

IN THE CIRCUIT COURT OF THE FIRST JUDICIAL CIRCUIT
IN AND FOR SANTA ROSA COUNTY, FLORIDA

OFFICE OF THE ATTORNEY
GENERAL, STATE OF FLORIDA,
DEPARTMENT OF LEGAL
AFFAIRS,

Plaintiff,

v.

Case No. _____

PLANNED PARENTHOOD
FEDERATION OF AMERICA INC.,
PLANNED PARENTHOOD
ACTION FUND INC., PLANNED
PARENTHOOD OF FLORIDA
INC., and PLANNED
PARENTHOOD FLORIDA
ACTION INC.,

Defendants.

COMPLAINT

1. Planned Parenthood sells profitable abortions to vulnerable women by lying to them about abortion pills being safer than Tylenol.

2. The “safer than Tylenol” marketing campaign has been ongoing for years and targeted to women in Florida. Just a few weeks ago, Defendant Planned Parenthood Florida Action proclaimed on X.com that “Mifepristone is safe. Safer than Tylenol.” That claim is manifestly false.

3. Planned Parenthood and its various Florida actors know this claim is false. They know it badly misleads the women who seek information about the safety and risks of chemical abortion. They know that the profitable abortion pills they sell

are far more dangerous than commonplace over-the-counter pain medication. They know the serious risks and harms from taking abortion pills. In other words, they know this deceptive marketing campaign will induce women to become customers of risky and harmful chemical abortions.

4. Tylenol is an over-the-counter pain medicine that everyone understands, intuitively and by experience, to be safe. Chemical abortion, by contrast, uses mifepristone and misoprostol and is far more dangerous. Use of chemical abortion drugs routinely lands women in the emergency room with hemorrhaging and other serious complications.

5. Planned Parenthood and its Florida operations mislead women about the critical and undeniable risks of a chemical abortion by deceptively claiming these powerful drugs are less risky than everyday pain medication. This is no accident. Planned Parenthood profits from this deception.

6. The results of Planned Parenthood's deception-fueled sales have been disastrous. An analysis released earlier this year found that 11% of women experience a serious adverse event like sepsis or hemorrhaging within 45 days of a chemical abortion.¹ Other studies estimate the incidence of serious adverse events to be as high as 20%, with over 15% of women experiencing hemorrhaging and 2% experiencing infection.²

¹ Jamie Bryan Hall & Ryan T. Anderson, *The Abortion Pill Harms Women: Insurance Data Reveals One in Ten Patients Experiences a Serious Adverse Event* President, Ethics and Public Policy Center (Apr. 28, 2025), <https://eppc.org/publication/insurance-data-reveals-one-in-ten-patients-experiences-a-serious-adverse-event/>.

² Maarit Niinimäki et al., *Immediate complications after medical compared with surgical termination of pregnancy*, 114 *Obstetrics & Gynecology* 795 (2009), <https://pubmed.ncbi.nlm.nih.gov/19888037/>.

7. About one in 25 women who take abortion drugs will end up in the emergency room (ER).

8. Complications can be fatal. Since 2000, 36 mifepristone-related deaths have occurred—more than one each year, on average. Academic studies confirm a high incidence of morbidity and mortality.³

9. These are inconvenient truths for Planned Parenthood, whose business model is built around high-margin chemical abortions. So rather than admit the danger of chemical abortion, Planned Parenthood lies. The abortion conglomerate not only assures its patients that abortion drugs are “**extremely safe**”⁴—a dubious claim itself; it repeatedly declares that abortion drugs are “**safer than Tylenol.**”

10. In fact, abortion drugs are not safer than Tylenol. These claims have no basis in reality and have been repeatedly debunked. Nevertheless, Planned Parenthood continues to make them: on its website, in printed materials, on live television, and during interactions with patients.

11. Planned Parenthood’s campaign to induce women to purchase abortion drugs by misrepresenting the risks of chemical abortion violates the Florida Deceptive and Unfair Trade Practices Act (FDUTPA) and constitutes a pattern of

³ See Kathi A. Aultman et al., *Deaths and Severe Adverse Events after the use of Mifepristone as an Abortifacient from September 2000 to February 2019*, 26 Law & Medicine 3, 25-26 (2021).

⁴ See, e.g., *The Quickie: Still True This Week: Medication Abortion Is Still Extremely Safe and Effective, Regardless If Care Is Provided in Person or Via Telehealth*, Planned Parenthood Action Fund Inc. (Feb. 20, 2024), <https://www.plannedparenthoodaction.org/tipsheets/the-quickie-still-true-this-week-medication-abortion-is-still-extremely-safe-and-effective-regardless-if-care-is-provided-in-person-or-via-telehealth>; Brief of Over 200 Reproductive Health, Rights, and Justice Organizations, *All. for Hippocratic Medicine v. FDA*, Nos. 22A901 & 22A902 (U.S. Apr. 14, 2023), available at <https://www.guttmacher.org/sites/default/files/2023-04/Over-200-Reproductive-Health-Rights-and-Justice-Orgs-Brief-SCOTUS.pdf>.

racketeering activity under the Florida Racketeer Influenced and Corrupt Organization Act (the Florida RICO Act).

12. To protect its consumers, the Office of the Attorney General, State of Florida, Department of Legal Affairs (“Attorney General”) petitions this Court to declare Defendants’ actions unlawful, impose statutory penalties, and order injunctive relief.

PARTIES

13. Plaintiff Attorney General James Uthmeier is authorized to bring this action to seek declaratory relief, injunctive relief, civil penalties, attorney’s fees and costs, and other statutory and equitable relief for FDUTPA violations occurring in or affecting more than one judicial circuit. §§ 501.203(2), 501.207, Fla. Stat. The Attorney General has investigated the matters alleged in this Complaint and determined that this enforcement action serves the public interest. § 501.207(2), Fla. Stat.

14. Attorney General Uthmeier is authorized to bring actions seeking injunctive relief, civil penalties, attorney’s fees, and investigative costs for violations of the Florida RICO Act. § 895.05(9), Fla. Stat.

15. Defendant Planned Parenthood Federation of America Inc. is a 501(c)(3) corporation headquartered at 123 William Street, 10th Floor New York, NY 10038.

16. Defendant Planned Parenthood Action Fund Inc. is a 501(c)(4) corporation headquartered at 123 William Street, 10th Floor New York, NY 10038.

17. Defendant Planned Parenthood of Florida Inc. is a 501(c)(3) corporation headquartered at 2300 North Florida Mango Road, West Palm Beach, FL 33409. The entity is the product of a June 2025 merger between two Planned Parenthood affiliates: Planned Parenthood of South Florida and the Treasure Coast Inc. and Planned Parenthood of Southwest and Central Florida Inc.

18. Defendant Planned Parenthood Florida Action Inc. is a 501(c)(4) corporation headquartered at 2300 North Florida Mango Road, West Palm Beach, FL 33409. Before June 2025, the entity did business as Florida Alliance of Planned Parenthood Affiliates Inc.

JURISDICTION AND VENUE

19. This Court has jurisdiction under section 26.012, Florida Statutes, because the amount in controversy exceeds \$50,000. §§ 26.012(2)(a), 34.01(1)(c)3., Fla. Stat.

20. Venue lies in this Court because the cause of action accrued in Santa Rosa County. § 47.051, Fla. Stat.

FACTUAL ALLEGATIONS

A. Planned Parenthood Sells Abortion Drugs Through a “Safer than Tylenol” Advertising Campaign.

21. Planned Parenthood is a network of entities recognized under sections 501(c)(3) and 501(c)(4) of the Internal Revenue Code.⁵ The 501(c)(3)s include Planned

⁵ *Who We Are*, Planned Parenthood Federation of America Inc., <https://www.plannedparenthood.org/about-us/who-we-are>; *Frequently Asked Questions*, Planned Parenthood Federation of America Inc., <https://www.plannedparenthood.org/get-involved/other-ways-give/donor-faq>.

Parenthood Federation of America Inc. (PPFA), its independently incorporated affiliates, and Planned Parenthood Global.⁶ The primary 501(c)(4), Planned Parenthood Action Fund Inc., is an “advocacy arm” that directs the organization’s lobbying and political activities.⁷ Many Planned Parenthood affiliates also have related 501(c)(4) organizations, such as Planned Parenthood Florida Action, Inc.⁸

22. Business is booming for Planned Parenthood. Its most recent annual report lists over \$2 billion in revenue and \$3.1 billion in assets.⁹ The secret to the organization’s recent success is a top-down strategy of decreasing unprofitable health services and increasing profitable abortions.¹⁰ From 2013 to 2023, Planned Parenthood’s cancer screening and prevention services dropped by 54%, including declines of 61% for breast exams and 54% for pap tests.¹¹ Prenatal services dropped by 63% over that time.¹² Meanwhile, the number of abortions committed by Planned Parenthood reached 402,230 in 2023—an all-time high.¹³

23. Simultaneously, Planned Parenthood has shifted its business model away from less profitable *surgical* abortions to more profitable *chemical* abortions.

