

ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, State Bar number, and address):
Charles W. Poss (SBN 325366)
Environmental Research Center, Inc.
3111 Camino Del Rio North, Suite 400
San Diego, CA 92108
TELEPHONE NO.: 619-500-3090 FAX NO.: 706-858-0326
ATTORNEY FOR (Name): Plaintiff Environmental Research Center, Inc.

FOR COURT USE ONLY
ELECTRONICALLY FILED
Superior Court of California,
County of Alameda
11/01/2021 at 12:57:21 PM
By: Cheryl Clark, Deputy Clerk

SUPERIOR COURT OF CALIFORNIA, COUNTY OF Alameda
STREET ADDRESS: 1225 Fallon Street
MAILING ADDRESS: 1225 Fallon Street
CITY AND ZIP CODE: Oakland, CA 94612
BRANCH NAME: Rene C. Davidson

CASE NAME:
Environmental Research Center, Inc. v. NewAge, Inc. et al.

CIVIL CASE COVER SHEET
[checked] Unlimited (Amount demanded exceeds \$25,000)
[ ] Limited (Amount demanded is \$25,000 or less)

Complex Case Designation
[ ] Counter [ ] Joinder
Filed with first appearance by defendant (Cal. Rules of Court, rule 3.402)

CASE NUMBER: 21CV001373
JUDGE:
DEPT:

Items 1-6 below must be completed (see instructions on page 2).

1. Check one box below for the case type that best describes this case:
Auto Tort
Contract
Provisionally Complex Civil Litigation
Other PI/PD/WD (Personal Injury/Property Damage/Wrongful Death) Tort
Real Property
Enforcement of Judgment
Non-PI/PD/WD (Other) Tort
Unlawful Detainer
Miscellaneous Civil Complaint
Employment
Judicial Review
Miscellaneous Civil Petition

- 2. This case [ ] is [checked] is not complex under rule 3.400 of the California Rules of Court. If the case is complex, mark the factors requiring exceptional judicial management:
a. [ ] Large number of separately represented parties
b. [ ] Extensive motion practice raising difficult or novel issues that will be time-consuming to resolve
c. [ ] Substantial amount of documentary evidence
d. [ ] Large number of witnesses
e. [ ] Coordination with related actions pending in one or more courts in other counties, states, or countries, or in a federal court
f. [ ] Substantial postjudgment judicial supervision
3. Remedies sought (check all that apply): a. [checked] monetary b. [checked] nonmonetary; declaratory or injunctive relief c. [ ] punitive
4. Number of causes of action (specify): 2
5. This case [ ] is [checked] is not a class action suit.
6. If there are any known related cases, file and serve a notice of related case. (You may use form CM-015.)

Date: November 1, 2021
Charles W. Poss
(TYPE OR PRINT NAME)

[Signature]
(SIGNATURE OF PARTY OR ATTORNEY FOR PARTY)

NOTICE
• Plaintiff must file this cover sheet with the first paper filed in the action or proceeding (except small claims cases or cases filed under the Probate Code, Family Code, or Welfare and Institutions Code). (Cal. Rules of Court, rule 3.220.) Failure to file may result in sanctions.
• File this cover sheet in addition to any cover sheet required by local court rule.
• If this case is complex under rule 3.400 et seq. of the California Rules of Court, you must serve a copy of this cover sheet on all other parties to the action or proceeding.
• Unless this is a collections case under rule 3.740 or a complex case, this cover sheet will be used for statistical purposes only.

F. ADDENDUM TO CIVIL CASE COVER SHEET

Short Title: Environmental Research Center, Inc. v. NewAge, Inc. et al. Case Number: 21CV001373

CIVIL CASE COVER SHEET ADDENDUM

**ELECTRONICALLY FILED**

THIS FORM IS REQUIRED IN ALL NEW UNLIMITED CIVIL CASE FILINGS IN THE SUPERIOR COURT OF CALIFORNIA, COUNTY OF ALAMEDA Superior Court of California, County of Alameda

Oakland, Rene C. Davidson Alameda County Courthouse (446)  Hayward Hall of Justice (447)  Pleasanton, Gale-Schenone Hall of Justice (448)

