

MEDIA MENTIONS

Benesch Partner Michael Meuti Quoted in Courthouse News on Viral Teeth Whitener Class Action

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Benesch Partner Michael Meuti was quoted in *Courthouse News* discussing a proposed class action against HiSmile, a teeth-whitening brand popular on TikTok. Representing HiSmile, Meuti pushed back on the plaintiffs' claims, stating: *"Their theory is 'We saw some ads, we expected to see instant, dramatic whitening, we didn't and therefore we were deceived.'"* He emphasized that HiSmile's marketing included appropriate disclaimers and that the plaintiffs failed to present scientific evidence specific to the product.

Read the full article: [Courthouse News](#)