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ENDORSED
FILED
ALAMEDA COUNTY

JAN - 8 2011

CLERK OF THE SUPERIOR COURT
By **JAME HARRIS** Deputy

8 SUPERIOR COURT OF THE STATE OF CALIFORNIA
9 COUNTY OF ALAMEDA
10 UNLIMITED CIVIL JURISDICTION

11 ANTHONY E. HELD, PhD., P.E.,

12 Plaintiff,

13 v.

14 CACHE SALES, LLC; IGP, LLC; and DOES
15 1-150, inclusive,

16 Defendants.
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Case No. _____

**COMPLAINT FOR CIVIL PENALTIES
AND INJUNCTIVE RELIEF**

(Cal. Health & Safety Code. § 25249.6 *et seq.*)

NATURE OF THE ACTION

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2 1. This Complaint is a representative action brought by plaintiff, ANTHONY
3 HELD, PH.D, P.E., in the public interest of the citizens of the State of California, to enforce the
4 People’s right to be informed of the presence of di(2-ethylhexyl)phthalate (“DEHP”), a toxic
5 chemical found in toiletry cases sold in California.

6 2. By this Complaint, plaintiff seeks to remedy defendants’ continuing failure to
7 warn California citizens about their exposure to DEHP present in or on toiletry cases that
8 defendants manufacture, distribute, and/or offer for sale to consumers throughout the State of
9 California.

10 3. High levels of DEHP are commonly found in and on the toiletry cases that
11 defendants manufacture, distribute, and/or offer for sale to consumers throughout the State of
12 California.

13 4. Under California’s Safe Drinking Water and Toxic Enforcement Act of 1986,
14 California Health & Safety Code § 25249.6 *et seq.* (“Proposition 65”), “[n]o person in the
15 course of doing business shall knowingly and intentionally expose any individual to a chemical
16 known to the state to cause cancer or reproductive toxicity without first giving clear and
17 reasonable warning to such individual ...” (Cal. Health & Safety Code, § 25249.6.)

18 5. On October 24, 2003, California identified and listed DEHP as a chemical known
19 to cause birth defects and other reproductive harm. DEHP became subject to the “clear and
20 reasonable warning” requirements of Proposition 65 one year later on October 24, 2004. (Tit.
21 27 Cal. Code Regs. (“CCR”) § 27001(c); Cal. Health & Safety Code §§ 25249.8 &
22 25249.10(b).) DEHP shall be referred to hereinafter as the “LISTED CHEMICAL.”

23 6. Defendants manufacture, distribute, and/or offer for sale toiletry cases containing
24 excessive levels of the LISTED CHEMICAL including, but not limited to, the *Ed Hardy Travel*
25 *Set, #10008 (#7 17604 10008 0)*. All such toiletry cases containing the LISTED CHEMICAL
26 shall hereinafter be referred to as the “PRODUCTS.”

27 7. Defendants’ failure to warn consumers and/or other individuals in the State of
28 California about their exposure to the LISTED CHEMICAL in conjunction with defendants’

1 sale of the PRODUCTS is a violation of Proposition 65 and subjects defendants to enjoinder
2 of such conduct as well as civil penalties for each such violation.

3 8. For defendants' violations of Proposition 65, plaintiff seeks preliminary injunctive
4 and permanent injunctive relief to compel defendants to provide purchasers or users of the
5 PRODUCTS with the required warning regarding the health hazards of the LISTED
6 CHEMICAL. (Cal. Health & Safety Code § 25249.7(a).)

7 9. Plaintiff also seeks civil penalties against defendants for their violations of
8 Proposition 65, as provided by California Health & Safety Code § 25249.7(b).

9 **PARTIES**

10 10. Plaintiff, ANTHONY HELD, PH.D., P.E., is a citizen of the State of California
11 who is dedicated to protecting the health of California citizens through the elimination or
12 reduction of toxic exposures from consumer products; he brings this action in the public interest
13 pursuant to California Health & Safety Code § 25249.7(d).

14 11. Defendants CACHE SALES, LLC ("CACHE") and IGP, LLC ("IGP"), are each
15 persons in the course of doing business within the meaning of California Health & Safety Code
16 § 25249.11(c).

17 12. Defendant CACHE manufactures, distributes, and/or offers the PRODUCTS for
18 sale or use in the State of California, or implies by its conduct that it manufactures, distributes,
19 and/or offers the PRODUCTS for sale or use in the State of California.

