ENDORSED FILED MATTHEW C. MACLEAR (SBN 209228) ALAMEDA COUNTY ANTHONY M. BARNES (SBN 199048) 2 AQUA TERRA AERIS LAW GROUP APR 1 6 2018 828 San Pablo Ave, Suite 115B 3 Albany, CA 94706 CLERK OF THE SUPERIOR COURT Ph: 415-568-5200 By C. Colling Email: amb@atalawgroup.com 5 Attorneys for Plaintiff 6 ENVIRONMENTAL RESEARCH CENTER, INC. 7 SUPERIOR COURT OF THE STATE OF CALIFORNIA 8 COUNTY OF ALAMEDA 10 ENVIRONMENTAL RESEARCH CENTER.) Case No. RG 18900999 11 INC., a non-profit California corporation, COMPLAINT FOR PERMANENT 12 Plaintiff. INJUNCTION, CIVIL PENALTIES AND 13 OTHER RELIEF 14 Health & Safety Code §25249.5, et seg. TONE IT UP, LLC, a California limited liability 15 company; TONE IT UP, INC., a Delaware corporation; and DOES 1-25, 16 Defendants. 17 18 19 Plaintiff Environmental Research Center, Inc. ("PLAINTIFF" or "ERC") brings this 20 action in the interests of the general public and, on information and belief, hereby alleges: 21 INTRODUCTION 22 1. This action seeks to remedy the continuing failure of Defendants TONE IT UP, LLC; 23 TONE IT UP, INC. (collectively "TIU"); and DOES 1-25 (hereinafter individually referred to 24 as "DEFENDANT" or collectively as "DEFENDANTS") to warn consumers in California that 25 they are being exposed to lead, a chemical known to the State of California to cause cancer, birth 26 defects, and other reproductive harm. According to the Safe Drinking Water and Toxics 27 Enforcement Act of 1986, Health and Safety Code ("H&S Code") section 25249.5 (also known 28 as and referred to hereinafter as "Proposition 65"), businesses must provide persons with a "clear

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4	Ph: 415-568-5200	
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6	Attorneys for Plaintiff ENVIRONMENTAL RESEARCH CENTER, INC.	
7		
8	SUPERIOR COURT OF THE STATE OF CALIFORNIA	
9	COUNTY OF ALAMEDA	
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11	ENVIRONMENTAL RESEARCH CENTER, INC., a non-profit California corporation,) Case No.
12	Plaintiff,	COMPLAINT FOR PERMANENT
13		INJUNCTION, CIVIL PENALTIES AND OTHER RELIEF
14	V.)
15	TONE IT UP, LLC, a California limited liability company; TONE IT UP, INC., a Delaware) Health & Safety Code §25249.5, et seq.
16	company, TONE 11 of , INC., a Belaware corporation; and DOES 1 – 25,))
17	Defendants.)
		-
18		
19	Plaintiff Environmental Research Center, Inc. ("PLAINTIFF" or "ERC") brings this	
20	action in the interests of the general public and, on information and belief, hereby alleges:	
21	INTRODUCTION	
22	1. This action seeks to remedy the continuing failure of Defendants TONE IT UP, LLC;	
23	TONE IT UP, INC. (collectively "TIU"); and DOES 1-25 (hereinafter individually referred to	
24	as "DEFENDANT" or collectively as "DEFENDANTS") to warn consumers in California that	
25	they are being exposed to lead, a chemical known to the State of California to cause cancer, birth	
26	defects, and other reproductive harm. According to the Safe Drinking Water and Toxics	
27	Enforcement Act of 1986, Health and Safety Code ("H&S Code") section 25249.5 (also known	
28	as and referred to hereinafter as "Proposition 65")	, businesses must provide persons with a "clear

and reasonable warning" before exposing individuals to a chemical known to the state to cause cancer or reproductive harm. DEFENDANTS manufacture, package, distribute, market, and/or sell in California certain products containing lead (the "SUBJECT PRODUCTS"):

- Tone It Up Plant Based Protein Chocolate
- Perfect Fit Protein Plant-Based Chocolate
- 2. Lead (hereinafter, the "LISTED CHEMICAL") is a chemical known to the State of California to cause cancer, birth defects, and other reproductive harm.
- 3. Consumption of the SUBJECT PRODUCTS causes exposures to the LISTED CHEMICAL at a level requiring a "clear and reasonable warning" under Proposition 65. DEFENDANTS exposed consumers to the LISTED CHEMICAL and have failed to provide the health hazard warnings required by Proposition 65.
- 4. DEFENDANTS' continued manufacturing, packaging, distributing, marketing and/or sales of the SUBJECT PRODUCTS without the required health hazard warnings, causes, or threatens to cause, individuals to be involuntarily, unknowingly and unwittingly exposed to levels of the LISTED CHEMICAL that violate Proposition 65.

PARTIES

- 5. PLAINTIFF is a non-profit corporation organized under California law. ERC is dedicated to, among other causes, reducing the use and misuse of hazardous and toxic substances, consumer protection, worker safety, and corporate responsibility.
- 6. ERC is a person within the meaning of H&S Code §25249.11 and brings this enforcement action in the public interest pursuant to H&S Code §25249.7(d). H&S Code § 25249.7 (d) specifies that actions to enforce Proposition 65 may be brought by a person in the public interest, provided certain notice requirements and no other public prosecutor is diligently prosecuting an action for the same violation(s).
- 7. TONE IT UP, LLC is now, and was at all times relevant herein, a limited liability company organized under the laws of California and is doing business within the meaning of H&S Code §25249.11.

8. TONE IT UP, INC. is now, and was at all times relevant herein, a corporation organized under the laws of Delaware and is doing business within the meaning of H&S Code §25249.11.