24. Surgical abortions committed in the first trimester use the suction

⁶ *Who We Are*, Planned Parenthood Federation of America Inc., *supra*.

⁷ *Frequently Asked Questions*, Planned Parenthood Federation of America Inc., *supra*; *Disclosure Statement*, Planned Parenthood Action Fund Inc., <https://www.plannedparenthoodaction.org/about-us/disclosure-statement>.

⁸ *Id.*

⁹ *Annual Report 2023-2024* at 24, 26, Planned Parenthood Federation of America Inc., <https://www.plannedparenthood.org/about-us/facts-figures/annual-report>.

¹⁰ Andrea Trudden, *Planned Parenthood brings in billions. Pregnancy help saves lives for free* (June 2, 2025), <https://www.washingtonexaminer.com/restoring-america/equality-not-elitism/3428192/planned-parenthood-profit-pregnancy-help-saves-lives-free/>.

¹¹ Charlotte Lozier Institute, *Fact Sheet: Planned Parenthood’s 2023-24 Annual Report* (May 12, 2025), https://lozierinstitute.org/fact-sheet-planned-parenhoods-2023-24-annual-report/#_ftnref5.

¹² *Id.*

¹³ *Id.*; *Annual Report 2023-2024* at 23, Planned Parenthood Federation of America Inc., *supra*.

dilation and curettage method. In a suction D&C, the mother lies on a table with her feet in stirrups. The abortionist uses a speculum to open the vagina. This allows the abortionist to view the cervix, the entrance to the uterus. After dilating the cervix with metal rods, the abortionist inserts the cannula—a plastic tube attached to a vacuum aspiration machine. The abortionist activates the machine and rotates the cannula in the uterus, tearing the child to pieces and sucking his or her body parts into a glass bottle. The procedure is completed by scraping the uterus with a curette to remove any remaining body parts.¹⁴

25. The chemical abortion regimen consists of two drugs. Mifepristone starves the child to death by blocking progesterone receptors in the uterus. Misoprostol induces contractions and expels the dead child from the womb.

26. While elective surgical abortion and elective chemical abortion are both unethical practices that violate the Hippocratic Oath and deny the inalienable rights of all human beings, the former is much less dangerous for the mother. Chemical abortions are four times more likely to result in serious adverse events like sepsis or hemorrhaging,¹⁵ and significantly more likely to require emergency medical attention.¹⁶ The risks do not end with hospitalization. On average, chemical abortion claims the life of at least one woman in the United States each year.

27. As many as 13% of chemical abortions fail to end the child's life.¹⁷

¹⁴ *Abortion Procedures*, Live Action, <https://www.liveaction.org/what-is-abortion>.

¹⁵ Niinimäki, *supra*.

¹⁶ See Ushma D Upadhyay et al., *Incidence of emergency department visits and complications after abortion*, 1 *Obstet. Gynecol.* 125, 175-183 (2015), <https://pubmed.ncbi.nlm.nih.gov/25560122/>.

¹⁷ E. Steve Lichtenberg, et al., *Surgical abortion prior to 7 weeks of gestation*, 88 *Contraception* 7 n.2 (July 2013), <https://www.contraceptionjournal.org/article/S0010-7824%2813%2900052-8/fulltext>.

28. As compared to chemical abortion, surgical abortion poses significant costs for abortion clinics in the form of staff, surgical equipment and instruments, and laboratory and imaging tests.¹⁸ This is a problem for Planned Parenthood, which relies on abortion revenues to fuel its lobbying, litigation, and political machine. A recent New York Times exposé reports that, despite “botched care,” underpaid staff, and hellish conditions at affiliate clinics, Planned Parenthood devotes most of its expenditures to “legal and political fight[s]” over abortion access.¹⁹

29. Much of what is left over goes to Planned Parenthood’s executive suite. While the earnings of a 501(c) may not inure to a private shareholder or individual, Planned Parenthood has managed to convert its immense revenues into exorbitant executive salaries without losing its tax-exempt status. Form 990s submitted by Planned Parenthood affiliates show that nine executives made \$500,000 or more in fiscal year 2022-2023, with the highest paid executive earning over \$875,000.²⁰ The average affiliate executive earned \$352,661, which ranks in the 98th percentile of U.S. wage earners.²¹ Compensation appears to be tied to the amount of revenue generated by each affiliate.²² As the executive of Planned Parenthood Pasadena and San Gabriel Valley joked during a negotiation with a pro-life activist posing as a

¹⁸ See Jorge Eduardo Sanchez-Morales et al., *Cost Analysis of Surgical and Medical Uterine Evacuation Methods for First-Trimester Abortion Used in Public Hospitals in Mexico*, 15 Health Serv. Insights 1, 3 (Sept. 23, 2022), <https://pmc.ncbi.nlm.nih.gov/articles/PMC9511298/>.

¹⁹ Katie Benner, *Botched Care and Tired Staff: Planned Parenthood in Crisis*, New York Times (Feb. 15, 2025), <https://www.nytimes.com/2025/02/15/us/planned-parenthood-clinics.html>.

²⁰ Judie Brown et al., *2025 Report on Planned Parenthood CEO Compensation* at 2, *American Life League* (2025), https://all.org/wp-content/uploads/2025/03/Final-Version-STOPP_CEOcompensation2025.pdf.

²¹ *Id.*

²² *Id.*

buyer of fetal tissue, “I want a Lamborghini!”²³ The salaries of PPFA’s officers are even higher, averaging \$502,896. In 2024, PPFA President Alexis McGill Johnson made \$904,014—a 74% increase from 2015.²⁴

30. Fortunately for Planned Parenthood, chemical abortion has become a cash cow. The Biden administration’s elimination of the requirement that abortion drugs be dispensed in-person created a 50-state mail-order economy.²⁵ Through “telehealth” and the mail, Planned Parenthood can sell more abortions with less overhead.²⁶ The profit margin is considerable. One chemical abortion regimen costs Planned Parenthood less than \$100, yet Planned Parenthood sells the pills for \$580.²⁷ Planned Parenthood charges about the same for surgical abortion²⁸ but reaps less profit. Consequently, Planned Parenthood has scaled back its brick-and-mortar clinics and prioritized selling chemical abortions via telehealth.²⁹

²³ The Center for Medical Progress, *Second Planned Parenthood Senior Executive Haggles Over Baby Parts Prices, Changes Abortion Methods*, YouTube at 7:55 (July 21, 2015), https://www.youtube.com/watch?v=MjCs_gvImyw.

²⁴ Brown, *supra*, at 4.

²⁵ Pam Belluck, *F.D.A. Will Permanently Allow Abortion Pills by Mail*, New York Times (Dec. 16, 2021), <https://www.nytimes.com/2021/12/16/health/abortion-pills-fda.html>.

²⁶ Andrea Trudden, *supra*; Bradely Mattes, *Planned Parenthoods Close, Abortion Pills Rise*, Life Issues Institute (June 19, 2025), <https://lifeissues.org/news/planned-parenthoods-close-abortion-pills-rise/>.

²⁷ Attia @ Planned Parenthood, *How much does an abortion cost?*, Planned Parenthood Federation of America (Apr. 13, 2025), <https://www.plannedparenthood.org/blog/how-much-does-an-abortion-cost>; Rita Diller, *Abortion Pills Provide Hefty Profit Margin for Planned Parenthood*, American Life League (Dec. 15, 2022), <https://www.all.org/guest-commentary/abortion-pills-provide-hefty-profit-margin-for-planned-parenthood> (“Though Planned Parenthood pays very little for the pills, the average cost of a pill abortion initiated by Planned Parenthood is \$580, though it can be \$800 or higher.”); *see also* Anna North, *America’s First Generic Abortion Pill, Explained*, Vox (Aug. 20, 2019), <https://www.vox.com/identities/2019/8/20/20750226/abortion-pill-mifepristone-pregnancy-genbiopromifeprex-generic>.

²⁸ Attia @ Planned Parenthood, *How much does an abortion cost?*, *supra*.

