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**Power Balance has agreed to a potential \$57 million settlement in a federal class action suit that alleged the company falsely marketed its bracelets, wristbands, pendants, and other accessories claiming they gave wearers physiological benefits like improved balance, strength and flexibility.**

The [suit alleged](#) that since 2007, Power Balance falsely advertised its accessories with claims like “Power Balance holograms are designed to work with your body’s natural energy field,” “Use of the Power Balance results in lots of endurance and stamina,” and “Power Balance holograms are embedded with frequencies that react positively with your body’s natural energy field to improve balance, strength and flexibility.”

Denying any wrongdoing or liability, Power Balance agreed to refund consumers the full retail price of their purchase (up to 10 accessories per consumer), plus an additional \$5 to cover shipping and handling. With an estimated 1.7 million Power Balance products sold in the United States, the parties estimated the value of the proposed settlement to be in excess of \$57 million.

In addition, Power Balance agreed to change its marketing and advertising practices. Under the proposed settlement, the company will not represent in any advertising that its products will “improve balance, strength or flexibility” or that its products “work with your body energy,” unless it is able to provide evidence that supports the representations.

Live demonstrations that Power Balance held to exhibit the benefits of its accessories will also end, and the company said it would remove some video postings of demonstrations.

Looking for judicial approval at the April 25 hearing, the parties emphasized in their joint filing that the terms of the settlement are “above and beyond the amount class members would be entitled to if Power Balance was ordered, as restitution, to disgorge.”

To read the proposed settlement in *Batungbacal v. Power Balance*, click [here](#).

**Why it matters:** The suit marks the third action taken against Power Balance over the advertising of its products, after consumer protection actions were also taken in Australia and France. Facing charges from the Australian Competition and Consumer Commission, the company admitted that it has “no credible scientific evidence that supports our claims,” while the French consumer protection agency levied a fine of 350,000 Euros for unsubstantiated claims.