20 13. Defendant IGP manufactures, distributes, and/or offers the PRODUCTS for sale
21 or use in the State of California, or implies by its conduct that it manufactures, distributes,
22 and/or offers the PRODUCTS for sale or use in the State of California.

23 14. Defendants DOES 1-50 ("MANUFACTURER DEFENDANTS") are each
24 persons in the course of doing business within the meaning of California Health & Safety Code
25 § 25249.11(c).

26 15. MANUFACTURER DEFENDANTS engage in the process of research, testing,
27 designing, assembling, fabricating, and/or manufacturing, or imply by their conduct that they
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1 engage in the process of research, testing, designing, assembling, fabricating, and/or
2 manufacturing, one or more of the PRODUCTS offered for sale or use in the State of California.

3 16. Defendants DOES 51-100 (“DISTRIBUTOR DEFENDANTS”) are each persons
4 in the course of doing business within the meaning of California Health & Safety Code §
5 25249.11(c).

6 17. DISTRIBUTOR DEFENDANTS distribute, exchange, transfer, process, and/or
7 transport one or more of the PRODUCTS to individuals, businesses, or retailers for sale or use
8 in the State of California.

9 18. Defendants DOES 101-150 (“RETAILER DEFENDANTS”) are each persons in
10 the course of doing business within the meaning of California Health & Safety Code §
11 25249.11(c).

12 19. RETAILER DEFENDANTS offer the PRODUCTS for sale to individuals in the
13 State of California.

14 20. At this time, the true names of Defendants DOES 1 through 150, inclusive, are
15 unknown to plaintiff, who therefore sues said defendants by their fictitious name pursuant to
16 Code of Civil Procedure § 474. Plaintiff is informed and believes, and on that basis alleges, that
17 each of the fictitiously named defendants is responsible for the acts and occurrences alleged
18 herein. When ascertained, their true names shall be reflected in an amended complaint.

19 21. CACHE, IGP, MANUFACTURER DEFENDANTS, DISTRIBUTOR
20 DEFENDANTS, and RETAILER DEFENDANTS shall, where appropriate, collectively be
21 referred to as “DEFENDANTS.”

22 VENUE AND JURISDICTION

23 22. Venue is proper in the Alameda County Superior Court, pursuant to Code of Civil
24 Procedure §§ 394, 395, & 395.5, because this Court is a court of competent jurisdiction, and
25 because one or more instances of wrongful conduct occurred, and continue to occur, in the
26 County of Alameda, and/or because DEFENDANTS conducted, and continue to conduct,
27 business in this County with respect to the PRODUCTS.
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1 23. The California Superior Court has jurisdiction over this action pursuant to
2 California Constitution Article VI, § 10, which grants the Superior Court “original jurisdiction
3 in all causes except those given by statute to other trial courts.” The statute under which this
4 action is brought does not specify any other basis of subject matter jurisdiction.

5 24. The California Superior Court has jurisdiction over DEFENDANTS based on
6 plaintiff’s information and good faith belief that each defendant is a person, firm, corporation or
7 association that is a citizen of the State of California, has sufficient minimum contacts in the
8 State of California, or otherwise purposefully avails itself of the California market.
9 DEFENDANTS’ purposeful availment renders the exercise of personal jurisdiction by
10 California courts consistent with traditional notions of fair play and substantial justice.

11 **FIRST CAUSE OF ACTION**

12 **(Violation of Proposition 65 - Against All Defendants)**

13 25. Plaintiff realleges and incorporates by reference, as if fully set forth herein,
14 Paragraphs 1 through 24, inclusive.

15 26. The citizens of the State of California have expressly stated in the Safe Drinking
16 Water and Toxic Enforcement Act of 1986, California Health & Safety Code § 25249.6 *et seq.*
17 that they must be informed “about exposures to chemicals that cause cancer, birth defects and
18 other reproductive harm.” (Cal. Health & Safety Code, § 25249.6.)

19 27. Proposition 65 states, “[n]o person in the course of doing business shall
20 knowingly and intentionally expose any individual to a chemical known to the state to cause
21 cancer or reproductive toxicity without first giving clear and reasonable warning to such
22 individual....” (*Ibid.*)

23 28. On or about December 30, 2010, a sixty-day notice of violation, together with the
24 requisite certificate of merit, was provided to CACHE, IGP, and various public enforcement
25 agencies stating that, as a result of the DEFENDANTS’ sales of the PRODUCTS, purchasers
26 and users in the State of California were being exposed to DEHP resulting from the reasonably
27 foreseeable use of the PRODUCTS, without the individual purchasers and users first having
28 been provided with a “clear and reasonable warning” regarding such toxic exposures.