11/01/2021 at 12:57:21 PM  
By Cheryl Clark, Deputy Clerk

Civil Case Cover Sheet Category	Civil Case Cover Sheet Case Type	Alameda County Case Type (check only one)
Auto Tort	Auto tort (22)	<input type="checkbox"/> 34 Auto tort (G) <b>Is this an uninsured motorist case? <input type="checkbox"/> yes <input type="checkbox"/> no</b>
Other PI /PD / WD Tort	Asbestos (04) Product liability (24) Medical malpractice (45) Other PI/PD/WD tort (23)	<input type="checkbox"/> 75 Asbestos (D) <input type="checkbox"/> 89 Product liability (not asbestos or toxic tort/environmental) (G) <input type="checkbox"/> 97 Medical malpractice (G) <input type="checkbox"/> 33 Other PI/PD/WD tort (G)
Non - PI /PD / WD Tort	Bus tort / unfair bus. practice (07) Civil rights (08) Defamation (13) Fraud (16) Intellectual property (19) Professional negligence (25) Other non-PI/PD/WD tort (35)	<input type="checkbox"/> 79 Bus tort / unfair bus. practice (G) <input type="checkbox"/> 80 Civil rights (G) <input type="checkbox"/> 84 Defamation (G) <input type="checkbox"/> 24 Fraud (G) <input type="checkbox"/> 87 Intellectual property (G) <input type="checkbox"/> 59 Professional negligence - non-medical (G) <input type="checkbox"/> 03 Other non-PI/PD/WD tort (G)
Employment	Wrongful termination (36) Other employment (15)	<input type="checkbox"/> 38 Wrongful termination (G) <input type="checkbox"/> 85 Other employment (G) <input type="checkbox"/> 53 Labor comm award confirmation <input type="checkbox"/> 54 Notice of appeal - L.C.A.
Contract	Breach contract / Wrnty (06) Collections (09) Insurance coverage (18) Other contract (37)	<input type="checkbox"/> 04 Breach contract / Wrnty (G) <input type="checkbox"/> 81 Collections (G) <input type="checkbox"/> 86 Ins. coverage - non-complex (G) <input type="checkbox"/> 98 Other contract (G)
Real Property	Eminent domain / Inv Cdm (14) Wrongful eviction (33) Other real property (26)	<input type="checkbox"/> 18 Eminent domain / Inv Cdm (G) <input type="checkbox"/> 17 Wrongful eviction (G) <input type="checkbox"/> 36 Other real property (G)
Unlawful Detainer	Commercial (31) Residential (32) Drugs (38)	<input type="checkbox"/> 94 Unlawful Detainer - commercial <input type="checkbox"/> 47 Unlawful Detainer - residential <input type="checkbox"/> 21 Unlawful detainer - drugs <b>Is the deft. in possession of the property? <input type="checkbox"/> Yes <input type="checkbox"/> No</b>
Judicial Review	Asset forfeiture (05) Petition re: arbitration award (11) Writ of Mandate (02) Other judicial review (39)	<input type="checkbox"/> 41 Asset forfeiture <input type="checkbox"/> 62 Pet. re: arbitration award <input type="checkbox"/> 49 Writ of mandate <b>Is this a CEQA action (Publ.Res.Code section 21000 et seq) <input type="checkbox"/> Yes <input type="checkbox"/> No</b> <input type="checkbox"/> 64 Other judicial review
Provisionally Complex	Antitrust / Trade regulation (03) Construction defect (10) Claims involving mass tort (40) Securities litigation (28) Toxic tort / Environmental (30) Ins covrg from cmplx case type (41)	<input type="checkbox"/> 77 Antitrust / Trade regulation <input type="checkbox"/> 82 Construction defect <input type="checkbox"/> 78 Claims involving mass tort <input type="checkbox"/> 91 Securities litigation <input type="checkbox"/> 93 Toxic tort / Environmental <input type="checkbox"/> 95 Ins covrg from complex case type
Enforcement of Judgment	Enforcement of judgment (20)	<input type="checkbox"/> 19 Enforcement of judgment <input type="checkbox"/> 08 Confession of judgment
Misc Complaint	RICO (27) Partnership / Corp. governance (21) Other complaint (42)	<input type="checkbox"/> 90 RICO (G) <input type="checkbox"/> 88 Partnership / Corp. governance (G) <input checked="" type="checkbox"/> 68 All other complaints (G)
Misc. Civil Petition	Other petition (43)	<input checked="" type="checkbox"/> 06 Change of name <input type="checkbox"/> 69 Other petition

**SUMMONS  
(CITACION JUDICIAL)**

FOR COURT USE ONLY  
(SOLO PARA USO DE LA CORTE)  
**ELECTRONICALLY FILED**  
Superior Court of California  
County of Alameda  
11/01/2021  
Chad Finke, Executive Officer / Clerk of the Court  
By: Cheryl Clark Deputy

**NOTICE TO DEFENDANT:  
(AVISO AL DEMANDADO):**

NEWAGE, INC. f/k/a NEW AGE BEVERAGES CORPORATION;  
MORINDA, INC.; MORINDA HOLDINGS, INC.; MORINDA USA,  
INC.; and DOES 1-100

**YOU ARE BEING SUED BY PLAINTIFF:  
(LO ESTÁ DEMANDANDO EL DEMANDANTE):**

ENVIRONMENTAL RESEARCH CENTER, INC. a California  
non-profit corporation,

**NOTICE!** You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), the California Courts Online Self-Help Center ([www.courtinfo.ca.gov/selfhelp](http://www.courtinfo.ca.gov/selfhelp)), or by contacting your local court or county bar association. **NOTE:** The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case. **¡AVISO!** Lo han demandado. Si no responde dentro de 30 días, la corte puede decidir en su contra sin escuchar su versión. Lea la información a continuación.

