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ENVIRONMENTAL HEALTH ADVOCATES, INC.

SUPERIOR COURT OF THE STATE OF CALIFORNIA

IN AND FOR THE COUNTY OF ALAMEDA

ENVIRONMENTAL HEALTH ADVOCATES, INC.,

Plaintiff,

v.

SIMPLE MILLS, INC., an Illinois corporation,
RALEY'S, a California corporation, and
DOES 1 through 100, inclusive,

Defendants.

Case No.:

**COMPLAINT FOR CIVIL PENALTIES
AND INJUNCTIVE RELIEF**

(Health & Safety Code § 25249.6 et seq.)

FILED BY FAX

ALAMEDA COUNTY

October 13, 2020

CLERK OF
THE SUPERIOR COURT
By Jessica Flores, Deputy

CASE NUMBER:

RG20076706

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I.
INTRODUCTION

1. This Complaint is a representative action brought by Environmental Health Advocates, Inc. (“Plaintiff”) in the public interest of the citizens of the State of California (“the People”). Plaintiff seeks to remedy Defendants’ failure to inform the People of exposure to Acrylamide, a known carcinogen. Defendants expose consumers to Acrylamide by manufacturing, importing, selling, and/or distributing Simple Mills Almond Flour Crackers Sea Salt (“Products”). Defendants know and intend that customers will ingest Products containing Acrylamide.

2. Under California’s Safe Drinking Water and Toxic Enforcement Act of 1986, California Health and Safety Code, section 25249.6 et seq. (“Proposition 65”), “[n]o 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. . . .” (Health & Safety Code, § 25249.6.)

3. California identified and listed Acrylamide as a chemical known to cause cancer as early as January 1, 1990, and as a chemical known to cause developmental/reproductive toxicity on February 25, 2011.

4. Defendants failed to sufficiently warn consumers and individuals in California about potential exposure to Acrylamide in connection with Defendants’ manufacture, import, sale, or distribution of Products. This is a violation of Proposition 65.

5. Plaintiff seeks injunctive relief compelling Defendants to sufficiently warn consumers in California before exposing them to Acrylamide in Products. (Health & Safety Code, § 25249.7(a).) Plaintiff also seeks civil penalties against Defendants for their violations of Proposition 65 along with attorney’s fees and costs. (Health & Safety Code, § 25249.7(b).)

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II.
PARTIES

6. Plaintiff ENVIRONMENTAL HEALTH ADVOCATES, INC. (“Plaintiff”) is a corporation in the State of California dedicated to protecting the health of California citizens through the elimination or reduction of toxic exposure from consumer products. It brings this action in the public interest pursuant to Health and Safety Code, section 25249.7.

1 **IV.**
2 **CAUSES OF ACTION**

3 **FIRST CAUSE OF ACTION**
4 **(Violation of Proposition 65 – Against all Defendants)**

5 13. Plaintiff incorporates by reference each and every allegation contained above.

6 14. Proposition 65 mandates that citizens be informed about exposures to chemicals that
7 cause cancer, birth defects, and other reproductive harm.

8 15. Defendants manufactured, imported, sold, and/or distributed Products containing
9 Acrylamide in violation of Health and Safety Code, section 25249.6 et seq. Plaintiff is informed and
10 believes such violations have continued after receipt of the Notice (defined *infra*) and will continue to
11 occur into the future.

12 16. In manufacturing, importing, selling, and/or distributing Products, Defendants failed to
13 provide a clear and reasonable warning to consumers and individuals in California who may be exposed
14 to Acrylamide through reasonably foreseeable use of the Products.

15 17. Products expose individuals to Acrylamide through dermal absorption, ingestion, and
16 inhalation by consumers. This exposure is a natural and foreseeable consequence of Defendants placing
17 Products into the stream of commerce. As such, Defendants intend that consumers will ingest Products,
18 exposing them to Acrylamide.

19 18. Defendants knew or should have known that the Products contained Acrylamide and
20 exposed individuals to Acrylamide in the ways provided above. The Notice informed Defendants of the
21 presence of Acrylamide in the Products. Likewise, media coverage concerning Acrylamide and related
22 chemicals in consumer products provided constructive notice to Defendants.

23 19. Defendants' action in this regard were deliberate and not accidental.

24 20. More than sixty days prior to naming each defendant in this lawsuit, Plaintiff issued a
25 60-Day Notice of Violation ("Notice") as required by and in compliance with Proposition 65. Plaintiff
26 provided the Notice to the various required public enforcement agencies along with a certificate of merit.
27 The Notice alleged that Defendants violated Proposition 65 by failing to sufficiently warn consumers in
28 California of the health hazards associated with exposures to Acrylamide contained in the Products.

21. The appropriate public enforcement agencies provided with the Notice failed to
commence and diligently prosecute a cause of action against Defendants.

