

IN THE IOWA DISTRICT COURT FOR POLK COUNTY

STATE OF IOWA ex rel.  
THOMAS J. MILLER,  
ATTORNEY GENERAL OF IOWA

Plaintiff,

v.

NATURE PLUS LIMITED,  
a United Kingdom company,

and

ALIDA MAGGIORI,

Defendants.

Equity No. EQCE 078121

**CONSENT JUDGMENT**

The Court, having been presented by Assistant Attorney General Steve St. Clair with this Consent Judgment, finds and orders as follows:

1. This Consent Judgment, which has been approved by all of the above-named defendants, is intended to resolve this litigation pursuant to Iowa Code § 714.16 (2013), the Iowa Consumer Fraud Act (CFA), and Iowa Code § 714.16A, the Older Iowans Act.
2. The Court has jurisdiction of the parties and subject matter.
3. The Court finds that this Consent Judgment should be entered.

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**IT IS THEREFORE ORDERED** pursuant to Iowa R. Civ. P. 1.1501 *et seq.* and the Iowa Consumer Fraud Act, Iowa Code § 714.16, that Defendants, and each of them, are permanently restrained and enjoined from directly or indirectly participating in mail solicitations directed to residents of Iowa; and from directly or indirectly selling, renting, sharing, transferring, making available for use by others, or making any use whatsoever of the names and/or other identifying information of persons with Iowa addresses who were customers of one or both Defendants at any time.

**IT IS FURTHER ORDERED** that Defendants pay \$7,000.00 to the Attorney General, to be applied by the Attorney General's office in its discretion to making full or partial payments to Iowa consumers of amounts they paid to Nature Plus Limited that have not already been refunded. To the extent that consumers eligible for payments cannot be located through reasonable efforts, the money that is not paid to consumers shall be retained by the Attorney General to be used by the Attorney General for the administration and implementation of the CFA, pursuant to Iowa Code § 714.16(7), and shall be deposited into the fund created by Iowa Code § 714.16A (2013).

**IT IS FURTHER ORDERED** that the Court retain jurisdiction to enforce this Consent Judgment.

**IT IS FURTHER ORDERED** that the Defendants pay court costs, if any.

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**SO ORDERED.**

Approved:

**NATURE PLUS LTD**

37, GREENHILL STREET  
STRATFORD UPON AVON  
WARWICKSHIRE CV37 6LE  
UNITED KINGDOM  
Tel. : +44 19 23 38 10 26

Date: 30 March 2015

Alida Maggiori

Nature Plus Limited

Date: 30 March 2015

Alida Maggiori

Alida Maggiori

Date: April 13, 2015

Steve St. Clair

Steve St. Clair  
Assistant Attorney General



State of Iowa Courts

**Case Number**  
EQCE078121

**Case Title**  
STATE OF IOWA EX REL. MILLER V. NATURE PLUS  
LIMITE  
OTHER ORDER

**Type:**

So Ordered

A handwritten signature in black ink, appearing to read "Eliza Ovrom". The signature is written in a cursive style and is positioned above a horizontal line.

Eliza Ovrom, District Court Judge,  
Fifth Judicial District of Iowa

Electronically signed on 2015-04-13 09:32:23