Tiene 30 DÍAS DE CALENDARIO después de que le entreguen esta citación y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia.

Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, ([www.lawhelpcalifornia.org](http://www.lawhelpcalifornia.org)), en el Centro de Ayuda de las Cortes de California, ([www.sucorte.ca.gov](http://www.sucorte.ca.gov)) o poniéndose en contacto con la corte o el colegio de abogados locales. **AVISO:** Por ley, la corte tiene derecho a reclamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 ó más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desechar el caso.

The name and address of the court is:  
(El nombre y dirección de la corte es): Alameda County Superior Court  
1225 Fallon Street  
Oakland, California 94612

CASE NUMBER:  
(Número del Caso):  
**21CV001373**

The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is:  
(El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es):  
**Charles W. Poss, ERC, Inc., 3111 Camino Del Rio North, Ste. 400, San Diego, CA 92108 (619) 500-3090**

**Chad Finke, Executive Officer / Clerk of the Court**  
Clerk, by Cheryl Clark, Deputy  
(Secretario) Cheryl Clark (Adjunto)

DATE: 11/01/2021  
(Fecha)

(For proof of service of this summons, use Proof of Service of Summons (form POS-010).)  
(Para prueba de entrega de esta citación use el formulario Proof of Service of Summons, (POS-010)).



**NOTICE TO THE PERSON SERVED:** You are served

- as an individual defendant.
- as the person sued under the fictitious name of (specify):
- on behalf of (specify):
 

under: <input type="checkbox"/> CCP 416.10 (corporation)	<input type="checkbox"/> CCP 416.60 (minor)
<input type="checkbox"/> CCP 416.20 (defunct corporation)	<input type="checkbox"/> CCP 416.70 (conservatee)
<input type="checkbox"/> CCP 416.40 (association or partnership)	<input type="checkbox"/> CCP 416.90 (authorized person)
<input type="checkbox"/> other (specify):	
- by personal delivery on (date):

**ELECTRONICALLY FILED**

Superior Court of California,  
County of Alameda

**11/01/2021 at 12:57:21 PM**

By: Cheryl Clark, Deputy Clerk

1 Charles W. Poss (SBN 325366)  
2 Environmental Research Center, Inc.  
3 3111 Camino Del Rio North, Suite 400  
4 San Diego, CA 92108  
5 Ph: (619) 500-3090  
6 Email: charles.poss@erc501c3.org  
7 Attorney for Plaintiff Environmental Research Center, Inc.

8 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**  
9 **COUNTY OF ALAMEDA**

11 **ENVIRONMENTAL RESEARCH CENTER,**  
12 **INC., a California non-profit corporation**

13 **Plaintiff,**

14 **vs.**

15 **NEWAGE, INC. f/k/a NEW AGE**  
16 **BEVERAGES CORPORATION;**  
17 **MORINDA, INC.; MORINDA HOLDINGS,**  
18 **INC.; MORINDA USA, INC.; and DOES 1-**  
19 **100**

20 **Defendants.**

**CASE NO. 21CV001373**

**COMPLAINT FOR INJUNCTIVE**  
**AND DECLARATORY RELIEF AND**  
**CIVIL PENALTIES**

[Miscellaneous Civil Complaint (42)]  
Proposition 65, Health & Safety Code  
Section 25249.5 et seq.]

21 Plaintiff Environmental Research Center, Inc. hereby alleges:

22 **I**

23 **INTRODUCTION**

24 1. Plaintiff Environmental Research Center, Inc. (hereinafter "Plaintiff" or "ERC") brings  
25 this action as a private attorney general enforcer and in the public interest pursuant to Health &  
26 Safety Code section 25249.7, subdivision (d). The Safe Drinking Water and Toxic Enforcement  
27 Act of 1986 (Health & Safety Code section 25249.5 *et seq.*) also known as "Proposition 65,"  
28 mandates that businesses with ten or more employees must provide a "clear and reasonable  
warning" prior to exposing any individual to a chemical known to the state to cause cancer or

1 reproductive toxicity. Lead and mercury are chemicals known to the State of California to  
2 cause cancer, birth defects, and other reproductive harm. This Complaint seeks injunctive and  
3 declaratory relief and civil penalties to remedy the ongoing failure of Defendants NewAge, Inc.  
4 f/k/a New Age Beverages Corporation, Morinda, Inc., Morinda Holdings, Inc., and Morinda  
5 USA, Inc. (collectively “NewAge”) and Does 1-100 (hereinafter individually referred to as  
6 “Defendant” or collectively as “Defendants”), to warn consumers that they have been exposed  
7 to lead and/or mercury from a number of NewAge’s nutritional health products as set forth in  
8 paragraph 3 at levels exceeding the applicable Maximum Allowable Dose Level (“MADL”) and  
9 requiring a warning pursuant to Health & Safety Code section 25249.6.

