

Tanya E. Moore, SBN 206683  
MISSION LAW FIRM, A P.C.  
332 North Second Street  
San Jose, California 95112  
Telephone (408) 298-2000  
Facsimile (408) 298-6046  
E-mail: [service@mission.legal](mailto:service@mission.legal)

Attorneys for Plaintiff  
Safe Products for Californians, LLC

SAFE PRODUCTS FOR CALIFORNIANS,  
LLC,  
  
Plaintiff,  
  
vs.  
  
PURPOSEFUL EXCELLENCE INC.;  
TARGET CORPORATION; DOES 1  
THROUGH 150  
  
Defendants.

No. 18CV335733  
  
**COMPLAINT FOR CIVIL PENALTIES  
AND INJUNCTIVE RELIEF**  
  
(Health & Safety Code § 25249.5, *et seq.*)

## SUMMARY

*Safe Products for Californians, LLC, v. Purposeful Excellence Inc., et al.*  
Complaint

1           2.       By this Complaint, Plaintiff seeks to remedy Defendants' continuing failure to  
2 warn individuals not covered by California's Occupational Safety Health Act, Labor Code  
3 § 6300, *et seq.* ("OSHA"), who purchase, use, or handle Defendants' products, about the risks  
4 of exposure to cadmium present in and on the products manufactured, distributed, and sold  
5 throughout the State of California. Individuals not covered by OSHA who purchase, use, or  
6 handle Defendants' products are referred to hereinafter as "Consumers."

7           3.       Detectable levels of cadmium are found in and/or on the lactation aids that  
8 Defendants manufacture, distribute, and/or offer for sale to Consumers throughout the State of  
9 California.

10          4.       Under the Safe Drinking Water and Toxic Enforcement Act of 1986, codified at  
11 Health & Safety Code § 25249.5, *et seq.* ("Proposition 65"), "[n]o person in the course of  
12 doing business shall knowingly and intentionally expose any individual to a chemical known to  
13 the state to cause cancer or reproductive toxicity without first giving clear and reasonable  
14 warning to such individual ..." Health & Safety Code § 25249.6.

15          5.       Pursuant to Proposition 65, on October 1, 1987, California identified and listed  
16 cadmium as a chemical known to cause cancer. Cadmium became subject to the "clear and  
17 reasonable warning" requirements of Proposition 65 one year later on October 1, 1988. Cal.  
18 Code Regs. tit. 27, § 27001(c); Health & Safety Code § 25249.8.

19          6.       Pursuant to Proposition 65, on May 1, 1997, California identified and listed  
20 cadmium as a chemical known to cause reproductive toxicity. Cadmium became subject to the  
21 "clear and reasonable warning" requirements of Proposition 65 one year later on May 1, 1998.  
22 Cal. Code Regs. tit. 27, § 27001(c); Health & Safety Code § 25249.8.

23          7.       Defendants manufacture, distribute, import, sell, and offer for sale without  
24 health warnings in the State of California, lactation aids that contain excessive levels of  
25 cadmium including, but not limited to, "Booby Boons Lactation Cookies – Cocoa Quinoa,"  
26 UPC #62805522201. All such products containing cadmium are referred to collectively  
27 hereinafter as "Products."

28          8.       Defendants' failure to warn Consumers in the State of California of the health

1 hazards associated with exposures to cadmium in conjunction with Defendants' sales of the  
2 Products are violations of Proposition 65, and subject Defendants, and each of them, to  
3 enjoinder of such conduct as well as civil penalties for each violation. Health & Safety Code  
4 § 25249.7(a) & (b)(1).

5 9. For Defendants' violations of Proposition 65, Plaintiff seeks preliminary and  
6 permanent injunctive relief to compel Defendants to provide Consumers of the Products with  
7 the required warning regarding the health hazards associated with exposures to cadmium.  
8 Health & Safety Code § 25249.7(a).

9 10. Pursuant to Health & Safety Code § 25249.7(b), Plaintiff also seeks civil  
10 penalties against Defendants for their violations of Proposition 65.

### 11 **JURISDICTION AND VENUE**

12 11. The California Superior Court has jurisdiction over this action pursuant to  
13 California Constitution Article VI, section 10, which grants the Superior Court "original  
14 jurisdiction in all cases except those given by statute to other trial courts." The statute under  
15 which this action is brought does not specify any other basis of subject matter jurisdiction.

16 12. The California Superior Court has jurisdiction over Defendants based on  
17 Plaintiff's information and good faith belief that Defendants are each a person, firm,  
18 corporation, or association that is a citizen of the State of California, has sufficient minimum  
19 contacts in the State of California, and/or purposefully avails itself of the California market.  
20 Defendants' purposeful availment renders the exercise of personal jurisdiction by California  
21 courts consistent with traditional notions of fair play and substantial justice.