- 9. DEFENDANTS own, administer, direct, control and/or operate facilities and/or agents, distributors, sellers, marketers, or other retail operations who place their SUBJECT PRODUCTS into the stream of commerce in California (including but not limited to Alameda County) under the brand names Tone It Up, Perfect Fit, and other brand names, which contain the LISTED CHEMICAL without first giving clear and reasonable warnings.
- 10. DEFENDANTS, separately and each of them, are or were, at all times relevant to the claims in this Complaint and continuing through the present, legally responsible for compliance with the provisions of Proposition 65. Whenever an allegation regarding any act or omission of a DEFENDANT is made herein, such allegation shall be deemed to mean that DEFENDANT, or its agent, officer, director, manager, supervisor, or employee did, or so authorized, or failed to do, such acts while engaged in the affairs of DEFENDANT's business operations and/or while acting within the course and scope of their employment or while conducting business for DEFENDANT(S) for a commercial purpose.
- 11. In this Complaint, when reference is made to any act or omission of a DEFENDANT, such allegation shall mean that the owners, officers, directors, agents, employees, contractors, or representatives of DEFENDANT acted or authorized such actions, and/or negligently failed and omitted to act or adequately and properly supervise, control or direct its employees and agents while engaged in the management, direction, operation or control of the affairs of the business organization. Whenever reference is made to any act of any DEFENDANT, such allegation shall be deemed to mean the act or omission of each DEFENDANT acting individually, jointly, and severally as defined by Civil Code Section 1430 *et seq*.
- 12. PLAINTIFF does not know the true names, capacities and liabilities of DEFENDANTS DOES Nos. 1-25, inclusive, and therefore sues them under fictitious names. PLAINTIFF will amend this Complaint to allege the true name and capacities of the DOE Defendants upon being ascertained. Each of these Defendants was in some way legally

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responsible for the acts, omissions, and/or violations alleged herein.

JURISDICTION AND VENUE

- 13. This Court has jurisdiction over this action pursuant to California Constitution Article VI, Section 10, which grants the Superior Court "original jurisdiction in all causes except those given by statute to other trial courts." The statute under which this action is brought does not specify any other court with jurisdiction.
- 14. This Court has jurisdiction over DEFENDANTS because they are business entities that do sufficient business, have sufficient minimum contacts in California or otherwise intentionally avail themselves of the California market, through the sale, marketing and use of their SUBJECT PRODUCTS in California, to render the exercise of jurisdiction over them by the California courts consistent with traditional notions of fair play and substantial justice.
- 15. Venue in this action is proper in the Alameda County Superior Court because the cause, or part thereof, arises in the County of Alameda since DEFENDANTS' products are marketed, offered for sale, sold, used, and/or consumed in this county.

STATUTORY BACKGROUND

- 16. The People of the State of California declared in Proposition 65 their right "[t]o be informed about exposures to chemicals that cause cancer, birth defects, or other reproductive harm." (Section 1(b) of Initiative Measure, Proposition 65).
- 17. To effect this goal, Proposition 65 requires that individuals be provided with a "clear and reasonable warning" before being exposed to a chemical listed by the State of California as causing cancer or reproductive toxicity. H&S Code §25249.6 states, in pertinent part:

No person in the course of doing business shall knowingly and intentionally expose any individual to a chemical known to the state to cause cancer or reproductive toxicity without first giving clear and reasonable warning to such individual....

18. An exposure to a chemical in a consumer product is one "which results from a person's acquisition, purchase, storage, consumption, or other reasonably foreseeable use of a consumer good, or any exposure that results from receiving a consumer service." (Cal. Code Regs., tit. 22, § 12601, subd. (b).)

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19. Proposition 65 provides that any "person who violates or threatens to violate" the statute may be enjoined in a court of competent jurisdiction. (H&S Code §25249.7). The phrase "threaten to violate" is defined to mean creating "a condition in which there is a substantial probability that a violation will occur" (H&S Code §25249.11(e)). Violators are liable for civil penalties of up to \$2,500 per day for each violation of the Act. (H&S Code §25249.7.)

FACTUAL BACKGROUND

- 20. On February 27, 1987, the State of California officially listed lead as a chemical known to cause reproductive toxicity. Lead became subject to the warning requirement one year later and was therefore subject to the "clear and reasonable" warning requirements of Proposition 65 beginning on February 27, 1988. (27 California Code of Regulations ("CCR") §25000, et seq.; H&S Code §25249.5, et seq.).
- 21. On October 1, 1992, the State of California officially listed lead and lead compounds as chemicals known to cause cancer. Lead and lead compounds became subject to the warning requirement one year later and were therefore subject to the "clear and reasonable" warning requirements of Proposition 65 beginning on October 1, 1993. (27 CCR § 25000, et seq.; H&S Code §25249.6, et seq.). Due to the high toxicity of lead, the maximum allowable dose level for lead is 0.5 µg/day (micrograms a day) for reproductive toxicity and the no significant risk level for carcinogens is 15µg/day (oral).
- 22. To test DEFENDANTS' SUBJECT PRODUCTS for lead, PLAINTIFF hired a wellrespected and accredited testing laboratory. The results of testing undertaken by PLAINTIFF of DEFENDANTS' SUBJECT PRODUCTS show that the SUBJECT PRODUCTS tested were in violation of the 0.5 µg/day "safe harbor" daily dose limits set forth for lead in Proposition 65's regulations. Very significant is the fact that people are being exposed to lead through ingestion as opposed to other not as harmful methods of exposure such as dermal exposure. Ingestion of lead produces much higher exposure levels and health risks than dermal exposure to this chemical.
- 23. At all times relevant to this action, DEFENDANTS, therefore, have knowingly and intentionally exposed the consumers of the SUBJECT PRODUCTS to the LISTED CHEMICAL

without first giving a clear and reasonable warning to such individuals.