²⁹ *See, e.g.*, Anna Sporre, *Planned Parenthood closing 3 Missouri clinics and expanding telehealth services*, Missouri Independent (Oct. 8, 2024), <https://www.kcur.org/health/2024-10-08/planned-parenthood-closing-3-missouri-clinics-and-expanding-telehealth-services>; Kate Wells, *New financial pressures forcing Planned Parenthood to close some clinics*, NPR (May 2, 2025), <https://www.npr.org/2025/05/02/nx-s1-5382347/new-financial-pressure-forcing-planned-parenthood>.

31. This strategy increases risks for women. For instance, Planned Parenthood was sued in 2022 by a young woman who did not receive an ultrasound or physical examination to determine her baby’s gestational age prior to receiving chemical abortion drugs from Planned Parenthood.³⁰ The abortionist dated the pregnancy at six weeks, but the “lifeless, fully-formed baby [delivered] in the toilet” was later determined to be between 30 and 36 weeks old.³¹ The woman alleges that the experience caused her “significant stress, trauma, emotional anguish, physical pain, including laceration and an accelerated labor and delivery unaided by medication, lactation, soreness, and bleeding.”³² She seeks compensatory and punitive damages.³³

32. But the cost-benefit-analysis apparently still favors pushing abortion pills, so much so that Planned Parenthood peddles the falsehood that abortion drugs are safer than trusted over-the-counter medications like Tylenol.

33. This claim features prominently on Planned Parenthood’s website. In the website’s navigation bar is a tab entitled “Learn.” It prompts users to select a category. Abortion is the first category listed. The first message on the abortion page states: “There are two ways of ending a pregnancy: in-clinic abortion and the abortion pill. Both are safe and very common. If you’re pregnant and thinking about abortion,

to-close-some-clinics; Aprile Rickert, *Planned Parenthood closing Evansville, Ind. center to focus resources on other clinics, telehealth*, Louisville Public Media (July 22, 2025), <https://www.lpm.org/news/2025-07-22/planned-parenthood-closing-evansville-ind-center-to-focus-resources-on-other-clinics-telehealth>.

³⁰ Complaint, *Doe v. Shah*, No. 501531/2021 ¶19 (Sup. Ct. of N.Y., Cnty. of Kings Jan. 20, 2021).

³¹ *Id.* ¶¶58, 62.

³² *Id.* ¶73.

³³ *Id.* at 19.

you may have lots of questions. We're here to help.”³⁴ Further down, under the heading, “GET THE FACTS ABOUT ABORTION,” users can choose from “Considering Abortion,” “The Abortion Pill,” and “In-Clinic Abortion.” Selecting “The Abortion Pill” takes users to a list of frequently asked questions.³⁵ The sixth question is “How safe is the abortion pill?” Since at least June 1, 2023, Planned Parenthood’s topline answer has been: “Medication abortion is very safe. In fact, it’s safer than many other medicines like penicillin, Tylenol, and Viagra.”³⁶



³⁴ *Abortion*, Planned Parenthood Federation of America Inc., <https://www.plannedparenthood.org/learn/abortion>.

³⁵ *The Abortion Pill*, Planned Parenthood Federation of America Inc., <https://www.plannedparenthood.org/learn/abortion/the-abortion-pill>.

³⁶ *How safe is the abortion pill?*, Planned Parenthood Federation of America Inc., <https://www.plannedparenthood.org/learn/abortion/the-abortion-pill/how-safe-is-the-abortion-pill>; *How safe is the abortion pill?* by Planned Parenthood Federation of America Inc., Wayback Machine, <https://web.archive.org/web/20230601075344/https://www.plannedparenthood.org/learn/abortion/the-abortion-pill/how-safe-is-the-abortion-pill>.

34. Planned Parenthood directs this representation to women throughout Florida, and specifically to women in Santa Rosa County. Immediately below the “Safer than Tylenol” claim is a search tool directing women to “Find a Health Center.”³⁷

35. A user who selects “Find a Health Center” is prompted to enter his or her location. The website auto populates “Abortion” as the “service” the user is seeking.³⁸

36. Users who input any city in Santa Rosa County (“Milton, Florida,” for instance) and confirm that they are less than six weeks pregnant are prompted to request abortion pills from Tallahassee Health Center, the nearest Planned Parenthood of Florida, Inc. clinic.³⁹

37. Planned Parenthood does not simply host a passive informational page that happens to be accessible in Santa Rosa County and throughout Florida. Rather, PPFA’s interactive website is specially designed to initiate business with women in Santa Rosa County and Florida in general. It expressly solicits Floridians, including residents of Santa Rosa County, to make appointments at local affiliates based on the information presented.

38. Another page on PPFA’s website translates the “How safe is the abortion pill?” page—including the “Safer than Tylenol claim—into Spanish.⁴⁰

³⁷ *Id.*

³⁸ *Id.*

³⁹ *Abortion Clinics Near You*, Planned Parenthood Federation of America Inc., <https://www.plannedparenthood.org/abortion-access?age=30&location=Milton%2C+FL&mp=2025-10-1&entryForm=true>

⁴⁰ *¿Las pastillas abortivas son seguras?*, Planned Parenthood Federation of America Inc., <https://www.plannedparenthood.org/es/temas-de-salud/aborto/la-pildora-abortiva/que-tan-segura-es->

39. The “Safer than Tylenol” claim also appears on a page on PPFA’s website entitled “Considering Abortion: What facts do I need to know?” Under the subheading “Is abortion safe?,” the webpage states: “Both in-clinic and medication abortions are very safe. In fact, abortion is one of the safest medical procedures out there — it has a lower complication rate than other common medical procedures, like getting your wisdom teeth pulled. And abortion pills are safer than medicines like penicillin, Tylenol, and Viagra.”⁴¹ Another page on PPFA’s website translates the “Considering Abortion: What facts do I need to know?” page—including the “Safer than Tylenol claim—into Spanish.⁴²

40. PPFA also directs prospective Florida clients to the “How safe is the abortion pill?” and “Considering Abortion: What facts do I need to know?” pages through the Planned Parenthood Direct mobile application⁴³ and an online chatbot.⁴⁴

41. Planned Parenthood affiliates direct prospective clients to PPFA’s “How safe is the abortion pill?” page too. For instance, the “Abortion Medication” page on Planned Parenthood of Florida’s section of the www.plannedparenthood.org website claims that “[m]edication abortion is very safe. In fact, it’s safer than many other medicines” and contains a “Learn More” button that links to the main PPFA

la-pildora-abortiva (“De hecho, el medicamento que se usa es más seguro que otras medicinas como la penicilina, el Tylenol y el Viagra.”).

⁴¹ *Considering Abortion: What facts about abortion do I need to know?*, Planned Parenthood Federation of America Inc., <https://www.plannedparenthood.org/learn/abortion/considering-abortion/what-facts-about-abortion-do-i-need-know>.

⁴² *¿Qué necesito saber sobre el aborto?*, Planned Parenthood Federation of America Inc., <https://www.plannedparenthood.org/es/temas-de-salud/aborto/pensando-tener-un-aborto/que-necesito-saber-sobre-el-aborto>.

⁴³ *Abortion Pill*, Planned Parenthood Direct, <https://www.plannedparenthooddirect.org/service/abortion-pill>.

⁴⁴ Planned Parenthood Chat, Planned Parenthood Federation of America Inc., <https://roo.plannedparenthood.org/>.

website.⁴⁵

42. Searching the term “Tylenol” on Planned Parenthood of Florida’s website⁴⁶ generates links to PPFA’s “How safe is the abortion pill?” and “Considering Abortion: What facts do I need to know?” pages, as well as blog posts from PPFA⁴⁷ and affiliates in Alaska,⁴⁸ Delaware,⁴⁹ Michigan,⁵⁰ Missouri,⁵¹ New York,⁵² and Tennessee⁵³ that include the “Safer than Tylenol” claim.

43. Planned Parenthood Action Fund Inc.’s website also makes the “Safer than Tylenol” claim on a webpage featuring the same “Find a Health Center” tool

⁴⁵ *Abortion Medication*, Planned Parenthood of Florida Inc., <https://www.plannedparenthood.org/planned-parenthood-florida/medical-services/abortionmedication>.

⁴⁶ *Search: “Tylenol,”* Planned Parenthood of Florida Inc., <https://www.plannedparenthood.org/search?q=tylenol>.