22 13. Venue is proper in the Superior Court for the County of Santa Clara, pursuant to  
23 Code of Civil Procedure §§ 393, 395, and 395.5, because this Court is a court of competent  
24 jurisdiction, because Plaintiff seeks civil penalties against Defendants, because one or more  
25 instances of wrongful conduct occurred, and continue to occur, in this county, and/or because  
26 Defendants conducted, and continue to conduct, business in Santa Clara County with respect to  
27 the Products.

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**PARTIES**

14. Plaintiff is a limited liability California company with its principal place of business within the State of California, County of Santa Clara. Plaintiff seeks to reduce or eliminate the presence of hazardous substances in consumer products sold in California, and to ensure that California consumers are aware of the presence of such substances in consumer goods so that they can make an educated effort to limit their own exposure where deemed necessary. Plaintiff brings this action in the public interest pursuant to Health & Safety Code § 25249.7(d).

15. Defendants PURPOSEFUL EXCELLENCE INC. and TARGET CORPORATION are persons in the course of doing business within the meaning of Health & Safety Code §§ 25249.6 and 25249.11.

16. Defendants manufacture, import, distribute, sell, and/or offer the Products for sale or use in the State of California, or imply by their conduct that they manufacture, import, distribute, sell, and/or offer the Products for sale or use in the State of California.

17. Defendants DOES 1 THROUGH 50, inclusive (“Manufacturer Defendants”), are each a person in the course of doing business within the meaning of Health & Safety Code §§ 25249.6 and 25249.11.

18. Manufacturer Defendants, and each of them, research, test, design, assemble, fabricate, and manufacture, or each implies by its conduct that it researches, tests, designs, assembles, fabricates, and manufactures, one or more of the Products offered for sale or use in California.

19. Defendants DOES 51 THROUGH 100, inclusive (“Distributor Defendants”), are each a person in the course of doing business within the meaning of Health & Safety Code §§ 25249.6 and 25249.11.

20. Distributor Defendants, and each of them, distribute, exchange, transfer, process, and transport one or more of the Products to individuals, businesses, or retailers for sale or use in the State of California, or each implies by its conduct that it distributes, exchanges, transfers, processes, and transports one or more of the Products to individuals,

1 businesses, or retailers for sale or use in the State of California.

2 21. Defendants DOES 101 THROUGH 150, inclusive (“Retailer Defendants”), are  
3 each a person in the course of doing business within the meaning of Health & Safety Code  
4 §§ 25249.6 and 25249.11.

5 22. Retailer Defendants, and each of them, offer the Products for sale to individuals  
6 in the State of California.

7 23. At this time, the true names of Defendants DOES 1 THROUGH 150, inclusive,  
8 are unknown to Plaintiff, who, therefore, sues said defendants by their fictitious names  
9 pursuant to Code of Civil Procedure § 474. Plaintiff is informed and believes, and on that basis  
10 alleges, that each of the fictitiously named defendants is responsible for the acts and  
11 occurrences alleged herein. When ascertained, their true names shall be reflected in an  
12 amended complaint.

### 13 **FIRST CAUSE OF ACTION**

#### 14 **Violation of Proposition 65**

15 24. Plaintiff re-pleads and incorporates by reference the allegations contained in  
16 each of the foregoing paragraphs, and incorporates them herein as if separately re-pled.

17 25. Plaintiff is informed and believes, and on that basis alleges, that each of the  
18 Defendants employs ten or more persons.

19 26. In enacting Proposition 65, in the preamble to the Safe Drinking Water and  
20 Toxic Enforcement Act of 1986, the People of California expressly declared their right “[t]o be  
21 informed about exposures to chemicals that cause cancer, birth defects, or other reproductive  
22 harm.”

23 27. Proposition 65 states, “[no] person in the course of doing business shall  
24 knowingly and intentionally expose any individual to a chemical known to the state to cause  
25 cancer or reproductive toxicity without first giving clear and reasonable warning to such  
26 individual ...” Health & Safety Code § 25249.6.

27 28. On May 18, 2018, Plaintiff served a sixty-day notice of violation, including the  
28 attachment of a Certificate of Merit affirming that Plaintiff’s counsel had consulted with at

1 least one person with relevant and appropriate expertise who reviewed relevant data regarding  
2 the alleged exposures to cadmium and that counsel believed there was meritorious and  
3 reasonable cause for a public action, on Defendants PURPOSEFUL EXCELLENCE INC.,  
4 TARGET CORPORATION, the California Attorney General's Office, and the requisite public  
5 enforcement agencies, alleging that, as a result of Defendants' sales of the Products,  
6 Consumers in the State of California are being exposed to cadmium resulting from their  
7 reasonably foreseeable use of the Products, without the Consumers first receiving a "clear and  
8 reasonable warning" regarding the harms associated with exposures to cadmium, as required  
9 by Proposition 65.