## 10 II

### 11 PARTIES

12 2. Plaintiff ERC is a California non-profit corporation dedicated to, among other causes,  
13 helping safeguard the public from health hazards by reducing the use and misuse of hazardous  
14 and toxic chemicals, facilitating a safe environment for consumers and employees, and  
15 encouraging corporate responsibility.

16 3. Defendant NewAge is a business that develops, manufactures, markets, distributes,  
17 and/or sells nutritional health products that have exposed users to lead and/or mercury in the  
18 State of California within the relevant statute of limitations period. These “SUBJECT  
19 PRODUCTS” (as identified in the Notice of Violation dated July 8, 2021 attached hereto as  
20 *Exhibit A*) are: (1) TE•ORA Shape Smoothie Mixed Berry (lead, mercury) and (2) TE•MANA  
21 Shape Marvelous Mango Smoothie (lead). NewAge, Inc. f/k/a New Age Beverages  
22 Corporation, Morinda, Inc., Morinda Holdings, Inc., and Morinda USA, Inc. are companies  
23 subject to Proposition 65 as they employ ten or more persons and have employed ten or more  
24 persons at all times relevant to this action.

25 4. Defendants Does 1-100, are named herein under fictitious names, as their true names  
26 and capacities are unknown to ERC. ERC is informed and believes, and thereon alleges, that  
27 each of said Does is responsible, in some actionable manner, for the events and happenings  
28 hereinafter referred to, either through said Does’ conduct, or through the conduct of its agents,

1 servants or employees, or in some other manner, causing the harms alleged by ERC in this  
2 Complaint. When said true names and capacities of Does are ascertained, ERC will seek leave  
3 to amend this Complaint to set forth the same.

### 4 III

#### 5 JURISDICTION AND VENUE

6 5. This Court has jurisdiction pursuant to California Constitution Article VI, Section 10,  
7 which grants the Superior Court original jurisdiction in all causes except those given by statute  
8 to other trial courts. The statute under which this action is brought does not specify any other  
9 basis for jurisdiction.

10 6. This Court has jurisdiction over NewAge because NewAge has sufficient minimum  
11 contacts with California, and otherwise intentionally avails itself of the California market  
12 through the marketing, distribution, and/or sale of the SUBJECT PRODUCTS in the State of  
13 California so as to render the exercise of jurisdiction over it by the California courts consistent  
14 with traditional notions of fair play and substantial justice.

15 7. The Complaint is based on allegations contained in the Notice of Violation dated  
16 July 8, 2021, served on the California Attorney General, other public enforcers, and NewAge.  
17 The Notice of Violation constitutes adequate notice to NewAge because it provided adequate  
18 information to allow NewAge to assess the nature of the alleged violations, consistent with  
19 Proposition 65 and its implementing regulations. A certificate of merit and a certificate of  
20 service accompanied each copy of the Notice of Violation, and both certificates comply with  
21 Proposition 65 and its implementing regulations. The Notice of Violation served on NewAge  
22 also included a copy of “The Safe Drinking Water and Toxic Enforcement Act of 1986  
23 (Proposition 65): A Summary.” Service of the Notice of Violation and accompanying  
24 documents complied with Proposition 65 and its implementing regulations. Attached hereto as  
25 *Exhibit A* is a true and correct copy of the Notice of Violation and associated documents. More  
26 than 60 days have passed since ERC mailed the Notice of Violation and no public enforcement  
27 entity has filed a Complaint in this case.

28 8. This Court is the proper venue for the action because the causes of action have arisen in

1 the County of Alameda where some of the violations of law have occurred, and will continue to  
2 occur, due to the ongoing sale of NewAge’s products. Furthermore, venue is proper in this  
3 Court under Code of Civil Procedure section 395.5 and Health & Safety Code section 25249.7.

4 **IV**

5 **STATUTORY BACKGROUND**

6 9. The Safe Drinking Water and Toxic Enforcement Act of 1986 is an initiative statute  
7 passed as “Proposition 65” by an overwhelming majority vote of the people in November of  
8 1986.

9 10. The warning requirement of Proposition 65 is contained in Health & Safety Code  
10 section 25249.6, which provides:

11 No person in the course of doing business shall knowingly and  
12 intentionally expose any individual to a chemical known to the state to  
13 cause cancer or reproductive toxicity without first giving clear and  
14 reasonable warning to such individual, except as provided in Section  
15 25249.10.