⁴⁷ *What You Need to Know About the Latest Attack on Abortion Care: the Mifepristone Abortion Pill*, Planned Parenthood Federation of America Inc. (Feb. 17, 2023), <https://www.plannedparenthood.org/blog/what-you-need-to-know-about-the-latest-attack-on-abortion-care-the-mifepristone-abortion-pill>.

⁴⁸ *Breaking: In Win That Expands Access to Medication Abortion, Alaska State Court Enters Preliminary Injunction Against Unnecessary Abortion Restrictions*, Planned Parenthood Great Northwest, Hawai’i, Alaska, Indiana, Kentucky Inc. (Nov. 2, 2021), <https://www.plannedparenthood.org/about-us/newsroom/press-releases/breaking-in-win-that-expands-access-to-medication-abortion-alaska-state-court-enters-preliminary-injunction-against-unnecessary-abortion-restrictions>.

⁴⁹ *Mifepristone & Medication Abortion: What You Need to Know*, Planned Parenthood of Delaware Inc., <https://www.plannedparenthood.org/planned-parenthood-delaware/blog/mifepristone-medication-abortion-what-you-need-to-know>.

⁵⁰ *Planned Parenthood of Michigan Responds to Texas Ruling Blocking Mifepristone*, Planned Parenthood of Michigan Inc. (Apr. 7, 2023), <https://www.plannedparenthood.org/planned-parenthood-michigan/newsroom/planned-parenthood-of-michigan-responds-to-texas-ruling-blocking-mifepristone>

⁵¹ *Missourians voted to end Missouri’s total abortion ban. What’s next?*, Planned Parenthood Great Rivers Inc. (Nov. 6, 2024), <https://www.plannedparenthood.org/planned-parenthood-great-rivers/blog/missourians-voted-to-end-missouris-total-abortion-ban-whats-next>.

⁵² *What You Need to Know About the Latest Attack on Abortion Care: The Mifepristone Abortion Pill*, Planned Parenthood of Greater New York Inc. (Apr. 13, 2023), <https://www.plannedparenthood.org/planned-parenthood-greater-new-york/blog/what-you-need-to-know-about-the-latest-attack-on-abortion-care-the-mifepristone-abortion-pill-2>.

⁵³ *Tips for Having Difficult Conversations & Battling Misinformation – While Protecting Your Peace*, Planned Parenthood of the Rocky Mountains Inc. (Dec. 23, 2024), <https://www.plannedparenthood.org/planned-parenthood-rocky-mountains/blog/tips-for-having-difficult-conversations-battling-misinformation-while-protecting-your-peace>.

that prompts users in Santa Rosa County to obtain abortion pills from Tallahassee Health Center.⁵⁴

44. The Planned Parenthood websites have provided the misleading claims about chemical abortion being safer than Tylenol on a continuous basis to women in Florida.

45. The websites are the tip of the iceberg. Planned Parenthood has gone to great lengths to saturate the public discourse with the “Safer than Tylenol” claim through all manner of media, including press releases,⁵⁵ social media content,⁵⁶ newspaper articles,⁵⁷ and court filings.⁵⁸

⁵⁴ *What You Need to Know About the Latest Attack on Abortion Care: the Mifepristone Abortion Pill*, Planned Parenthood Action Fund Inc., <https://www.plannedparenthoodaction.org/rightfully-ours/bans-off-our-bodies/mifepristone-medication-abortion-what-you-need-to-know>.

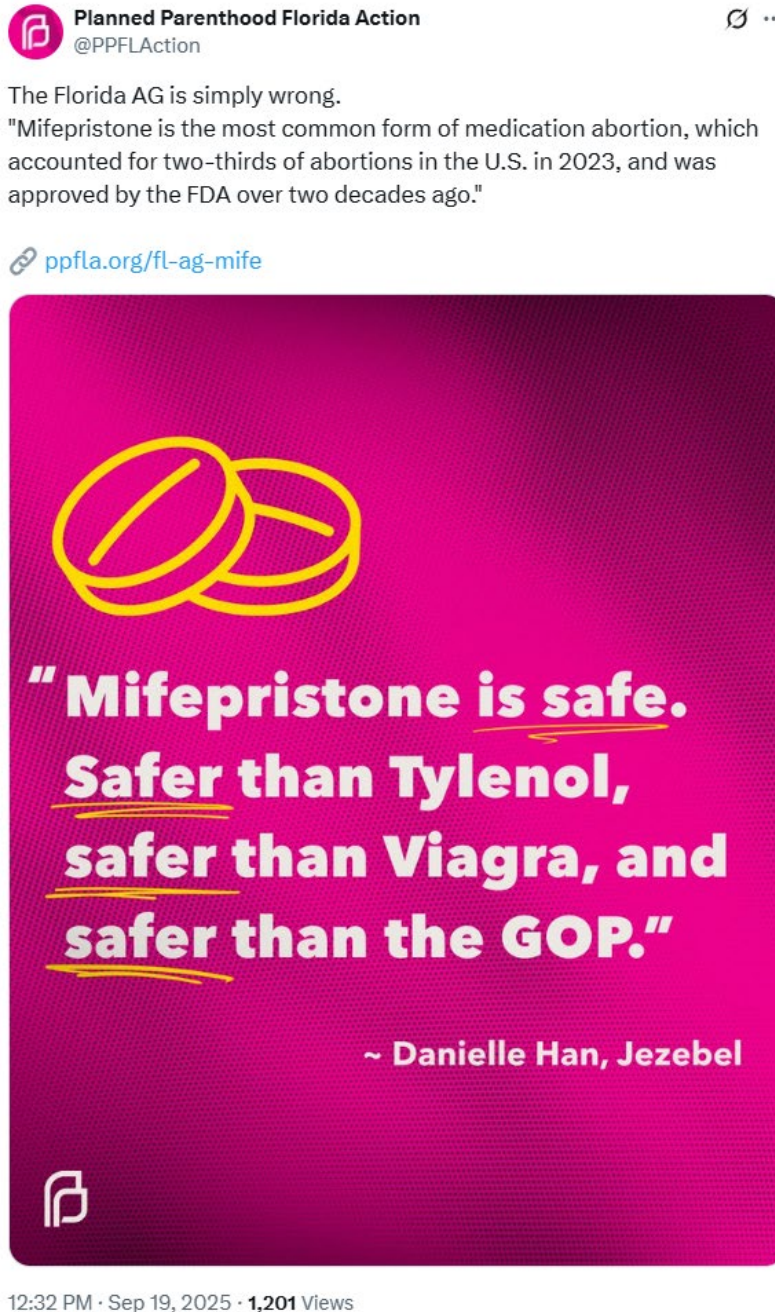
⁵⁵ <https://www.plannedparenthood.org/planned-parenthood-michigan/newsroom/planned-parenthood-of-michigan-responds-to-texas-ruling-blocking-mifepristone>.

⁵⁶ <https://www.instagram.com/p/CsjgTrALLHV/>.

⁵⁷ <https://www.argusleader.com/story/news/2022/02/17/rep-steve-haugaards-ban-abortion-pills-goes-south-dakota-house-floor/6830338001/>.

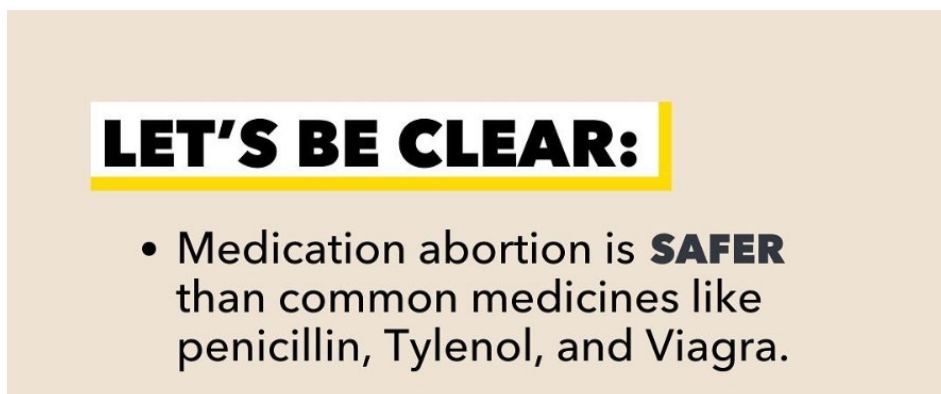
⁵⁸ See <https://abortiondocs.org/wp-content/uploads/2021/01/Lance-Audrey-2020-09-10-Memorandum-PP-of-TN-North-MS-Lance.pdf>; *Oklahoma Call for Reprod. Just. v. Drummond*, 543 P.3d 110, 115 n.4 (Okla. Feb. 5, 2024); *Planned Parenthood of Arkansas & Eastern Oklahoma v. Jegley*, 2018 WL 776095, at *14 (amicus).

