

UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF GEORGIA

FEDERAL TRADE COMMISSION and
STATE OF GEORGIA,

Plaintiffs,

v.

STEVEN D. PEYROUX, individually and as
an owner and officer of REGENERATIVE
MEDICINE INSTITUTE OF AMERICA,
LLC, also d/b/a Stem Cell Institute of
America, LLC, PHYSICIANS BUSINESS
SOLUTIONS, LLC, and SUPERIOR
HEALTHCARE, LLC,

BRENT J. DETELICH, individually and as
an officer of REGENERATIVE MEDICINE
INSTITUTE OF AMERICA, LLC, also
d/b/a Stem Cell Institute of America, LLC,

REGENERATIVE MEDICINE INSTITUTE
OF AMERICA, LLC, a limited liability
company, also d/b/a Stem Cell Institute of
America, LLC,

PHYSICIANS BUSINESS SOLUTIONS,
LLC, a limited liability company, and

SUPERIOR HEALTHCARE, LLC, a
limited liability company,

Defendants.

Case No. _____

**COMPLAINT FOR
PERMANENT INJUNCTION,
MONETARY RELIEF, CIVIL
PENALTIES AND OTHER
RELIEF**

Plaintiffs, the Federal Trade Commission (“FTC”) and the State of Georgia, for their Complaint allege:

1. The FTC brings this action under Section 13(b) of the Federal Trade Commission Act (“FTC Act”), 15 U.S.C. § 53(b), which authorizes the FTC to seek, and the Court to order permanent injunctive relief, and other relief for Defendants’ acts or practices in violation of Sections 5(a) and 12 of the FTC Act, 15 U.S.C. §§ 45(a), 52. Defendants’ violations are in connection with the advertising, marketing, and promotion of stem cell therapy.

2. The State of Georgia, by and through its Attorney General, Christopher M. Carr, brings this action under Georgia’s Fair Business Practices Act (“FBPA”), O.C.G.A. §§10-1-390 through 10-1-408, to obtain permanent injunctive relief; monetary relief by way of civil penalties, restitution to persons adversely affected by the actions complained of herein, and other relief as the Court deems just and equitable, including the disgorgement of ill-gotten monies.

JURISDICTION AND VENUE

3. This Court has subject matter jurisdiction pursuant to 28 U.S.C. §§ 1331, 1337(a), and 1345.

4. This Court has supplemental jurisdiction over the State of Georgia's claims for violations of the FBPA pursuant to 28 U.S.C. § 1367(a) because those claims are so related to the claims brought under federal law that they form part of the same case or controversy, and because those claims arise out of the same transactions or occurrences as the claims brought pursuant to 15 U.S.C. §§ 45(a), 52, and 53(b).

5. Venue is proper in this District under 28 U.S.C. § 1391(b)(1), (b)(2), (b)(3), (c)(1), (c)(2), and (d), and 15 U.S.C. § 53(b).

PLAINTIFF

6. The FTC is an independent agency of the United States Government created by the FTC Act, which authorizes the FTC to commence this district court civil action by its own attorneys. 15 U.S.C. §§ 41–58. The FTC enforces Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), which prohibits unfair or deceptive acts or practices in or affecting commerce. The FTC also enforces Section 12 of the FTC Act, 15 U.S.C. § 52, which prohibits false advertisements for food, drugs, devices, services, or cosmetics in or affecting commerce.

7. Plaintiff State of Georgia is one of fifty sovereign states of the United States. Christopher M. Carr is the duly elected and qualified Attorney General acting for Plaintiff State of Georgia and is authorized to enforce the FBPA.

8. The State of Georgia, by and through its Attorney General, Christopher M. Carr, is authorized to initiate federal district court proceedings to implement the provisions of the FBPA and to secure such relief as the court deems just and equitable, including, but not limited to, injunctive relief, restitution, and the disgorgement of ill-gotten monies. O.C.G.A. §§ 10-1-390 through 10-1-408.

DEFENDANTS

9. Defendant Steven D. Peyroux (“Peyroux”) is the founder and owner of Regenerative Medicine Institute of America, LLC d/b/a Stem Cell Institute of America, LLC (“SCIA”), Physicians Business Solutions, LLC (“PBS”), and Superior Healthcare, LLC (“SHC”). At all times relevant to this Complaint, acting alone or in concert with others, he has formulated, directed, controlled, had the authority to control, or participated in the acts and practices set forth in this Complaint. Defendant Peyroux resides in this District and, in connection with the matters alleged herein, transacts or has transacted business in this District and throughout the United States.

10. Defendant Brent J. Detelich (“Detelich”) co-founded SCIA with Defendant Peyroux and served as SCIA’s president. At all times relevant to this Complaint, acting alone or in concert with others, he has formulated, directed, controlled, had the authority to control, or participated in the acts and practices set forth in this Complaint. In connection with the matters alleged herein, Detelich transacts or has transacted business in this District and throughout the United States.

11. Defendant Regenerative Medicine Institute of America, LLC, d/b/a Stem Cell Institute of America, LLC (“SCIA”), is a Nevada limited liability company with its principal place of business at 151 Main Street, Suite 204, Canton, GA 30114. SCIA has advised healthcare practices on how to add stem cell therapy to the services offered to the public, including by providing sample advertising with deceptive claims about the efficacy of stem cell therapy for treating certain conditions. SCIA has transacted business in this District and throughout the United States.

12. Defendant Superior Healthcare, LLC (“SHC”) is a Georgia limited liability company with its principal place of business at 2050 Cumming Highway,

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