- 24. The SUBJECT PRODUCTS have allegedly been sold by DEFENDANTS for use in California since at least November 28, 2014. The SUBJECT PRODUCTS continue to be distributed and sold in California without the requisite warning information.
- 25. As a proximate result of acts by DEFENDANTS, as persons in the course of doing business within the meaning of Health & Safety Code §25249.11, individuals throughout the State of California, including in the County of Alameda have been exposed to the LISTED CHEMICAL without a clear and reasonable warning on the SUBJECT PRODUCTS. The individuals subject to the violative exposures include normal and foreseeable users of the SUBJECT PRODUCTS, as well as all other persons exposed to the SUBJECT PRODUCTS.
- 26. On November 28, 2017 and February 2, 2018, ERC served TIU and each of the appropriate public enforcement agencies with a document entitled "Notice of Violations of California Health & Safety Code Section 25249.5" that provided TIU and the public enforcement agencies with notice that TIU was in violation of Proposition 65 for failing to warn purchasers and individuals using the SUBJECT PRODUCTS that the consumption of the SUBJECT PRODUCTS exposes them to lead, a chemical known to the State of California to cause cancer and/or reproductive toxicity ("Prop. 65 Notice"). True and correct copies of the 60-Day Notices ("NOTICES") are attached hereto as Exhibits A and B respectively and each is incorporated by reference, and is available on the Attorney General's website located at http://oag.ca.gov/prop65.
- 27. The NOTICES were issued pursuant to, and in compliance with, the requirements of H&S Code §25249.7(d) and the statute's implementing regulations regarding the notice of the violations to be given to certain public enforcement agencies and to the violator. The NOTICES included, *inter alia*, the following information: the name, address, and telephone number of the noticing individuals; the name of the alleged violators; the statute violated; the approximate time period during which violations occurred; and descriptions of the violations including the chemical involved, the route of toxic exposure, and the specific product or type of product causing the violations.
 - 28. TIU was also provided copies of the document entitled "The Safe Drinking Water and

Toxic Enforcement Act of 1986 (Proposition 65): A Summary," which is also known as Appendix A to Title 27 of CCR §25903, via Certified Mail.

29. The California Attorney General was provided copies of the NOTICES and a Certificate of Merit for each Notice by the attorney for the noticing party, stating that there is a reasonable and meritorious case for this action, and attaching factual information sufficient to establish a basis for the certificate, including the identity of the persons consulted with and relied on by the certifier, and the facts, studies, or other data reviewed by those persons, pursuant to H&S Code §25249.7(h) (2) via online submission.

30. After expiration of the sixty (60) day notice period, the appropriate public enforcement agencies failed to commence and diligently prosecute a cause of action under H&S Code §25249.5, et seq. against DEFENDANTS based on the allegations herein.

FIRST CAUSE OF ACTION

(Injunctive Relief for Violations of Health and Safety Code § 25249.5, et seq. concerning the SUBJECT PRODUCTS described in the November 28, 2017 and February 2, 2018 Prop. 65 Notices of Violation) Against DEFENDANTS

- 31. PLAINTIFF re-alleges and incorporates by reference Paragraphs 1 through 30, inclusive, as if specifically set forth herein.
- 32. By committing the acts alleged in this Complaint, DEFENDANTS at all times relevant to this action, and continuing through the present, have violated, or threaten to violate, H&S Code §25249.6 by, in the course of doing business, knowingly and intentionally exposing individuals in California to a chemical known to the State of California to cause cancer or reproductive toxicity without first giving clear and reasonable warnings to such persons who consume the SUBJECT PRODUCTS containing the LISTED CHEMICAL, pursuant to H&S Code §§ 25249.6 and 25249.11(f).
- 33. By the above-described acts, DEFENDANTS have violated, or threaten to violate, H&S Code § 25249.6 and are therefore subject to preliminary and permanent injunctions ordering DEFENDANTS to stop violating Proposition 65, to provide warnings to all present and future customers, and to provide warnings to DEFENDANTS' past customers who purchased or used the SUBJECT PRODUCTS without receiving a clear and reasonable warning.

34. An action for injunctive relief under Proposition 65 is specifically authorized by H&S Code §25249.7(a).

35. Continuing commission by DEFENDANTS of the acts alleged above will irreparably harm the citizens of the State of California, for which harm they have no plain, speedy, or adequate remedy at law.

36. In the absence of preliminary and then permanent injunctive relief, DEFENDANTS will continue to create a substantial risk of irreparable injury by continuing to cause consumers to be involuntarily, unknowingly and unwittingly exposed to the LISTED CHEMICAL through the consumption of the SUBJECT PRODUCTS.

SECOND CAUSE OF ACTION

(Civil Penalties for Violations of Health and Safety Code § 25249.5, et seq. concerning the SUBJECT PRODUCTS described in the November 28, 2017 and February 2, 2018 Prop. 65 Notices of Violation) Against DEFENDANTS

- 37. PLAINTIFF re-alleges and incorporates by reference Paragraphs 1 through 36, inclusive, as if specifically set forth herein.
- 38. By committing the acts alleged in this Complaint, DEFENDANTS at all times relevant to this action, and continuing through the present, have violated H&S Code §25249.6 by, in the course of doing business, knowingly and intentionally exposing individuals in California to a chemical known to the State of California to cause cancer or reproductive toxicity without first giving clear and reasonable warnings to such persons who consume the SUBJECT PRODUCTS containing the LISTED CHEMICAL, pursuant to H&S Code §§ 25249.6 and 25249.11(f).
- 39. By the above-described acts, DEFENDANTS are liable, pursuant to H&S Code \$25249.7(b), for a civil penalty of up to \$2,500 per day per violation for each unlawful exposure to the LISTED CHEMICAL from the SUBJECT PRODUCTS, in an amount in excess of \$1 million.

THE NEED FOR INJUNCTIVE RELIEF

40. PLAINTIFF re-alleges and incorporates by this reference Paragraphs 1 through 39, as if set forth below.

41. By committing the acts alleged in this Complaint, DEFENDANTS have caused or threaten to cause irreparable harm for which there is no plain, speedy or adequate remedy at law. In the absence of equitable relief, DEFENDANTS will continue to create a substantial risk of irreparable injury by continuing to cause consumers to be involuntarily and unwittingly exposed to the LISTED CHEMICAL through the consumption of the SUBJECT PRODUCTS.