16 11. The Office of Environmental Health Hazard Assessment (“OEHHA”), a division of Cal  
17 EPA, is the lead agency in charge of the implementation of Proposition 65. OEHHA  
18 administers the Proposition 65 program and administers regulations that govern Proposition 65  
19 in general, including warnings to comply with the statute. The warning regulations are found at  
20 Title 27 of the California Code of Regulations, Article 6. The regulations define expose as “to  
21 cause to ingest, inhale, contact via body surfaces or otherwise come into contact with a listed  
22 chemical. An individual may come into contact with a listed chemical through water, air, food,  
23 consumer products and any other environmental exposure as well as occupational exposures.”  
(Cal. Code Regs., tit. 27, § 25102, subd. (i).)

24 12. In this case, the exposures are caused by consumer products. A consumer product is  
25 defined as “any article, or component part thereof, including food, that is produced, distributed,  
26 or sold for the personal use, consumption or enjoyment of a consumer.” (Cal. Code Regs., tit.  
27 27, § 25600.1, subd. (d).) Food “includes ‘dietary supplements’ as defined in California Code  
28 of Regulations, title 17, section 10200.” (*Id.* at subd. (g).) A consumer product exposure is “an

1 exposure that results from a person’s acquisition, purchase, storage, consumption, or any  
2 reasonably foreseeable use of a consumer product, including consumption of a food.” (*Id.* at  
3 subd. (e).)

4 13. On August 30, 2016, the Office of Administrative Law approved the adoption of  
5 OEHHA’s amendments to Article 6, Clear and Reasonable Warnings of the California Code of  
6 Regulations. This action repealed virtually all of the regulatory provisions of Title 27 of the  
7 California Code of Regulations, Article 6 (sections 25601 *et seq.*) and replaced the repealed  
8 sections with new regulations set forth in two new Subarticles to Article 6 that became  
9 operative on August 30, 2018 (the “New Warning Regulations”). The New Warning  
10 Regulations provide, among other things, methods of transmission and content of warnings  
11 deemed to comply with Proposition 65. NewAge is subject to the warning requirements set  
12 forth in the New Warning Regulations that became operative on August 30, 2018.

13 14. Health & Safety Code section 25249.6 provides that “No person in the course of doing  
14 business shall knowingly and intentionally expose any individual to a chemical known to the  
15 state to cause cancer or reproductive toxicity without first giving clear and reasonable warning  
16 to such individual . . . .” The New Warning Regulations apply when clear and reasonable  
17 warnings are required under Section 25249.6. Pursuant to the New Warning Regulations,  
18 consumer product warnings “must be prominently displayed on a label, labeling, or sign, and  
19 must be displayed with such conspicuousness as compared with other words, statements,  
20 designs or devices on the label, labeling, or sign, as to render the warning likely to be seen,  
21 read, and understood by an ordinary individual under customary conditions of purchase or use.”  
22 (*Id.* at § 25601, subd. (c).)

23 15. Proposition 65 establishes a procedure by which the State is to develop a list of  
24 chemicals “known to the State to cause cancer or reproductive toxicity.” (Health & Safety Code,  
25 § 25249.8.) There is no duty to provide a clear and reasonable warning until 12-months after  
26 the chemical is published on the State list. (Health & Safety Code, § 25249.10, subd. (b).)

27 16. Lead was listed as a chemical known to the State of California to cause developmental  
28 toxicity in the fetus and male and female reproductive toxicity on February 27, 1987. Lead was



1 listed as a chemical known to the State of California to cause cancer on October 1, 1992. (State  
2 of California EPA OEHHA Safe Drinking Water and Toxic Enforcement Act of 1986  
3 Chemicals Known to the State to Cause Cancer and Reproductive Toxicity.) The MADL for  
4 lead as a chemical known to cause reproductive toxicity is 0.5 micrograms per day. (Cal. Code  
5 Regs., tit. 27, §25805, subd. (b).) The No Significant Risk Level for lead as a carcinogen is 15  
6 micrograms per day. (Cal. Code Regs., tit. 27, §25705, subd. (b).)

7 17. Mercury and mercury compounds were listed as chemicals known to the State of  
8 California to cause developmental toxicity in the fetus and male and female reproductive  
9 toxicity on July 1, 1990 (State of California EPA OEHHA Safe Drinking Water and Toxic  
10 Enforcement Act of 1986 Chemicals Known to the State to Cause Cancer and Reproductive  
11 Toxicity).

12 18. Proposition 65 provides that any person “violating or threatening to violate” Proposition  
13 65 may be enjoined in any court of competent jurisdiction. (Health & Safety Code, §25249.7,  
14 subd. (a).) To “threaten to violate” means “to create a condition in which there is a substantial  
15 probability that a violation will occur.” (Health & Safety Code, § 25249.11, subd. (e).)  
16 Furthermore, violators are subject to a civil penalty of up to \$2,500 per day for each violation.  
17 (Health & Safety Code, § 25249.7, subd. (b)(1).)