46. For example, on September 19, 2025, Planned Parenthood Florida Action posted on X.com that “Mifepristone is safe. Safer than Tylenol, safer than Viagra, and safer than the GOP.”⁵⁹



⁵⁹ @PPFLAction, X (Sept. 19, 2025 12:32 PM), <https://perma.cc/7S69-S6F5>.

47. Planned Parenthood of Florida has made similar social media posts, including an April 10, 2023, post stating, “**LET’S BE CLEAR:** Medication abortion is **SAFER** than common medicines like penicillin, Tylenol and Viagra,”⁶⁰ and an April 25, 2023, Instagram post repeating the same claim.⁶¹



48. These webpages and social media posts have been transmitted to and accessed by consumers across Florida, including in Santa Rosa County.

49. In Florida, Planned Parenthood has even made the “Safer than Tylenol” claim on live television. During an interview with CBS Miami in April 2023, Laura Goodhue, who at the time was the executive director of the Florida Alliance of Planned Parenthood Affiliates (now Planned Parenthood Florida Action Inc.), was asked whether mifepristone “can cause bad side effects.”⁶² Ms. Goodhue answered: “That’s really not based in facts or science. . . . [T]his medication has been used by over five million women for over 20 years. It’s actually safer than Tylenol. So yeah,

⁶⁰ ppflorida, Instagram (Apr. 10, 2023), https://www.instagram.com/ppflorida/p/Cq3VN3JrWqw/?img_index=4.

⁶¹ ppflorida, Instagram (Apr. 25, 2023), https://www.instagram.com/ppflorida/p/CrdcYgkMEYQ/?img_index=5.

⁶² *Supreme Court rules to keep commonly prescribed abortion pill mifepristone*, CBS News (Apr. 24, 2023), <https://www.cbsnews.com/miami/video/supreme-court-rules-to-keep-commonly-prescribed-abortion-pill-mifepristone/>.

that’s really meritless and what this is is a baseless attack.”⁶³

50. The interview is available on CBS Miami’s website and continues to be viewed by Floridians throughout the State, including in Santa Rosa County.⁶⁴

51. Ms. Goodhue later served as vice president of public policy at one of Planned Parenthood’s Florida affiliates.

52. Planned Parenthood of Florida Inc. and other affiliates repeat the “Safer than Tylenol” claim during their in-person, telephone, and digital communications with clients and prospective clients.

53. Planned Parenthood of Florida Inc. and other affiliates fail to refute the “Safer than Tylenol” claim during the process of obtaining informed consent.

54. Women in Santa Rosa County, and elsewhere in Florida, have scheduled abortions and obtained chemical abortions at Planned Parenthood clinics in Florida after receiving, reviewing, and relying on the false advertisements about chemical abortion being safer than Tylenol.

B. The “Safer than Tylenol” Claim is False.

55. Abortion drugs are not safer than Tylenol.

56. The “Safer than Tylenol” claim was debunked even before it began appearing on PPFA’s website in June 2023. For instance, in February 2023, a fact check⁶⁵ traced the origins of the claim to a 1999 study of hospitalizations associated with acetaminophen, the active ingredient in Tylenol. In 2017, another study

⁶³ *Id.*

⁶⁴ *Id.*

⁶⁵ Bettina di Fiore, *FACT CHECK: Is the abortion pill actually ‘safer than Tylenol and Viagra’?*, Live Action (Feb. 10, 2023), <https://www.liveaction.org/news/fact-check-abortion-pill-safer-tylenol-viagra>.

attempted to quantify annual acetaminophen-related deaths. Based on these studies, abortion activists made the unremarkable observation that acetaminophen is linked to more hospitalizations and deaths per year than abortion drugs. On this observation alone, abortion activists began asserting that abortion drugs are safer than Tylenol.⁶⁶ But as the fact check explained, a comparison of the raw total of hospitalizations and deaths for acetaminophen and chemical abortion says nothing about the relative safety of the drugs.

57. Such comparison does not account for the drugs' drastically disparate usage rates. Americans consume billions of doses of acetaminophen each year.⁶⁷ By contrast, in 2023, less than 650,000 chemical abortions were administered.⁶⁸ A comparison based on raw numbers orders of magnitude apart is simply deceptive.

58. Any comparison that controls for usage rates makes it glaringly obvious that mifepristone is far more dangerous than acetaminophen. In 2016, researchers calculated acetaminophen-related hospitalizations and ER visits against acetaminophen sales. They found that acetaminophen's hospitalization rate per 1,000,000 units sold is just 0.014%, with units sold being "prescription bottles/packages sold from manufacturers to retail and non-retail channels of

⁶⁶ See Cameron Louttit, *The Origins and Proliferation of Unfounded Comparisons Regarding the Safety of Mifepristone*, BioTech (2025), <https://pubmed.ncbi.nlm.nih.gov/40558388/>.

⁶⁷ See Howard E. LeWine, *Acetaminophen safety: Be cautious but not afraid*, Harvard Health Publishing (Apr. 3, 2024), <https://www.health.harvard.edu/pain/acetaminophen-safety-be-cautious-but-not-afraid>.

⁶⁸ Rachel K. Jones & Amy Friedrich-Karnik, *Medication Abortion Accounted for 63% of All US Abortions in 2023—An Increase from 53% in 2020*, Guttmacher Institute (Mar. 2024), <https://www.guttmacher.org/2024/03/medication-abortion-accounted-63-all-us-abortions-2023-increase-53-2020>.

distribution.”⁶⁹ Because bottles and packages contain many recommended doses of acetaminophen, the hospitalization rate per recommended dose would be significantly lower. Meanwhile, mifepristone is associated with a hospitalization rate of 0.04–0.6% *per recommended dose*.

59. Similarly, a 2016 study revealed that acetaminophen results in 282.1 ER visits per 1,000,000 units sold (0.028%).⁷⁰ Again, the rate per recommended dose would be considerably lower. A single dose of mifepristone sends the user to the ER 2.9–4.6% of the time.

60. Second, attempting to draw a comparison based on raw hospitalization and death totals fails to account for improper use. Abortion drugs result in an ER visitation rate of 2.9–4.6% and a hospitalization rate of 0.04–0.6% when used *properly*. On the other hand, 41% of acetaminophen-related ER visits and 83% of acetaminophen-related hospitalizations are attributable to intentional or accidental *overdose*, many of these by unsupervised children.⁷¹ In fact, “there is very little evidence of liver injury when acetaminophen is used according to package recommendations.”⁷² Only two of the 36 mifepristone-related deaths since 2000 were categorized as overdoses.

61. Multiple doctors, medical associations, and media outlets have

⁶⁹ Jacqueline M. Major et al., *Trends in rates of acetaminophen-related adverse events in the United States*, 25 *Pharmacoepidemiol Drug Saf.* 1, 17 (May 2016), <https://pmc.ncbi.nlm.nih.gov/articles/PMC5676300/>.

⁷⁰ Major, *supra*, at 7.

⁷¹ Major, *supra*, at 5.

⁷² George Ostapowicz et al., *Results of a Prospective Study of Acute Liver Failure at 17 Tertiary Care Centers in the United States*, 137 *Annals of Internal Medicine* 947 (Dec. 17, 2002), <https://www.acpjournals.org/doi/10.7326/0003-4819-137-12-200212170-00007>.

debunked the “Safer than Tylenol” claim since it became the centerpiece of Planned Parenthood’s marketing strategy. For example, in April 2023, Dr. Ingrid Skop, a certified OB-GYN, testified before the United States Senate Judiciary Committee. “Regarding chemical abortion,” she said, “the industry tells us it’s safer than Tylenol. They’re comparing Tylenol overdose deaths to the undercounted deaths from chemical abortion. There’s no comparison. Women assume they mean normal Tylenol use. They don’t realize that they’re comparing it to deaths that occur from overdoses.”⁷³

62. National think tanks⁷⁴ and news outlets⁷⁵ reported on Dr. Skop’s testimony. In May 2023, the Catholic Review published an article titled “Despite growing use, abortion pill not ‘safer than Tylenol.’”⁷⁶ It reiterated that the “Safer than Tylenol” claim relies on a “dishonest comparison” that “look[s] at the number of Americans who die of Tylenol *overdoses*.”⁷⁷ Quoting Dr. Skop, the article explained that that the claim “fools women into thinking, ‘Oh, I take Tylenol for a headache and it’s never hurt me. So this chemical abortion must be a similar process,’ but it’s not.”⁷⁸ Other OB-GYNs refuted the “Safer than Tylenol” claim in expert reports submitted

⁷³ @LiveActionNews, X (Apr. 26, 2023 4:41 PM), <https://x.com/LiveActionNews/status/1651325658382094336>.