PRAYER FOR RELIEF

Wherefore, PLAINTIFF prays for the following relief:

- A preliminary and permanent injunction, pursuant to H&S Code \$25249.7(b), enjoining DEFENDANTS, their agents, employees, assigns and all persons acting in concert or participating with DEFENDANTS, from manufacturing, distributing, marketing or selling the SUBJECT PRODUCTS in California without first providing a clear and reasonable warning, within the meaning of Proposition 65, that the consumers of the SUBJECT PRODUCTS are
- An injunctive order, pursuant to H&S Code §25249.7(b), compelling DEFENDANTS to identify and locate each individual who has purchased the SUBJECT PRODUCTS since November 28, 2014, and to provide a warning to such person that the use of the SUBJECT PRODUCTS will expose the consumer to a chemical known to cause cancer, birth
- An assessment of civil penalties pursuant to Health & Safety Code §25249.7(b), against DEFENDANTS in the amount of \$2,500 per day for each violation of Proposition 65, in an amount in excess of \$1 million, according to proof;
- An award to PLAINTIFF of its reasonable attorney's fees and costs of suit pursuant to California Code of Civil Procedure §§ 1032 et. seq and 1021.5, as PLAINTIFF shall

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1	E. Such other and further relief as may be just and proper.	
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3	DATED: April 16, 2018	AQUA TERRA AERIS LAW GROUP
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6		fred ?
7		Matthew C. Maclear
8		Anthony M. Barnes
9		Attorneys for Plaintiff Environmental Research Center, Inc.
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EXHIBIT A



Matthew Maclear mcm@atalawgroup.com
415-568-5200

November 28, 2017

NOTICE OF VIOLATION OF CALIFORNIA HEALTH & SAFETY CODE SECTION 25249.5 *ET SEQ.* (PROPOSITION 65)

Dear Alleged Violator and the Appropriate Public Enforcement Agencies:

I represent Environmental Research Center, Inc. ("ERC"), 3111 Camino Del Rio North, Suite 400, San Diego, CA 92108; Tel. (619) 500-3090. ERC's Executive Director is Chris Heptinstall. ERC is a California non-profit corporation dedicated to, among other causes, helping safeguard the public from health hazards by bringing about a reduction in the use and misuse of hazardous and toxic chemicals, facilitating a safe environment for consumers and employees, and encouraging corporate responsibility.

ERC has identified violations of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65"), which is codified at California Health & Safety Code §25249.5 *et seq.*, with respect to the products identified below. These violations have occurred and continue to occur because the alleged Violator identified below failed to provide required clear and reasonable warnings with these products. This letter serves as a notice of these violations to the alleged Violator and the appropriate public enforcement agencies. Pursuant to Health and Safety Code Section 25249.7(d), ERC intends to file a private enforcement action in the public interest 60 days after effective service of this notice unless the public enforcement agencies have commenced and are diligently prosecuting an action to rectify these violations.

<u>General Information about Proposition 65</u>. A copy of a summary of Proposition 65, prepared by the Office of Environmental Health Hazard Assessment, is enclosed with this letter served to the alleged Violator identified below.

<u>Alleged Violator</u>. The name of the company covered by this notice that violated Proposition 65 (hereinafter the "Violator") is:

Tone It Up, LLC



<u>Consumer Products and Listed Chemical</u>. The products that are the subject of this notice and the chemical in those products identified as exceeding allowable levels are:

- 1. Tone It Up Plant Based Protein Chocolate Lead
- 2. Perfect Fit Protein Plant-Based Chocolate Lead

On February 27, 1987, the State of California officially listed lead as a chemical known to cause developmental toxicity, and male and female reproductive toxicity. On October 1, 1992, the State of California officially listed lead and lead compounds as chemicals known to cause cancer.

It should be noted that ERC may continue to investigate other products that may reveal further violations and result in subsequent notices of violations.

Route of Exposure. The consumer exposures that are the subject of this notice result from the recommended use of these products. Consequently, the route of exposure to this chemical has been and continues to be through ingestion.

Approximate Time Period of Violations. Ongoing violations have occurred every day since at least November 28, 2014, as well as every day since the products were introduced into the California marketplace, and will continue every day until clear and reasonable warnings are provided to product purchasers and users or until this known toxic chemical is either removed from or reduced to allowable levels in the products. Proposition 65 requires that a clear and reasonable warning be provided prior to exposure to the identified chemical. The method of warning should be a warning that appears on the product label. The Violator violated Proposition 65 because it failed to provide persons handling and/or using these products with appropriate warnings that they are being exposed to this chemical.

Consistent with the public interest goals of Proposition 65 and a desire to have these ongoing violations of California law quickly rectified, ERC is interested in seeking a constructive resolution of this matter that includes an enforceable written agreement by the Violator to: (1) reformulate the identified products so as to eliminate further exposures to the identified chemical, or provide appropriate warnings on the labels of these products; (2) pay an appropriate civil penalty; and (3) provide clear and reasonable warnings compliant with Proposition 65 to all persons located in California who purchased the above products in the last three years. Such a resolution will prevent further unwarned consumer exposures to the identified chemical, as well as an expensive and time-consuming litigation.



ERC has retained me as legal counsel in connection with this matter. Please direct all communications regarding this Notice of Violation to my attention at the law office address and telephone number indicated on the letterhead.