18 19. Proposition 65 may be enforced by any person in the public interest who provides notice  
19 sixty days before filing suit to both the violator and designated law enforcement officials. The  
20 failure of law enforcement officials to file a timely Complaint enables a citizen suit to be filed  
21 pursuant to Health & Safety Code section 25249.7, subdivisions (c) and (d).

## 22 V

### 23 **STATEMENT OF FACTS**

24 20. NewAge has developed, manufactured, marketed, distributed, and/or sold the SUBJECT  
25 PRODUCTS containing lead and/or mercury into the State of California. Consumption of the  
26 SUBJECT PRODUCTS according to the directions and/or recommendations provided for said  
27 products cause consumers to be exposed to lead at levels exceeding the 0.5 micrograms per day  
28 MADL and/or to be exposed to mercury and requiring a warning. Consumers have been

1 ingesting these products for many years, without any knowledge of their exposure to these very  
2 dangerous chemicals.

3 21. For many years, NewAge has knowingly and intentionally exposed numerous persons to  
4 lead and/or mercury without providing any type of Proposition 65 warning. Prior to ERC's  
5 Notice of Violation and this Complaint, NewAge failed to provide a warning on the labels of  
6 the SUBJECT PRODUCTS or provide any other legally acceptable warning. NewAge has, at  
7 all times relevant hereto, been aware that the SUBJECT PRODUCTS contained lead and/or  
8 mercury and that persons using these products have been exposed to these chemicals. NewAge  
9 has been aware of the presence of lead and/or mercury in the SUBJECT PRODUCTS and has  
10 failed to disclose the presence of these chemicals to the public, who undoubtedly believe they  
11 have been ingesting totally healthy and pure products pursuant to the company's statements.

12 22. Both prior and subsequent to ERC's Notice of Violation, NewAge failed to provide  
13 consumers of the SUBJECT PRODUCTS with a clear and reasonable warning that they have  
14 been exposed to chemicals known to the State of California to cause cancer and/or birth defects  
15 and/or other reproductive harm. This failure to warn is ongoing.

16 **FIRST CAUSE OF ACTION**  
17 **(Violation of Section 25249.6 of the Health and Safety Code, Failure to Provide Clear and**  
18 **Reasonable Warning under Proposition 65)**

19 23. ERC refers to paragraphs 1-22, inclusive, and incorporates them herein by this  
20 reference.

21 24. By committing the acts alleged above, NewAge has, in the course of doing business,  
22 knowingly and intentionally exposed users of the SUBJECT PRODUCTS to lead and/or  
23 mercury, chemicals known to the State of California to cause cancer and/or birth defects and/or  
24 other reproductive harm, without first giving clear and reasonable warning to such individuals  
25 within the meaning of Health & Safety Code section 25249.6. In doing so, NewAge has  
26 violated Health & Safety Code section 25249.6 and continues to violate the statute with each  
27 successive sale of the SUBJECT PRODUCTS.

28 ///

1 25. Said violations render NewAge liable for civil penalties, up to \$2,500 per day for each  
2 violation, and subject NewAge to injunction.

3 **SECOND CAUSE OF ACTION**  
4 **(Declaratory Relief)**

5 26. ERC refers to paragraphs 1-25, inclusive, and incorporates them herein by this  
6 reference.

7 27. There exists an actual controversy relating to the legal rights and duties of the Parties,  
8 within the meaning of Code of Civil Procedure section 1060, between ERC and NewAge,  
9 concerning whether NewAge has exposed individuals to chemicals known to the State of  
10 California to cause cancer and/or birth defects and/or other reproductive harm without providing  
11 clear and reasonable warning.

12 **VI**

13 **PRAYER**

14 WHEREFORE ERC prays for relief as follows:

15 1. On the First Cause of Action, for civil penalties for each and every violation according  
16 to proof;

17 2. On the First Cause of Action, and pursuant to Health & Safety Code section 25249.7,  
18 subdivision (a), for such temporary restraining orders, preliminary and permanent injunctive  
19 orders, or other orders as are necessary to prevent NewAge from exposing persons to lead  
20 and/or mercury without providing clear and reasonable warning;

21 3. On the Second Cause of Action, for a declaratory judgment pursuant to Code of Civil  
22 Procedure section 1060 declaring that NewAge has exposed individuals to lead and/or mercury  
23 without providing clear and reasonable warning; and

24 4. On all Causes of Action, for reasonable attorneys' fees pursuant to Code of Civil  
25 Procedure section 1021.5 or the substantial benefit theory;

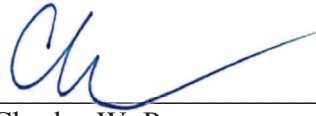
26 5. For costs of suit herein; and

27 6. For such other relief as the Court may deem just and proper.

28 ///

1 DATED: November 1, 2021

ENVIRONMENTAL RESEARCH CENTER, INC.

