

“Blinded, Misguided, and Lied to:” Who is at Fault for Negligence?

FORT COLLINS, CO, March 13– After months of preparation by both parties, the case of *Jordan Peterson v. Riley Quinn* took to trial at the Larimer County Justice Center. Riley Quinn, a 24-year-old beauty influencer with 1.5 million followers, faced claims of negligence and negligent misrepresentation, due to her online promotion of a product called TheraBloom. This product, intended as a dietary supplement, was advertised by Quinn as a skincare product meant to be sprayed up the user’s nose. One of Quinn’s viewers, 19-year-old Jordan Peterson attempted this “hack” on February 10th, 2025, which the Plaintiff argues caused him to develop a permanent loss of smell, clinically known as anosmia.

As the trial began, Judge Ratnagupta granted both sides permission to stray into the well during opening statements and closing arguments. The Plaintiff also requested permission to constructively sequester witnesses, with the exception of party representatives and expert witnesses, a request that was allowed by the judge.

During opening statements, the Plaintiff defined negligence as a “failure to act as a reasonably careful person would,” while highlighting Peterson’s reasonability. The Plaintiff introduced the contentious fact that Quinn did not use TheraBloom in her advertisement; she substituted the product with food coloring and water. According to Peterson, he “absolutely would not” have followed Quinn’s video if he knew this fact. This claim was contested by the Defense, who asserted Quinn was “blinded, misguided, and lied to” by the manufacturer of TheraBloom, meaning her actions were reasonable.

Despite plaintiff objection, the Defense admitted business emails between Quinn and a representative of TheraBloom, showing how she was continuously encouraged to use the product creatively. According to Quinn, these emails were the inspiration for her “alternative use” of the

product. While Quinn acknowledged she did in fact promote TheraBloom nasally, she remained certain she had no malicious intent. “If it’s not safe, I’m not promoting it” Quinn definitively stated.

On the stand, Peterson testified to the emotional damages he experienced due to his anosmia. Peterson, an aspiring chef and culinary school applicant, stated losing his sense of smell “ruined his life” and made him feel as if he had no future. Becoming emotional, Peterson explained the painful physical symptoms he now experiences, such as nosebleeds, nasal burning, and congestion. These symptoms were further elaborated on by the Plaintiff’s expert, and Peterson’s doctor, Dr. Sam Chen.

Chen, whose qualifications were questioned by the Defense, explained how Peterson’s anosmia was “immediate and irreversible” upon using TheraBloom. When questioned on the severity of these injuries, Chen stated Peterson would likely never regain his sense of smell.

Meanwhile, the Defense affirmed Peterson’s anosmia was made permanent by an unrelated sinus infection, a fact testified to by their expert, Dr. Casey Torres. Both experts admitted that sinus infections can worsen anosmia, but Chen claimed this was “not the case with Mr. Peterson.”

After hours of witness testimony, closing arguments began with the Plaintiff urging the jury to contrast the “actions of a reasonable person, and the actions of Quinn.” Reminding the jury to consider Quinn’s large online influence, the Plaintiff asked to be awarded damages due to Quinn’s alleged negligence. However, the Defense pursued a case of comparative negligence, claiming Peterson’s actions were unreasonable. Due to this fact, coupled alongside the unforeseeability of Peterson’s injuries, the Defense asked the jury to find a verdict in favor of Quinn. Both parties presented thorough arguments, and anxiously await the jury’s verdict.