Sincerely,

Matthew Maclear

AQUA TERRA AERIS LAW GROUP

Attachments

Certificate of Merit
Certificate of Service
OEHHA Summary (to Tone It Up, LLC and its Registered Agent for Service of Process only)
Additional Supporting Information for Certificate of Merit (to AG only)



CERTIFICATE OF MERIT

Re: Environmental Research Center, Inc.'s Notice of Proposition 65 Violations by Tone It Up, LLC

- I, Matthew Maclear, declare:
- 1. This Certificate of Merit accompanies the attached 60-day notice in which it is alleged that the party identified in the notice violated California Health & Safety Code Section 25249.6 by failing to provide clear and reasonable warnings.
 - 2. I am an attorney for the noticing party.
- 3. I have consulted with one or more persons with relevant and appropriate experience or expertise who have reviewed facts, studies, or other data regarding the exposure to the listed chemical that is the subject of the notice.
- 4. Based on the information obtained through those consultants, and on other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for the private action" means that the information provides a credible basis that all elements of the plaintiff's case can be established and that the information did not prove that the alleged Violator will be able to establish any of the affirmative defenses set forth in the statute.
- 5. Along with the copy of this Certificate of Merit served on the Attorney General is attached additional factual information sufficient to establish the basis for this certificate, including the information identified in California Health & Safety Code §25249.7(h)(2), i.e., (1) the identity of the persons consulted with and relied on by the certifier, and (2) the facts, studies, or other data reviewed by those persons.

Dated: November 28, 2017

Matthew Maclear

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CERTIFICATE OF SERVICE PURSUANT TO 27 CCR § 25903

I, the undersigned, declare under penalty of perjury under the laws of the State of California that the following is true and correct:

I am a citizen of the United States and over the age of 18 years of age. My business address is 306 Joy Street, Fort Oglethorpe, Georgia 30742. I am a resident or employed in the county where the mailing occurred. The envelope or package was placed in the mail at Fort Oglethorpe, Georgia.

On November 28, 2017 between 8:00 a.m. and 5:00 p.m. Eastern Time, I served the following documents: **NOTICE OF VIOLATION OF CALIFORNIA HEALTH & SAFETY CODE §25249.5** *ET SEQ.*; **CERTIFICATE OF MERIT**; "THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY" on the following parties by placing a true and correct copy thereof in a sealed envelope, addressed to each of the parties listed below and depositing it at a U.S. Postal Service Office with the postage fully prepaid for delivery by Certified Mail:

Current President or CEO Tone It Up, LLC 1110 Manhattan Avenue Manhattan Beach, CA 90266 Current President or CEO Tone It Up, LLC 703 Pier Avenue, Suite B #806 Hermosa Beach, CA 90254

New Season Corporate Services (C2928478) (Tone It Up, LLC's Registered Agent for Service of Process) 4600 Larson Way Sacramento, CA 95822

On November 28, 2017 between 8:00 a.m. and 5:00 p.m. Eastern Time, I verified the following documents **NOTICE OF VIOLATIONS**, **CALIFORNIA HEALTH & SAFETY CODE §25249.5** *ET SEQ.*; **CERTIFICATE OF MERIT**; **ADDITIONAL SUPPORTING INFORMATION FOR CERTIFICATE OF MERIT AS REQUIRED BY CALIFORNIA HEALTH & SAFETY CODE §25249.7(d)(1)** were served on the following party when a true and correct copy thereof was uploaded on the California Attorney General's website, which can be accessed at https://oag.ca.gov/prop65/add-60-day-notice:

Office of the California Attorney General Prop 65 Enforcement Reporting 1515 Clay Street, Suite 2000 Oakland, CA 94612-0550

On November 28, 2017 between 8:00 a.m. and 5:00 p.m. Eastern Time, I verified the following documents **NOTICE OF VIOLATIONS, CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET SEQ.; CERTIFICATE OF MERIT** were served on the following parties when a true and correct copy thereof was sent via electronic mail to each of the parties listed below:



Stacey Grassini, Deputy District Attorney Contra Costa County 900 Ward Street Martinez, CA 94553 sgrassini@contracostada.org

Michelle Latimer, Program Coordinator Lassen County 220 S. Lassen Street Susanville, CA 96130 mlatimer@co.lassen.ca.us

Dije Ndreu, Deputy District Attorney Monterey County 1200 Aguajito Road Monterey, CA 93940 Prop65DA@co.monterey.ca.us

Allison Haley, District Attorney Napa County 931 Parkway Mall Napa, CA 94559 CEPD@countyofnapa.org

Paul E. Zellerbach, District Attorney Riverside County 3072 Orange Street Riverside, CA 92501 Prop65@rivcoda.org

Anne Marie Schubert, District Attorney Sacramento County 901 G Street Sacramento, CA 95814 Prop65@sacda.org

Gregory Alker, Assistant District Attorney San Francisco County 732 Brannan Street San Francisco, CA 94103 gregory.alker@sfgov.org Tori Verber Salazar, District Attorney San Joaquin County 222 E. Weber Avenue, Room 202 Stockton, CA 95202 DAConsumer.Environmental@sjcda.org

Eric J. Dobroth, Deputy District Attorney San Luis Obispo County County Government Center Annex, 4th Floor San Luis Obispo, CA 93408 edobroth@co.slo.ca.us

Yen Dang, Supervising Deputy District Attorney Santa Clara County 70 W Hedding St San Jose, CA 95110 EPU@da.sccgov.org

Jeffrey S. Rosell, District Attorney Santa Cruz County 701 Ocean Street Santa Cruz, CA 95060 Prop65DA@santacruzcounty.us

Stephan R. Passalacqua, District Attorney Sonoma County 600 Administration Dr Sonoma, CA 95403 jbarnes@sonoma-county.org

Phillip J. Cline, District Attorney Tulare County 221 S Mooney Blvd Visalia, CA 95370 Prop65@co.tulare.ca.us

Gregory D. Totten, District Attorney Ventura County 800 S Victoria Ave Ventura, CA 93009 daspecialops@ventura.org



Jeff W. Reisig, District Attorney Yolo County 301 Second Street Woodland, CA 95695 cfepd@yolocounty.org

On November 28, 2017 between 8:00 a.m. and 5:00 p.m. Eastern Time, I served the following documents: **NOTICE OF VIOLATION, CALIFORNIA HEALTH & SAFETY CODE §25249.5** *ET SEQ.*; **CERTIFICATE OF MERIT** on each of the parties on the Service List attached hereto by placing a true and correct copy thereof in a sealed envelope, addressed to each of the parties on the Service List attached hereto, and depositing it at a U.S. Postal Service Office with the postage fully prepaid for delivery by First Class Mail.