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4 Charles W. Poss  
5 In-House Counsel

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# EXHIBIT A



## Environmental Research Center

3111 Camino Del Rio North, Suite 400  
San Diego, CA 92108  
619-500-3090

July 8, 2021

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

Dear Alleged Violators and the Appropriate Public Enforcement Agencies:

I am the Executive Director of Environmental Research Center, Inc. (“ERC”). 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 Violators 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 Violators and the appropriate public enforcement agencies. Pursuant to Section 25249.7(d) of the statute, 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.

**General Information about Proposition 65.** A copy of a summary of Proposition 65, prepared by the Office of Environmental Health Hazard Assessment, is attached with the copy of this letter served to the alleged Violators identified below.

**Alleged Violators.** The names of the companies covered by this notice that violated Proposition 65 (hereinafter the “Violators”) are:

**NewAge, Inc. f/k/a New Age Beverages Corporation**  
**Morinda, Inc.**  
**Morinda Holdings, Inc.**  
**Morinda USA, Inc.**

**Consumer Products and Listed Chemicals.** The products that are the subject of this notice and the chemicals in those products identified as exceeding allowable levels are:

- 1. TE•ORA Shape Smoothie Mixed Berry – Lead, Mercury**
- 2. TE•MANA Shape Marvelous Mango Smoothie - 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.

On July 1, 1990, the State of California officially listed mercury and mercury compounds as chemicals known to cause developmental toxicity and male and female reproductive toxicity.

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 these chemicals has been and continues to be through ingestion.

**Approximate Time Period of Violations.** Ongoing violations have occurred every day since at least July 8, 2018, 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 these known toxic chemicals are 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 chemicals. The method of warning should be a warning that appears on the product label. The Violators violated Proposition 65 because they failed to provide persons ingesting these products with appropriate warnings that they are being exposed to these chemicals.

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 chemicals, 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 chemicals, as well as an expensive and time-consuming litigation.

Please direct all questions concerning this notice to ERC at the above listed address and telephone number.

Sincerely,



---

Chris Heptinstall  
Executive Director  
Environmental Research Center

Attachments

Certificate of Merit

Certificate of Service

OEHHA Summary (to NewAge, Inc. f/k/a New Age Beverages Corporation, Morinda, Inc., Morinda Holdings, Inc. and Morinda USA, 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 NewAge, Inc. f/k/a New Age Beverages Corporation, Morinda, Inc., Morinda Holdings, Inc. and Morinda USA, Inc.**

I, Chris Heptinstall, declare:

1. This Certificate of Merit accompanies the attached 60-day notice in which it is alleged the parties identified in the notice violated California Health & Safety Code Section 25249.6 by failing to provide clear and reasonable warnings.

2. I am the Executive Director 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 chemicals that are 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 Violators 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: July 8, 2021

---

Chris Heptinstall



**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 July 8, 2021, between 8:00 a.m. and 5:00 p.m. Eastern Time, I served the following documents: **NOTICE OF VIOLATIONS 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 in a U.S. Postal Service Office with the postage fully prepaid for delivery by Certified Mail:

Current President or CEO  
NewAge, Inc. f/k/a New Age Beverages Corporation  
737 E 1180 S  
America Fork, UT 84003

The Corporation Trust Company  
(Registered Agent for NewAge, Inc. f/k/a New Age Beverages Corporation)  
1209 N. Orange St  
Wilmington, DE 19801

Current President or CEO  
NewAge, Inc. f/k/a New Age Beverages Corporation  
2420 17<sup>th</sup> St, Ste 220  
Denver, CO 80202

National Registered Agents, Inc.  
(Registered Agent for NewAge, Inc. f/k/a New Age Beverages Corporation)  
770 E Arapahoe Rd, Ste 220  
Centennial, CO 80122

Current President or CEO  
Morinda, Inc.  
c/o Amber Knudsen  
737 E 1180 S  
America Fork, UT 84003

Cogency Global Inc.  
(Registered Agent for Morinda, Inc.)  
992 Davidson Dr, Ste B  
Nashville, TN 37205

Current President or CEO  
Morinda Holdings, Inc.  
737 E 1180 S  
America Fork, UT 84003

H. Michael Drake  
(Registered Agent for Morinda Holdings, Inc.)  
737 E 1180 S  
American Fork, UT 84003

Current President or CEO  
Morinda USA, Inc.  
737 E 1180 S  
America Fork, UT 84003

H. Michael Drake  
(Registered Agent for Morinda USA, Inc.)  
737 E 1180 S  
American Fork, UT 84003

Davies Pearson PC  
(Registered Agent for NewAge, Inc f/k/a New Age Beverages Corporation.)  
920 Fawcett Ave  
Tacoma, WA 98402

H. Michael Drake  
(Registered Agent for Morinda, Inc.)  
737 E 1180 S  
American Fork, UT 84003

On July 8, 2021, 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> :