10         29. Defendants manufacture, import, distribute, sell, and offer the Products for sale  
11 or use in violation of Health & Safety Code § 25249.6, and Defendants' violations have  
12 continued beyond their receipt of Plaintiff's sixty-day notice of violation. As such, Defendants'  
13 violations are ongoing and continuous in nature and, unless enjoined, will continue in the  
14 future.

15         30. After receiving Plaintiff's sixty-day notice of violation, and to Plaintiff's best  
16 information and belief, no public enforcement agency has commenced and diligently  
17 prosecuted a cause of action against Defendants under Proposition 65 to enforce the alleged  
18 violations that are the subject of Plaintiff's notice of violation.

19         31. The Products that Defendants manufacture, import, distribute, sell, and offer for  
20 sale or use in California cause exposures to cadmium as a result of the reasonably foreseeable  
21 use of the Products. Such exposures caused by Defendants and endured by Consumers in  
22 California are not exempt from the "clear and reasonable" warning requirements of Proposition  
23 65, yet Defendants provide no clear and reasonable warning.

24         32. Defendants knew or should have known that the Products they manufacture,  
25 import, distribute, sell, and offer for sale or use in California contain cadmium.

26         33. Cadmium are present in or on the Products in such a way as to expose  
27 Consumers through ingestion during reasonably foreseeable use.

28         34. The normal and reasonably foreseeable use of the Products has caused, and

1 continues to cause, consumer exposures to cadmium, as defined by title 27 of the California  
2 Code of Regulations, section 25602(b).

3 35. Defendants know that the normal and reasonably foreseeable use of the  
4 Products exposes individuals to cadmium through ingestion.

5 36. Defendants intend that exposures to cadmium through the reasonably  
6 foreseeable use of the Products will occur by their deliberate, non-accidental participation in  
7 the manufacture, importation, distribution, sale, and offering of the Products for sale or use to  
8 Consumers in California.

9 37. Defendants failed to provide a “clear and reasonable warning” to those  
10 Consumers in California who have been, or will be, exposed to cadmium through ingestion  
11 resulting from their use of the Products.

12 38. Contrary to the express policy and statutory prohibition of Proposition 65  
13 enacted directly by California voters, consumers exposed to cadmium through ingestion as a  
14 result of their use of the Products that Defendants sold without a “clear and reasonable” health  
15 hazard warning have suffered, and continue to suffer, irreparable harm for which they have no  
16 plain, speedy, or adequate remedy at law.

17 39. Pursuant to Health & Safety Code § 25249.7(b), as a consequence of the above-  
18 described acts, Defendants, and each of them, are liable for a maximum civil penalty of \$2,500  
19 per day for each violation.

20 40. As a consequence of the above-described acts, Health & Safety Code  
21 § 25249.7(a) also specifically authorizes the Court to grant injunctive relief against  
22 Defendants.

23 **PRAYER FOR RELIEF**

24 WHEREFORE, Plaintiff prays judgment against Defendants, and each of them, for:

- 25 1. Civil penalties in the amount of \$2,500 per day for each violation, pursuant to  
26 Health & Safety Code § 25249.7(b);  
27 2. Preliminary and permanent injunctions mandating that Defendants recall all  
28 Products currently in the chain of commerce in California without a “clear and

1 reasonable warning” as defined by California Code of Regulations title 27,  
2 section 25601, *et seq.*;

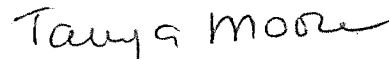
3 3. That the Court, pursuant to Health & Safety Code § 25249.7(a), preliminarily  
4 and permanently enjoin Defendants from manufacturing, distributing, or  
5 offering the Products for sale or use in California without first providing a  
6 “clear and reasonable warning” in accordance with title 27 of the California  
7 Code of Regulations, section 25601, *et seq.*, regarding the harms associated with  
8 cadmium;

9 4. Plaintiff’s reasonable attorney’s fees and costs of suit; and

10 5. For such other and further relief as the Court deems proper.

11 Dated: September 28, 2018

MISSION LAW FIRM, A.P.C.

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14 Tanya E. Moore  
15 Attorneys for Plaintiff  
Safe Products for Californians, LLC