Executed on November 28, 2017, in Fort Oglethorpe, Georgia.

Phyllis Dunwoody



District Attorney, Alameda County 1225 Fallon Street, Suite 900 Oakland, CA 94612

District Attorney, Alpine County P.O. Box 248 Markleeville, CA 96120

District Attorney, Amador County 708 Court Street, Suite 202 Jackson, CA 95642

District Attorney, Butte County 25 County Center Drive, Suite 245 Oroville, CA 95965

District Attorney, Calaveras County 891 Mountain Ranch Road San Andreas, CA 95249

District Attorney, Colusa County 346 Fifth Street Suite 101 Colusa, CA 95932

District Attorney, Del Norte County 450 H Street, Room 171 Crescent City, CA 95531

District Attorney, El Dorado County 515 Main Street Placerville, CA 95667

District Attorney, Fresno County 2220 Tulare Street, Suite 1000 Fresno, CA 93721

District Attorney, Glenn County Post Office Box 430 Willows, CA 95988

District Attorney, Humboldt County 825 5th Street 4th Floor Eureka. CA 95501

District Attorney, Imperial County 940 West Main Street, Ste 102 El Centro, CA 92243

District Attorney, Inyo County P.O. Drawer D Independence, CA 93526

District Attorney, Kern County 1215 Truxtun Avenue Bakersfield, CA 93301

District Attorney, Kings County 1400 West Lacey Boulevard Hanford, CA 93230

District Attorney, Lake County 255 N. Forbes Street Lakeport, CA 95453 District Attorney, Los Angeles County Hall of Justice 211 West Temple St., Ste 1200 Los Angeles, CA 90012

District Attorney, Madera County 209 West Yosemite Avenue Madera, CA 93637

District Attorney, Marin County 3501 Civic Center Drive, Room 130 San Rafael, CA 94903

District Attorney, Mariposa County Post Office Box 730 Mariposa, CA 95338

District Attorney, Mendocino County Post Office Box 1000 Ukiah, CA 95482

District Attorney, Merced County 550 W. Main Street Merced, CA 95340

District Attorney, Modoc County 204 S Court Street, Room 202 Alturas, CA 96101-4020

District Attorney, Mono County Post Office Box 617 Bridgeport, CA 93517

District Attorney, Nevada County 201 Commercial Street Nevada City, CA 95959

District Attorney, Orange County 401 West Civic Center Drive Santa Ana, CA 92701

District Attorney, Placer County 10810 Justice Center Drive, Ste 240 Roseville, CA 95678

District Attorney, Plumas County 520 Main Street, Room 404 Quincy, CA 95971

District Attorney, San Benito County 419 Fourth Street, 2nd Floor Hollister, CA 95023

District Attorney, San Bernardino County 316 N. Mountain View Avenue San Bernardino, CA 92401

District Attorney, San Diego County 330 West Broadway, Suite 1300 San Diego, CA 92101

Service List

District Attorney, San Mateo County 400 County Ctr., 3rd Floor Redwood City, CA 94063

District Attorney, Santa Barbara County 1112 Santa Barbara Street Santa Barbara, CA 93101

District Attorney, Shasta County 1355 West Street Redding, CA 96001

District Attorney, Sierra County PO Box 457 Downieville, CA 95936

District Attorney, Siskiyou County Post Office Box 986 Yreka, CA 96097

District Attorney, Solano County 675 Texas Street, Ste 4500 Fairfield, CA 94533

District Attorney, Stanislaus County 832 12th Street, Ste 300 Modesto, CA 95354

District Attorney, Sutter County 463 2nd Street Yuba City, CA 95991

District Attorney, Tehama County Post Office Box 519 Red Bluff, CA 96080

District Attorney, Trinity County Post Office Box 310 Weaverville, CA 96093

District Attorney, Tuolumne County 423 N. Washington Street Sonora, CA 95370

District Attorney, Yuba County 215 Fifth Street, Suite 152 Marysville, CA 95901

Los Angeles City Attorney's Office City Hall East 200 N. Main Street, Suite 800 Los Angeles, CA 90012

San Diego City Attorney's Office 1200 3rd Avenue, Ste 1620 San Diego, CA 92101

San Francisco, City Attorney City Hall, Room 234 1 Dr Carlton B Goodlett PL San Francisco, CA 94102 San Jose City Attorney's Office 200 East Santa Clara Street, 16th Floor San Jose, CA 95113

EXHIBIT B



Matthew Maclear mcm@atalawgroup.com
415-568-5200

February 2, 2018

NOTICE OF VIOLATION OF CALIFORNIA HEALTH & SAFETY CODE SECTION 25249.5 *ET SEQ.* (PROPOSITION 65)

Dear Alleged Violator and the Appropriate Public Enforcement Agencies:

I represent Environmental Research Center, Inc. ("ERC"), 3111 Camino Del Rio North, Suite 400, San Diego, CA 92108; Tel. (619) 500-3090. ERC's Executive Director is Chris Heptinstall. ERC is a California non-profit corporation dedicated to, among other causes, helping safeguard the public from health hazards by bringing about a reduction in the use and misuse of hazardous and toxic chemicals, facilitating a safe environment for consumers and employees, and encouraging corporate responsibility.

ERC has identified violations of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65"), which is codified at California Health & Safety Code §25249.5 *et seq.*, with respect to the products identified below. These violations have occurred and continue to occur because the alleged Violator identified below failed to provide required clear and reasonable warnings with these products. This letter serves as a notice of these violations to the alleged Violator and the appropriate public enforcement agencies. Pursuant to Health and Safety Code Section 25249.7(d), ERC intends to file a private enforcement action in the public interest 60 days after effective service of this notice unless the public enforcement agencies have commenced and are diligently prosecuting an action to rectify these violations.