⁷⁴ Thomas Jipping, *Hearing on Abortion After Dobbs Shows Democrats’ Extremism*, Heritage Foundation (May 1, 2023), <https://www.heritage.org/life/commentary/hearing-abortion-after-dobbs-shows-democrats-extremism>.

⁷⁵ Micaiah Bilger, *OBGYN Debunks the Lie That the Abortion Pill is Safer Than Tylenol*, LifeNews.com (Apr. 27, 2023), <https://www.lifenews.com/2023/04/27/ogbybn-debunks-the-lie-that-the-abortion-pill-is-safer-than-tylenol/>.

⁷⁶ Maria Wiering, *Despite growing use, abortion pill not ‘safer than Tylenol’*, Catholic Review (May 25, 2023), <https://catholicreview.org/despite-growing-use-abortion-pill-not-safer-than-tylenol/>.

⁷⁷ *Id.* (emphasis added).

⁷⁸ *Id.*

in cases brought by Planned Parenthood affiliates challenging pro-life laws.⁷⁹

63. The American Association of Pro-Life Obstetricians and Gynecologists likewise exposed the “Safer than Tylenol” claim as “a false narrative” in a September 2023 one-pager.⁸⁰

64. Even if common sense weren’t enough, these fact checks, news articles, public testimonies, and court filings put Planned Parenthood on notice that the “Safer than Tylenol” claim was false, or at the very least misleading, before PPFA put it front and center on the “How safe is the abortion pill?” page on or around June 1, 2023 and continued to repeat the misleading sales pitch in the years since.

65. Planned Parenthood has continued to make the “Safer than Tylenol” claim despite a peer-reviewed study reiterating the “manifest deficiencies and disingenuousness of the [claim], in which statistics are presented that are neither comparable nor contextualized to fairly represent their limitations in assessing safety.”⁸¹

66. The study, published by the medical journal BioTech in May 2025, confirmed that “it cannot be ignored” that acetaminophen-related hospitalizations and deaths “occur within a vastly larger user base,” and “[c]omparing the [proper] use

⁷⁹ Expert Report of Catherine M. Wheeler ¶ 55, *Planned Parenthood S. Atlantic v. Stein*, No. 1:23-cv-00480-CCE-LPA (M.D. NC Jan. 8, 2024) (“Dr. Farris claims that chemical abortion is safer than Tylenol. This comparison relies on data including Tylenol deaths from overdose, which is not comparable to use of mifepristone at recommended doses.”), available at <https://litigationtracker.law.georgetown.edu/wp-content/uploads/2024/02/DEFENDANT-INTERVENORS-CROSS-MOTION-FOR-SUMMARY-JUDGMENT-.pdf>.

⁸⁰ AAPLOG Launches New “Just the Facts” Series, American Association of Pro-Life OBGYNs (Sept. 7, 2023), <https://aaplog.org/stories/aaplog-launches-new-just-the-facts-series/>.

⁸¹ Louttit, *supra*.

of one drug with the misuse of another in a safety claim is disingenuous.”⁸²

67. Industry guidance advises that “[c]omparative claims regarding a drug’s efficacy or safety are generally permitted if they are based on *the approved indication* of a drug to *the same approved indication* of another drug and are supported by scientifically appropriate and statistically sound data (e.g., head-to-head study, clinically relevant to patients, not false or misleading).”⁸³

68. Yet “there has never been a single study appropriately comparing the safety of mifepristone and acetaminophen.”⁸⁴

69. To the extent the drugs can be compared in the absence of such a study, using abortion drugs as recommended is much more statistically likely to result in a serious adverse event, an emergency room visit, hospitalization, or death than using acetaminophen as recommended.

C. Planned Parenthood, Through Its “Safer than Tylenol” Marketing Campaign, Sells of Tens of Thousands of Chemical Abortions in Florida Each Year.

70. Section 390.0112, Florida Statutes, requires “[t]he director of any medical facility in which abortions are performed, including surgical procedures and medical abortions,” to submit a monthly report to Florida’s Agency for Health Care Administration (AHCA). The report must include, among other things, the total number of abortions; the reason for each abortion, if any; and the number of

⁸² *Id.*

⁸³ *Id.* (quoting Nikki Reeves et al., *The Legal 500 Country Comparative Guides: United States Pharmaceutical Advertising*, King & Spalding LLC (2023), https://www.kslaw.com/attachments/000/011/319/original/The_Legal_500_Country_Comparative_Guides_-_United_States_Pharmaceutical_Advertising.pdf?1702050651).

⁸⁴ *Id.*

medication abortion regimens prescribed or dispensed. § 390.0112(1), Fla. Stat.

71. While the reports are not publicly available, AHCA publishes aggregated data each year.⁸⁵ The following table shows total abortions and chemical abortions in Florida since 2023.

Year	Total Abortions	Chemical Abortions	% Chemical
2023 (June to Dec.)	49,605	26,192	53%
2024	64,854	39,699	61%
2025 (to date)	36,857	25,242	68%

72. The number of these chemical abortions committed by Planned Parenthood can be estimated using national data. While the Center for Disease Control collects data on the number of abortions committed nationwide each year, several States (including the most populous, California) either do not track or do not report their data.⁸⁶

73. The Guttmacher Institute, which collects data directly from abortionists, is generally regarded as a reliable source of annual totals.⁸⁷ Until 2020, Guttmacher conducted an “Abortion Provider Census” every three years. Since 2023, Guttmacher has tracked nationwide abortion totals through its “Monthly Abortion Provision Study.” The Abortion Provider Census estimates that a total of 930,160 abortions were committed in 2020.⁸⁸ The Monthly Abortion Provision Study

⁸⁵ *Frequently Requested Data*, Florida Agency for Health Care Administration, <https://ahca.myflorida.com/health-quality-assurance/bureau-of-central-services/frequently-requested-data>.

⁸⁶ Karen Diep, et al., *Abortion Trends Before and After Dobbs*, KFF (Jul. 15, 2025), <https://www.kff.org/womens-health-policy/abortion-trends-before-and-after-dobbs/#:~:text=For%20decades%2C%20the%20federal%20CDC,abortion%20facilities%2C%20and%20patient%20characteristics>.

⁸⁷ *Id.*

⁸⁸ *Guttmacher Institute Releases 2020 Abortion Provider Census with Important Data on US Abortion*

estimates 1,037,880 abortions committed in 2023⁸⁹ and 1,053,430 committed in 2024.⁹⁰

74. Annual reports released by PPFA show that Planned Parenthood affiliates committed 383,460 abortions in 2020 and 402,230 abortions in 2023.⁹¹ Dividing these figures by the Guttmacher data for those years reveals that Planned Parenthood committed 41% of all abortions in the United States in 2020 and 39% of all abortions in the United States in 2023, for an average of 40%.

75. Applying this 40% average to the total number of chemical abortions committed in Florida since June 1, 2023, (91,133) yields approximately 35,000 chemical abortions committed by Planned Parenthood’s Florida affiliates.⁹²

76. Planned Parenthood made, or failed to refute, the “Safer than Tylenol” claim in its communications with each woman who obtained these abortions.

77. One or more of these abortions were purchased by a resident of Santa Rosa County.

Landscape Before the Fall of Roe, Guttmacher Institute (Dec. 1, 2022), <https://www.guttmacher.org/news-release/2022/guttmacher-institute-releases-2020-abortion-provider-census-important-data-us>.

⁸⁹ *Monthly Abortion Provision Study*, Guttmacher Institute, <https://www.guttmacher.org/monthly-abortion-provision-study>.

⁹⁰ *Id.*

⁹¹ Planned Parenthood has not yet released a report for 2024. While the number of abortions committed by Planned Parenthood in 2021 and 2022 is known, there is no Guttmacher data for those years with which the Planned Parenthood totals can be compared.

