNOLOGIES LTD., a private  
company limited by shares;

KRISTI ZUHLKE KIMBALL, individually and as  
an officer of NEW CONSUMER SOLUTIONS  
LLC; and

NEW CONSUMER SOLUTIONS LLC, a limited  
liability company,

Defendants.

Case Number:

COMPLAINT FOR PERMANENT INJUNCTION AND OTHER EQUITABLE RELIEF

Plaintiff, the Federal Trade Commission (“Commission” or “FTC”), for its Complaint  
alleges

1. The FTC brings this action under Section 13(b) of the

monies, and other equitable relief for Defendants’ acts and practices in violation of Sections 5(a)



authority to control, or participated in the acts and practices set forth in this Complaint.

Defendant Lasarow, in connection with the matters alleged herein, transacts or has transacted business in this district and throughout the United States.

7. Defendant L Health Ltd., formerly known as Lasarow Healthcare Technologies Ltd., ("LHL") is a United Kingdom private company limited by shares with its principal place of business at 1st Floor West, Davidson House, Forbury Square, Reading, RG1 3EU, United Kingdom and its U.S. office at 150 N. Michigan Ave., 28th Floor, Chicago, IL 60601. LHL transacts or has transacted business in this district and throughout the United States. At times material to this Complaint, acting alone or in concert with others, LHL has advertised, marketed, distributed, or sold the Mole Detective Apps to consumers throughout the United States.

8. Defendant Kristi Zuhlke Kimball is the Chief Executive Officer and owner of New Consumer Solutions LLC and a minority shareholder of LHL. At times material to this Complaint, acting alone or in concert with others, she has formulated, directed, controlled, had the authority to control, or participated in the acts and practices set forth in this Complaint. Defendant Kimball, in connection with the matters alleged herein, transacts or has transacted business in this district and throughout the United States.

9. Defendant New Consumer Solutions LLC ("NCS") is a Wisconsin limited liability company with its principal place of business at 161 Clark Street, Suite 4700, Chicago, IL 60601. NCS transacts or has transacted business in this district and throughout the United States. At times material to this Complaint, acting alone or in concert with others, NCS has advertised, marketed, distributed, or sold the Mole Detective Apps to consumers throughout the United States.

COMMERCE

10. At all times material

NCS and Kimball have continued to advertise for the Mole Detective App. See, e.g., Compl. Ex. Q (identifying Defendant NCS as the seller of Mole Detective); Compl. Ex. E (identifying Defendant Kimball as the contact for American and Latin American Mole Detective)

16. Since at least August 2012, Defendants LHL and Lasarow have advertised sold Sil I Ihone or Tf ( P. Tmh 552.96)4(tpp S(l)-6( 1(ol)-2(d ))TJ 0 Tne)4( or)3( m)-2w 29.67 0 Td ( )T3

created program, Mole Detective<sup>TM</sup>measures:  
xAsymmetry  
xBorder

symptoms of melanoma to increase the chance of detecting skin cancer in early stages. The survival rate of melanoma is a dismal 15% at stage four. However, when caught early, the survival rate is 95%. Early detection is critical. Mole Detective™ helps you to detect skin cancer earlier by helping you track the top five symptoms of the cancer right at home.

. . .

The app analyzes your mole using the dermatologist ABCDE method and gives you a risk factor based on the symptoms your mole may or may not

Check moles on your phone



VIOLATIONS OF THE FTC ACT

19. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a) prohibits unfair or deceptive acts or practices in or affecting commerce.

20. Misrepresentations or omissions of material fact constitute deceptive acts or practices prohibited by Section 5(a) of the FTC Act.

21. Section 12 of the FTC Act, 15 U.S.C. § 52, prohibits the dissemination of any false advertisement in or affecting commerce for the purpose of inducing, or which is likely to induce, the purchase of food, drugs, devices, services, or cosmetics.

22. For the purpose of Section 12 of the FTC Act, the Mole Detective Apps are “devices” as defined in Section 15(c) of the FTC Act, 15 U.S.C. § 55(c).

COUNT I

FALSE OR UNSUBSTANTIATED MELANOMA DETECTION CLAIM

23. Through the means described in Paragraph 18, Defendants have represented, directly or indirectly, expressly or by implication, that the Mole Detective Apps:

- A. accurately analyze moles for the ABCDE symptoms of melanoma; and/or
- B. increase consumers’ chances of detecting skin cancer in early stages.

24. The representations set forth in Paragraph 22 are false or misleading or were not substantiated at the time the representations were made.

25. Therefore, the making of the representations set forth in Paragraph 22 constitutes a deceptive act or practice and the making of false advertisements, in or affecting commerce, in violation of Sections 5(a) and 12 of the FTC Act, §§ 45(a) and 52.



