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Nutrition ruse to offer refund

\$50 million available from C.P. Direct

Maggie Galehouse

The Arizona Republic
Oct. 5, 2004 12:00 AM

SCOTTSDALE - As many as 450,000 people may be eligible to receive a portion of the \$50 million forfeited by Scottsdale-based C.P. Direct Inc. for selling bogus nutritional supplements.

The company, which did business as Nutritional Supplements Inc., sold more than \$70 million in products that promised, among other things, to lengthen penises or increase breast size.

Arizona Attorney General Terry Goddard charged C.P. Direct's principals with fraud and money laundering in 2003. Two of the company's principals, Michael A. Consoli and Vincent J. Passafiume, were sentenced in July to six months in jail. advertisement



The Maricopa County Superior Court found that the pills and capsules - Longitude, for male enhancement, and Full & Firm, for female enhancement - did not work. Further, the court found that the promoters used bogus testimonials to hawk their product and made unauthorized charges on customer credit cards.

Longitude represented more than 90 percent of

C.P. Direct's business, said Lawrence Warfield, the court-appointed receiver on the case.

The first bottle, which lasted 30 days, cost \$59.99. After that, the company automatically shipped a bottle every month for \$39.99 and charged the customer's

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C.P directly advertised on television, radio and in adult magazines.

"We're trying to get the message out that these kinds of pills don't work," Warfield said.

Anyone who bought any products from C.P. Direct can file for a court-ordered refund by completing a Request for Compensation form by the end of the year. For details, go to [www.cp-receivership.com](http://www.cp-receivership.com), or write to C.P. Direct Receivership, P.O. Box 14050, Scottsdale, AZ 85267.

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