⁹² The exact number of chemical abortions committed by Planned Parenthood’s Florida affiliates can be determined through discovery. See § 390.0112(3), Fla. Stat. (abortionist reports are confidential but may be revealed “upon the order of a court of competent jurisdiction in a civil or criminal proceeding”). According to the Guttmacher Institute (which estimates a slightly different number of abortions in Florida than ACHA data), in 2024 approximately one third of abortions in Florida in 2024 were at Planned Parenthood clinics, putting the likely number of abortions provided by Planned Parenthood in the same range as the national average. Kelly Baden & Isaac Maddow-Zimet, *Florida’s Six-Week Ban Led to Substantial Drop in Clinician-Provided Abortions*, Guttmacher Institute (Sept. 2024), <https://www.guttmacher.org/2024/09/floridas-six-week-ban-led-substantial-drop-clinician-provided-abortion>.

COUNT I
FLORIDA DECEPTIVE AND UNFAIR TRADE PRACTICES ACT

78. The Attorney General realleges and incorporates, as though fully set forth, paragraphs 1 to 77 of this complaint.

79. Section 501.204(1), Florida Statutes, prohibits “unfair or deceptive acts or practices in the conduct of any trade or commerce...”

80. “Trade or commerce” is “broadly defined in the statute” as “the advertising, soliciting, providing, offering, or distributing, whether by sale, rental, or otherwise, of any good or service, or any property, whether tangible or intangible, or any other article, commodity, or thing of value, wherever situated” and includes “the conduct of any trade or commerce, however denominated, including any nonprofit or not-for-profit person or activity.” *BJ’s Wholesale Club, Inc. v. Bugliaro*, 319 So. 3d 711, 716 n.7 (Fla. 3d DCA 2021) (quoting § 501.203(8), Fla. Stat.).

81. FDUTPA is to be “construed liberally to promote the policy of “protect[ing] the consuming public and legitimate business enterprises from those who engage in unfair methods of competition, or unconscionable, deceptive, or unfair acts or practices in the conduct of any trade or commerce.” § 501.202(2), Fla. Stat.; *see also Diamond Aircraft Indus., Inc. v. Horowitch*, 107 So. 3d 362, 367 (Fla. 2013) (observing that “[t]he Legislature has specifically articulated that the provisions of FDUTPA are to be construed liberally”).

82. Accordingly, “courts have adopted broad definitions of the term “unfair trade practice.” *BJ’s Wholesale Club*, 319 So. 3d at 716–17. “An unfair practice is one

that offends established public policy and one that is immoral, unethical, oppressive, unscrupulous or substantially injurious to consumers.” *PNR, Inc. v. Beacon Prop. Mgmt., Inc.*, 842 So. 2d 773, 777 (Fla. 2003). Florida also recognizes the FTC’s three-part test for unfairness: “the act or practice causes or is likely to cause substantial injury to consumers which is not reasonably avoidable by consumers themselves and not outweighed by countervailing benefits to consumers or to competition.” *Porsche Cars N. Am., Inc. v. Diamond*, 140 So. 3d 1090, 1098 (Fla. 3d DCA 2014); Federal Trade Commission Act Amendments of 1994, Pub. L. No. 103–312, § 9, 108 Stat. 1691 (codified as amended at 15 U.S.C. § 45(n) (1994)).

83. A “representation or omission” that is “likely to deceive a consumer acting reasonably in the same circumstances” constitutes an unfair trade practice. *Davis v. Powertel, Inc.*, 776 So. 2d 971, 974 (Fla. 1st DCA 2000).

84. Because FDUTPA “is designed to protect not only the rights of litigants, but also the rights of the consuming public at large,” *Beacon*, 842 So. 2d, 777, “a party asserting a deceptive trade practice claim need not show actual reliance on the representation or omission at issue.” *State, Off. of Atty. Gen., Dep’t of Legal Affs. v. Wyndham Int’l, Inc.*, 869 So. 2d 592, 598 (Fla. 1st DCA 2004); *see also Davis*, 776 So. 2d at 974 (“[T]he question is not whether the plaintiff actually relied on the alleged deceptive trade practice, but whether the practice was likely to deceive a consumer acting reasonably in the same circumstances.”).

85. “[A]n advertisement is considered deceptive if it has the capacity to convey misleading impressions to consumers even though nonmisleading

interpretations may be possible.” *Dep’t of Legal Affs. v. Father & Son Moving & Storage, Inc.*, 643 So. 2d 22, 26 (Fla. 4th DCA 1994) (citing *Chrysler Corp. v. F.T.C.*, 561 F.2d 357 (D.C. Cir. 1977)).

86. “[A]ny person, firm, corporation, association, or entity, or any agent or employee of the foregoing, who is willfully using, or has willfully used, a method, act, or practice declared unlawful under s. 501.204 . . . is liable for a civil penalty of not more than \$10,000 for each such violation.” § 501.2075, Fla. Stat. Additional penalties apply if a senior citizen, a person who has a disability, a servicemember, or a servicemember’s spouse or dependent child is victimized or the practice is directed at a servicemember. *Id.*; § 501.2077(2–3), Fla. Stat. A violation is “willful” if the defendant “knew or should have known that [its] conduct was unfair or deceptive.” § 501.2075, Fla. Stat.

87. Defendants’ nonprofit corporations engage in “trade or commerce” by advertising, soliciting, providing, offering, and distributing abortion drugs.

88. Defendants directed the “Safer than Tylenol” claim to Floridians through many mediums, including websites, live television, and communications with clients. Planned Parenthood of Florida Inc. fails to refute the claim during the process of obtaining informed consent. These representations and omissions are immoral, unethical, oppressive, and unscrupulous. They are also likely to mislead a consumer acting reasonably in the circumstances to believe that abortion drugs are safer than they truly are, to her detriment. Thus, Planned Parenthood’s “Safer than Tylenol” claim constitutes a deceptive and unfair trade practice.

89. Defendants made the “Safer than Tylenol” claim, and failed to refute the claim, to each woman who received a chemical abortion from Planned Parenthood of Florida Inc. and its predecessors in interest from at least June 1, 2023, to present. Each of these abortions represents a distinct representation or omission, and thus a separate violation of FDUTPA. *See 3B TV, Inc. v. State, Off. of Att’y. Gen.*, 794 So. 2d 744, 751 (Fla. 1st DCA 2001) (citing *State v. Ell-Gee, Inc.*, 255 So.2d 542, 545–46 (Fla. 3d DCA 1971) (“The fact that the same words were used and the same . . . conduct was indulged in does not convert the separate activities into a continuous transaction or continuing activity.”)).

90. Defendants made each of these representations or omissions willfully. Comparing the drugs’ raw total of negative health outcomes without regard to the drugs’ highly disparate rates of use and improper use runs afoul industry practice and common sense. Additionally, the baselessness of the “Safer than Tylenol” claim was laid bare in and before 2023 through a series of fact checks, news articles, public testimonies, and court filings. Thus, Defendants knew or should have known that their conduct was unfair and deceptive.

91. The average consumer relies on medical professionals to help her evaluate the risks of pharmaceutical drugs. While Americans are wary of pharmaceutical companies,⁹³ studies show strong public trust in doctors (84%),

⁹³ In 2001, when Gallup conducted its first Work and Education Poll, the pharmaceutical industry had a net positive favorability rating. Justin McCarthy, *Big Pharma Sinks to the Bottom of U.S. Industry Rankings*, Gallup (Sept. 3, 2019), <https://news.gallup.com/poll/266060/big-pharma-sinks-bottom-industry-rankings.aspx>. But in the wake of the opioid epidemic and COVID-19, Big Pharma’s net rating plummeted to -41%, the lowest of any industry surveyed. *Business and Industry Sector Ratings*, Gallup, <https://news.gallup.com/poll/12748/business-industry-sector-ratings.aspx>. Another study found that two-thirds of Americans do not even “somewhat trust” pharmaceutical companies. *Surveys*

nurses (85%), and hospitals (72%).⁹⁴ Planned Parenthood’s “Safer than Tylenol” advertisement campaign exploits this trust to mislead women into purchasing chemical abortions.

COUNT II

FLORIDA RICO ACT

92. The Attorney General realleges and incorporates, as though fully set forth, paragraphs 1 to 77 of this complaint.

93. Section 895.03(3), Florida Statutes, makes it unlawful “for any person employed by, or associated with, any enterprise to conduct or participate, directly or indirectly, in such enterprise through a pattern of racketeering activity.”⁹⁵

94. An “enterprise” is “any individual, sole proprietorship, partnership, corporation, business trust, union chartered under the laws of this state, or other legal entity . . . ; and it includes illicit as well as licit enterprises”

95. “Pattern of racketeering activity” is defined as “engaging in at least two incidents of racketeering conduct that have the same or similar intents, results, accomplices, victims, or methods of commission or that otherwise are interrelated by distinguishing characteristics and are not isolated incidents, provided . . . that the

of Trust in the U.S. Health Care System at 8, NORC at the University of Chicago (May 21, 2021), https://www.norc.org/content/dam/norc-org/pdfs/20210520_NORC_ABIM_Foundation_Trust%20in%20Healthcare_Part%201.pdf.