<u>General Information about Proposition 65</u>. A copy of a summary of Proposition 65, prepared by the Office of Environmental Health Hazard Assessment, is enclosed with this letter served to the alleged Violator identified below.

<u>Alleged Violator</u>. The name of the company covered by this notice that violated Proposition 65 (hereinafter the "Violator") is:

Tone It Up, Inc.

<u>Consumer Products and Listed Chemical</u>. The products that are the subject of this notice and the chemical in those products identified as exceeding allowable levels are:



- 1. Tone It Up Plant Based Protein Chocolate Lead
- 2. Perfect Fit Protein Plant-Based Chocolate Lead

On February 27, 1987, the State of California officially listed lead as a chemical known to cause developmental toxicity, and male and female reproductive toxicity. On October 1, 1992, the State of California officially listed lead and lead compounds as chemicals known to cause cancer.

It should be noted that ERC may continue to investigate other products that may reveal further violations and result in subsequent notices of violations.

Route of Exposure. The consumer exposures that are the subject of this notice result from the recommended use of these products. Consequently, the route of exposure to this chemical has been and continues to be through ingestion.

Approximate Time Period of Violations. Ongoing violations have occurred every day since at least November 28, 2014, as well as every day since the products were introduced into the California marketplace, and will continue every day until clear and reasonable warnings are provided to product purchasers and users or until this known toxic chemical is either removed from or reduced to allowable levels in the products. Proposition 65 requires that a clear and reasonable warning be provided prior to exposure to the identified chemical. The method of warning should be a warning that appears on the product label. The Violator violated Proposition 65 because it failed to provide persons handling and/or using these products with appropriate warnings that they are being exposed to this chemical.

Consistent with the public interest goals of Proposition 65 and a desire to have these ongoing violations of California law quickly rectified, ERC is interested in seeking a constructive resolution of this matter that includes an enforceable written agreement by the Violator to: (1) reformulate the identified products so as to eliminate further exposures to the identified chemical, or provide appropriate warnings on the labels of these products; (2) pay an appropriate civil penalty; and (3) provide clear and reasonable warnings compliant with Proposition 65 to all persons located in California who purchased the above products in the last three years. Such a resolution will prevent further unwarned consumer exposures to the identified chemical, as well as an expensive and time-consuming litigation.



ERC has retained me as legal counsel in connection with this matter. Please direct all communications regarding this Notice of Violation to my attention at the law office address and telephone number indicated on the letterhead.

Sincerely,

Matthew Maclear

AQUA TERRA AERIS LAW GROUP

Attachments

Certificate of Merit Certificate of Service

OEHHA Summary (to Tone It Up, Inc. and their Registered Agents for Service of Process only) Additional Supporting Information for Certificate of Merit (to AG only)



CERTIFICATE OF MERIT

Re: Environmental Research Center, Inc.'s Notice of Proposition 65 Violations by Tone It Up, Inc.

- I, Matthew Maclear, declare:
- 1. This Certificate of Merit accompanies the attached 60-day notice in which it is alleged that the party identified in the notice violated California Health & Safety Code Section 25249.6 by failing to provide clear and reasonable warnings.
 - 2. I am an attorney for the noticing party.
- 3. I have consulted with one or more persons with relevant and appropriate experience or expertise who have reviewed facts, studies, or other data regarding the exposure to the listed chemical that is the subject of the notice.
- 4. Based on the information obtained through those consultants, and on other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for the private action" means that the information provides a credible basis that all elements of the plaintiff's case can be established and that the information did not prove that the alleged Violator will be able to establish any of the affirmative defenses set forth in the statute.
- 5. Along with the copy of this Certificate of Merit served on the Attorney General is attached additional factual information sufficient to establish the basis for this certificate, including the information identified in California Health & Safety Code §25249.7(h)(2), i.e., (1) the identity of the persons consulted with and relied on by the certifier, and (2) the facts, studies, or other data reviewed by those persons.

Dated: February 2, 2018

Matthew Maclear



CERTIFICATE OF SERVICE PURSUANT TO 27 CCR § 25903

I, the undersigned, declare under penalty of perjury under the laws of the State of California that the following is true and correct:

I am a citizen of the United States and over the age of 18 years of age. My business address is 306 Joy Street, Fort Oglethorpe, Georgia 30742. I am a resident or employed in the county where the mailing occurred. The envelope or package was placed in the mail at Fort Oglethorpe, Georgia.

On February 2, 2018 between 8:00 a.m. and 5:00 p.m. Eastern Time, I served the following documents: **NOTICE OF VIOLATION OF CALIFORNIA HEALTH & SAFETY CODE §25249.5** *ET SEQ.*; **CERTIFICATE OF MERIT**; "THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY" on the following parties by placing a true and correct copy thereof in a sealed envelope, addressed to each of the parties listed below and depositing it at a U.S. Postal Service Office with the postage fully prepaid for delivery by Certified Mail:

Current President or CEO Tone It Up, Inc. 1110 Manhattan Avenue Manhattan Beach, CA 90266

Current President or CEO Tone It Up, Inc. 703 Pier Avenue, Suite B #806 Hermosa Beach, CA 90254 CT Corporation System (Tone It Up, Inc.'s Registered Agent for Service of Process) 818 West Seventh Street, Suite 930 Los Angeles, CA 90017

The Corporation Trust Company (Tone It Up, Inc.'s Registered Agent for Service of Process) Corporation Trust Center 1209 Orange Street Wilmington, DE 19801

