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State sues Scottsdale promoters who sold penis and breast enlargement potions

Brent Whiting
The Arizona Republic
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A \$60 million racketeering suit has been filed against Scottsdale promoters who sold penis and breast enlargement products over the Internet.

Authorities allege in the fraud action that the potions don't work and that promoters used false testimonials to hawk them.

The lawsuit, filed by the Arizona Attorney General's Office, follows millions of dollars in asset seizures that state officials made in May.

Authorities seized jewelry, luxury homes, automobiles and \$20 million from bank accounts and safety deposit boxes from operators of a venture called C.P. Direct Inc., court records show.

The racketeering suits says Geraldine Consoli, 76; her son, Michael A. Consoli, 45; and Vincent J. Passafiume, 28, ran the firm that sold products that promised to increase penis length by three inches and add two to three cup sizes to breasts. A third product advertised it could increase a person's height by as much as four inches.

The lawsuit says that because of previous consumer-fraud problems with the state, the Consolis and Passafiume had been barred from doing business in Arizona through the mail or Internet.

John Hannah, a Phoenix lawyer for Michael Consoli, declined to comment Monday on the latest lawsuit, filed last month in Maricopa County Superior Court. Marty Lieberman, a lawyer for Passafiume, could not be reached.

Authorities believe "thousands" of people purchased products, which cost as much as \$60 for the first month of treatment, \$40 a month thereafter, court records show.

The Web sites used to sell the growth products have been shut down.

Last month, Superior Court Judge Kenneth rejected efforts by the two lawyers to dissolve a court-ordered receivership under which their clients' assets were seized.

The lawsuit seeks at least \$60 million in damages. A hearing is set for Oct. 16 in Maricopa County Superior Court.

Reach the reporter at brent.whiting@arizonarepublic.com or (602) 444-8543.

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