1 29. DEFENDANTS have engaged in the manufacture, distribution, and/or offering of
2 the PRODUCTS for sale or use in violation of California Health & Safety Code § 25249.6, and
3 DEFENDANTS' manufacture, distribution, and/or offering of the PRODUCTS for sale or use
4 in violation of California Health & Safety Code § 25249.6 has continued to occur beyond
5 DEFENDANTS' receipt of Plaintiff's sixty-day notice of violation. Plaintiff further alleges and
6 believes that such violations will continue to occur into the future.

7 30. After receipt of the claims asserted in the sixty-day notice of violation, the
8 appropriate public enforcement agencies have failed to commence and diligently prosecute a
9 cause of action against DEFENDANTS under Proposition 65.

10 31. The PRODUCTS manufactured, distributed, and/or offered for sale or use in
11 California by DEFENDANTS contained the LISTED CHEMICAL in an amount above the
12 allowable state limits.

13 32. DEFENDANTS knew or should have known that the PRODUCTS manufactured,
14 distributed, and/or offered for sale or use in California contained the LISTED CHEMICAL.

15 33. The LISTED CHEMICAL was present in or on the PRODUCTS in such a way as
16 to expose individuals to the LISTED CHEMICAL through dermal contact and/or ingestion
17 during the reasonably foreseeable use of the PRODUCTS.

18 34. The normal and reasonably foreseeable use of the PRODUCTS has caused, and
19 continues to cause, consumer exposures to the LISTED CHEMICAL, as such exposure is
20 defined by Title 27 CCR § 25602(b).

21 35. DEFENDANTS had knowledge that the normal and reasonably foreseeable use of
22 the PRODUCTS would expose individuals to the LISTED CHEMICAL through dermal contact
23 and/or ingestion.

24 36. DEFENDANTS intended that such exposures to the LISTED CHEMICAL from
25 the reasonably foreseeable use of the PRODUCTS would occur by their deliberate, non-
26 accidental participation in the manufacture, distribution, and/or offering of the PRODUCTS for
27 sale or use to individuals in the State of California.

1 37. DEFENDANTS failed to provide a “clear and reasonable warning” to those
2 consumers and/or other individuals in the State of California who were, or who could become,
3 exposed to the LISTED CHEMICAL through dermal contact and/or ingestion during the
4 reasonably foreseeable use of the PRODUCTS.

5 38. Contrary to the express policy and statutory prohibition of Proposition 65 enacted
6 directly by California voters, individuals exposed to the LISTED CHEMICAL through dermal
7 contact and/or ingestion resulting from the reasonably foreseeable use of the PRODUCTS sold
8 by DEFENDANTS without a “clear and reasonable warning,” have suffered, and continue to
9 suffer, irreparable harm for which they have no plain, speedy, or adequate remedy at law.

10 39. As a consequence of the above-described acts, DEFENDANTS are liable for a
11 maximum civil penalty of \$2,500 per day for each violation pursuant to California Health &
12 Safety Code § 25249.7(b).

13 40. As a consequence of the above-described acts, California Health & Safety Code
14 § 25249.7(a) also specifically authorizes the Court to grant injunctive relief against
15 DEFENDANTS.

16 **PRAYER FOR RELIEF**

17 Wherefore, plaintiff prays for judgment against DEFENDANTS as follows:

18 1. That the Court, pursuant to California Health & Safety Code § 25249.7(b), assess
19 civil penalties against DEFENDANTS in the amount of \$2,500 per day for each violation
20 alleged herein;

21 2. That the Court, pursuant to California Health & Safety Code § 25249.7(a),
22 preliminarily and permanently enjoin DEFENDANTS from manufacturing, distributing, or
23 offering the PRODUCTS for sale or use in California, without providing “clear and reasonable
24 warnings” as defined by 27 CCR § 25601, as to the harms associated with exposure the LISTED
25 CHEMICAL;

26 3. That the Court grant plaintiff his reasonable attorneys’ fees and costs of suit; and

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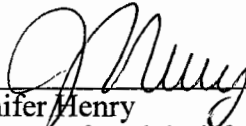
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4. That the Court grant such other and further relief as may be just and proper.

Dated: May 3, 2011

Respectfully Submitted,
THE CHANLER GROUP

By: 
Jennifer Henry
Attorneys for Plaintiff
ANTHONY E. HELD, PHD., P.E.