On February 2, 2018 between 8:00 a.m. and 5:00 p.m. Eastern Time, I verified the following documents **NOTICE OF VIOLATIONS**, **CALIFORNIA HEALTH & SAFETY CODE §25249.5** *ET SEQ.*; **CERTIFICATE OF MERIT**; **ADDITIONAL SUPPORTING INFORMATION FOR CERTIFICATE OF MERIT AS REQUIRED BY CALIFORNIA HEALTH & SAFETY CODE §25249.7(d)(1)** were served on the following party when a true and correct copy thereof was uploaded on the California Attorney General's website, which can be accessed at https://oag.ca.gov/prop65/add-60-day-notice:

Office of the California Attorney General Prop 65 Enforcement Reporting 1515 Clay Street, Suite 2000 Oakland, CA 94612-0550

On February 2, 2018 between 8:00 a.m. and 5:00 p.m. Eastern Time, I verified the following documents **NOTICE OF VIOLATIONS, CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET SEQ.; CERTIFICATE OF MERIT** were served on the following parties when a true and correct copy thereof was sent via electronic mail to each of the parties listed below:



Stacey Grassini, Deputy District Attorney Contra Costa County 900 Ward Street Martinez, CA 94553 sgrassini@contracostada.org

Michelle Latimer, Program Coordinator Lassen County 220 S. Lassen Street Susanville, CA 96130 mlatimer@co.lassen.ca.us

Dije Ndreu, Deputy District Attorney Monterey County 1200 Aguajito Road Monterey, CA 93940 Prop65DA@co.monterey.ca.us

Allison Haley, District Attorney Napa County 1127 First Street, Suite C Napa, CA 94559 CEPD@countyofnapa.org

Paul E. Zellerbach, District Attorney Riverside County 3072 Orange Street Riverside, CA 92501 Prop65@rivcoda.org

Anne Marie Schubert, District Attorney Sacramento County 901 G Street Sacramento, CA 95814 Prop65@sacda.org

Gregory Alker, Assistant District Attorney San Francisco County 732 Brannan Street San Francisco, CA 94103 gregory.alker@sfgov.org Tori Verber Salazar, District Attorney San Joaquin County 222 E. Weber Avenue, Room 202 Stockton, CA 95202 DAConsumer.Environmental@sjcda.org

Eric J. Dobroth, Deputy District Attorney San Luis Obispo County County Government Center Annex, 4th Floor San Luis Obispo, CA 93408 edobroth@co.slo.ca.us

Yen Dang, Supervising Deputy District Attorney Santa Clara County 70 W Hedding St San Jose, CA 95110 EPU@da.sccgov.org

Jeffrey S. Rosell, District Attorney Santa Cruz County 701 Ocean Street Santa Cruz, CA 95060 Prop65DA@santacruzcounty.us

Stephan R. Passalacqua, District Attorney Sonoma County 600 Administration Dr Sonoma, CA 95403 jbarnes@sonoma-county.org

Phillip J. Cline, District Attorney Tulare County 221 S Mooney Blvd Visalia, CA 95370 Prop65@co.tulare.ca.us

Gregory D. Totten, District Attorney Ventura County 800 S Victoria Ave Ventura, CA 93009 daspecialops@ventura.org



Jeff W. Reisig, District Attorney Yolo County 301 Second Street Woodland, CA 95695 cfepd@yolocounty.org

On February 2, 2018 between 8:00 a.m. and 5:00 p.m. Eastern Time, I served the following documents: **NOTICE OF VIOLATION, CALIFORNIA HEALTH & SAFETY CODE §25249.5** *ET SEQ.*; **CERTIFICATE OF MERIT** on each of the parties on the Service List attached hereto by placing a true and correct copy thereof in a sealed envelope, addressed to each of the parties on the Service List attached hereto, and depositing it at a U.S. Postal Service Office with the postage fully prepaid for delivery by First Class Mail.

Executed on February 2, 2018, in Fort Oglethorpe, Georgia.

Phyllis Dunwoody



Service List

District Attorney, Alameda County 1225 Fallon Street, Suite 900 Oakland, CA 94612

District Attorney, Alpine County P.O. Box 248 Markleeville, CA 96120

District Attorney, Amador County 708 Court Street, Suite 202 Jackson, CA 95642

District Attorney, Butte County 25 County Center Drive, Suite 245 Oroville, CA 95965

District Attorney, Calaveras County 891 Mountain Ranch Road San Andreas, CA 95249

District Attorney, Colusa County 346 Fifth Street Suite 101 Colusa, CA 95932

District Attorney, Del Norte County 450 H Street, Room 171 Crescent City, CA 95531

District Attorney, El Dorado County 515 Main Street Placerville, CA 95667

District Attorney, Fresno County 2220 Tulare Street, Suite 1000 Fresno, CA 93721

District Attorney, Glenn County Post Office Box 430 Willows, CA 95988

District Attorney, Humboldt County 825 5th Street 4th Floor Eureka, CA 95501

District Attorney, Imperial County 940 West Main Street, Ste 102 El Centro, CA 92243

District Attorney, Inyo County P.O. Drawer D Independence, CA 93526

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District Attorney, San Benito County 419 Fourth Street, 2nd Floor Hollister, CA 95023

District Attorney,San Bernardino County 303 West Third Street San Bernadino, CA 92415

District Attorney, San Diego County 330 West Broadway, Suite 1300 San Diego, CA 92101 District Attorney, San Mateo County 400 County Ctr., 3rd Floor Redwood City, CA 94063

District Attorney, Santa Barbara County 1112 Santa Barbara Street Santa Barbara, CA 93101

District Attorney, Shasta County 1355 West Street Redding, CA 96001

District Attorney, Sierra County 100 Courthouse Square, 2nd Floor Downieville, CA 95936

District Attorney, Siskiyou County Post Office Box 986 Yreka, CA 96097

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San Diego City Attorney's Office 1200 3rd Avenue, Ste 1620 San Diego, CA 92101

San Francisco, City Attorney City Hall, Room 234 1 Dr Carlton B Goodlett PL San Francisco, CA 94102 San Jose City Attorney's Office 200 East Santa Clara Street, 16th Floor San Jose, CA 95113