⁹⁴ *Surveys of Trust in the U.S. Health Care System* at 8, NORC at the University of Chicago, *supra*.

⁹⁵ It is also unlawful “for any person who has with criminal intent received any proceeds derived, directly or indirectly, from a pattern of racketeering activity . . . to use or invest, whether directly or indirectly, any part of such proceeds, or the proceeds derived from the investment or use thereof, in the acquisition of any title to, or any right, interest, or equity in, real property or in the establishment or operation of any enterprise,” “for any person, through a pattern of racketeering activity . . . , to acquire or maintain, directly or indirectly, any interest in or control of any enterprise or real property,” or for any person to “conspire or endeavor” to do the foregoing. § 895.03(1–2, 4), Fla. Stat.

last of such incidents occurred within 5 years after a prior incident of racketeering conduct.”

96. As relevant here, “racketeering activity” means “to commit, to attempt to commit, to conspire to commit, or to solicit, coerce, or intimidate another person to commit . . . [a]ny crime that is chargeable by petition, indictment, or information under . . . [c]hapter 817, relating to fraudulent practices, false pretenses, fraud generally, credit card crimes, and patient brokering.” § 895.02(8)(a)36., Fla. Stat.

97. Under chapter 817, it is “unlawful for any person to make or disseminate or cause to be made or disseminated before the general public of the state, or any portion thereof, any misleading advertisement.” § 817.41(1), Fla. Stat. “Misleading advertising” is defined as “any statements made, or disseminated, in oral, written, electronic, or printed form or otherwise, to or before the public, or any portion thereof, which are known, or through the exercise of reasonable care or investigation could or might have been ascertained, to be untrue or misleading, and which are or were so made or disseminated with the intent or purpose, either directly or indirectly, of selling or disposing of real or personal property, services of any nature whatever, professional or otherwise, or to induce the public to enter into any obligation relating to such property or services.” § 817.40(5), Fla. Stat.

98. As a matter of standing, an injured consumer seeking damages for a section 817.41 violation must plead and prove the elements of common law fraud, including reliance and detriment. *Rollins, Inc. v. Butland*, 951 So. 2d 860, 877 (Fla. 2d DCA 2006). However, when the Attorney General seeks “public vindication” by

initiating an action under section 817.41, “[t]he offense occurs irrespective of reliance by or detriment to a member of the public.” *Vance v. Indian Hammock Hunt & Riding Club, Ltd.*, 403 So. 2d 1367, 1370 (Fla. 4th DCA 1981) (citing *Major v. State*, 180 So.2d 335 (Fla. 1965)).

99. Violations of section 817.41 are punishable as first-degree misdemeanors, § 817.45(1), Fla. Stat., and therefore constitute “racketeering activity.” § 895.02(8)(a)36., Fla. Stat.

100. Natural persons who violate section 895.03 are subject to a civil penalty of up to \$100,000; artificial persons are subject to a civil penalty of up to \$1 million. § 895.05(9)(a), Fla. Stat.

101. The circuit court is further authorized to enjoin violations of section 895.03 by (a) ordering divestment; (b) imposing reasonable restrictions upon future activities or investments; (c) ordering dissolution or reorganization; (d) ordering suspension or revocation of state licenses and permits; and (e) ordering forfeiture of charters and certificates to conduct business. § 895.05(1), Fla. Stat.

102. Defendants acted as an ongoing organization, formal or informal, with a common purpose of selling abortion to Florida women. They functioned, and continue to function, as a continuing unit.

103. Though they are affiliated, Defendants are distinct corporate entities that act independently and participated in the enterprise independently.

104. Among other actions as part of the enterprise, PPFA disseminated the “Safer than Tylenol” claim on its website and coordinated the dissemination of the

claim through other channels via its affiliates and agents. Planned Parenthood affiliates, including Planned Parenthood of Florida, directed their customers to the PPFA website and used the “Safer than Tylenol” claim to sell abortions to women. Planned Parenthood Action Fund and Planned Parenthood of Florida Action disseminated the claim to Florida women. Those affiliates also used their own agents to disseminate the “Safer than Tylenol” claim.

105. The “Safer than Tylenol” claim is false and misleading.

106. Defendants have caused, made, and disseminated the “Safer than Tylenol claim” before the general public of Florida and portions thereof with the intent of selling chemical abortions. These statements were made through, at a minimum, Defendants’ websites, live television, social media, and direct communications with clients. Defendants knew, or through the exercise of reasonable care or investigation would have ascertained, that these statements were untrue or misleading. These statements therefore constitute “misleading advertisements” under section 817.40(5).

107. Because these advertisements are punishable as first-degree misdemeanors, § 817.45(1), Fla. Stat., they also constitute “racketeering activity” under section 895.02(8)(a)36.

108. Defendants have disseminated multiple “Safer than Tylenol” advertisements with the same or similar intent (to induce women to purchase chemical abortions), results (the purchase of chemical abortions), accomplices (co-Defendants), victims (women purchasing chemical abortions), and methods of

commission (through representations on the PPFA website and representations or omissions made by Planned Parenthood affiliates). The advertisements are interrelated and not isolated incidents. The misleading advertisements are frequent and ongoing; the most recent advertisement occurred well within five years of a prior misleading advertisement.

109. Defendants have therefore conducted and participated, and conspired to conduct and participate, in an enterprise through a pattern of racketeering activity in violation of section 895.03(3), Florida Statutes.

COUNT III CONSPIRACY TO VIOLATE FLORIDA RICO ACT

110. The Attorney General realleges and incorporates, as though fully set forth, paragraphs 1 to 77 of this complaint.

111. Defendants, in some way or manner, came to a mutual understanding to try to accomplish a common and unlawful plan, namely to engage in a pattern of racketeering activity described in paragraphs 92–109, which are hereby incorporated by reference.

112. Each Defendant knowingly and willfully became a member of such conspiracy.

113. At the time each Defendant joined the conspiracy, they did so with the specific intent to participate in the affairs of the enterprise.

114. At the time each Defendant joined the conspiracy, they did so either with the specific intent to engage in two or more instances of racketeering described in paragraphs 92–109 as part of a pattern of racketeering activity or with the knowledge

and intent that the other Defendants or their agents would engage in at least two instances of racketeering described in paragraphs 92–109 as part of a pattern of racketeering activity.

PRAYER FOR RELIEF AND DEMAND FOR JUDGMENT

Plaintiff respectfully requests this Court:

- A. Declare that Defendants’ representations and omissions, which mislead reasonable consumers to think that abortion drugs are safer than Tylenol, constitute unfair trade practices under FDUTPA.
- B. Pursuant to section 501.2075, Florida Statutes, impose the statutory penalty of \$10,000 for each instance in which a Planned Parenthood affiliate committed a chemical abortion on a woman to whom any Defendant made the deceptive representations or omissions. The Office of the Attorney General estimates a total of 35,000 such abortions, for total penalties of \$350,000,000.
- C. Declare that Defendants’ repeated misleading advertisements regarding the comparative safety of abortion drugs constitute a pattern of racketeering activity.
- D. Pursuant to section 895.05(9)(a), Florida Statutes, impose a civil penalty of \$1 million on each Defendant.
- E. Enjoin Defendants from continuing to make representations or omissions that are likely to mislead consumers to believe that abortion drugs are safer than Tylenol.

- F. Award attorney's fees and investigative costs.
- G. Issue any additional relief it finds necessary, including:
- Ordering any Defendant to divest itself of any interest in any enterprise, including real property;
 - Imposing reasonable restrictions upon the future activities or investments of any Defendant, including, but not limited to, prohibiting any Defendant from advertising or selling chemical abortions;
 - Ordering the dissolution or reorganization of any or all of Defendants' enterprises;
 - Ordering the suspension or revocation of all licenses, permits, or prior approvals granted to Defendants by any agency of the State; and
 - Ordering the forfeiture of the charters of Planned Parenthood of Florida Inc. and Planned Parenthood Florida Action Inc. and the revocation of certificates authorizing Planned Parenthood Federation of America Inc. and Planned Parenthood Action Fund Inc. to conduct business within Florida.

Date: November 6, 2025

Respectfully Submitted,

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**pro hac vice application forthcoming*