Notice of Violations of California Health & Safety Code §25249.5 *et seq.*

July 8, 2021

Page 5

Office of the California Attorney General  
Prop 65 Enforcement Reporting  
1515 Clay Street, Suite 2000  
Post Office Box 70550  
Oakland, CA 94612-0550

On July 8, 2021, between 8:00 a.m. and 5:00 p.m. Eastern Time, 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:

Nancy O'Malley, District Attorney  
Alameda County  
7677 Oakport Street, Suite 650  
Oakland, CA 94621  
CEPDProp65@acgov.org

Jeannine M. Pacioni, District Attorney  
Monterey County  
1200 Aguajito Road  
Monterey, CA 93940  
Prop65DA@co.monterey.ca.us

Barbara Yook, District Attorney  
Calaveras County  
891 Mountain Ranch Road  
San Andreas, CA 95249  
Prop65Env@co.calaveras.ca.us

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

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

Clifford H. Newell, District Attorney  
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201 Commercial St  
Nevada City, CA 95959  
DA.Prop65@co.nevada.ca.us

Thomas L. Hardy, District Attorney  
Inyo County  
168 North Edwards Street  
Independence, CA 93526  
inyoda@inyocounty.us

Morgan Briggs Gire, District Attorney  
Placer County  
10810 Justice Center Drive  
Roseville, CA 95678  
Prop65@placer.ca.gov

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

David Hollister, District Attorney  
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520 Main St  
Quincy, CA 95971  
davidhollister@countyofplumas.com

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P.O. Box 730  
Mariposa, CA 95338  
mcda@mariposacounty.org

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

Kimberly Lewis, District Attorney  
Merced County  
550 West Main St  
Merced, CA 95340  
Prop65@countyofmerced.com

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

Notice of Violations of California Health & Safety Code §25249.5 *et seq.*

July 8, 2021

Page 6

Summer Stephan, District Attorney  
San Diego County  
330 West Broadway  
San Diego, CA 92101  
SanDiegoDAProp65@sdcda.org

Mark Ankorn, Deputy City Attorney  
San Diego City Attorney  
1200 Third Avenue  
San Diego, CA 92101  
CityAttyProp65@sandiego.gov

Alethea Sargent, Assistant District Attorney  
White Collar Division  
San Francisco District Attorney's Office  
350 Rhode Island Street  
North Building, Suite 400N  
San Francisco, CA 94103  
alethea.sargent@sfgov.org

Valerie Lopez, Deputy City Attorney  
San Francisco City Attorney  
1390 Market Street, 7<sup>th</sup> Floor  
San Francisco, CA 94102  
Valerie.Lopez@sfcityatty.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, 4<sup>th</sup> Floor  
San Luis Obispo, CA 93408  
edobroth@co.slo.ca.us

Christopher Dalbey, Deputy District Attorney  
Santa Barbara County  
1112 Santa Barbara Street  
Santa Barbara, CA 93101  
DAProp65@co.santa-barbara.ca.us

Bud Porter, 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 July 8, 2021, between 8:00 a.m. and 5:00 p.m. Eastern Time, I served the following documents: **NOTICE OF VIOLATIONS, 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 with the U.S. Postal Service with the postage fully prepaid for delivery by First Class Mail.

Executed on July 8, 2021, in Fort Oglethorpe, Georgia.



Phyllis Dunwoody

**Service List**

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, 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  
778 Pacific St.  
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 4<sup>th</sup> Floor  
Eureka, CA 95501

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

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, Mendocino  
County  
Post Office Box 1000  
Ukiah, CA 95482

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, Orange  
County  
300 N Flower St  
Santa Ana, CA 92703

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

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

District Attorney, Sierra  
County  
Post Office Box 457  
100 Courthouse Square, 2<sup>nd</sup>  
Floor  
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 2<sup>nd</sup> 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 Jose City Attorney's  
Office  
200 East Santa Clara Street,  
16th Floor  
San Jose, CA 95113

## APPENDIX A

### OFFICE OF ENVIRONMENTAL HEALTH HAZARD ASSESSMENT CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY

#### THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY

The following summary has been prepared by the California Office of Environmental Health Hazard Assessment (OEHHA), the lead agency for the implementation of the Safe Drinking Water and Toxic Enforcement Act of 1986 (commonly known as “Proposition 65”). A copy of this summary must be included as an attachment to any notice of violation served upon an alleged violator of the Act. The summary provides basic information about the provisions of the law, and is intended to serve only as a convenient source of general information. It is not intended to provide authoritative guidance on the meaning or application of the law. The reader is directed to the statute and OEHHA implementing regulations (see citations below) for further information.

FOR INFORMATION CONCERNING THE BASIS FOR THE ALLEGATIONS IN THE NOTICE RELATED TO YOUR BUSINESS, CONTACT THE PERSON IDENTIFIED ON THE NOTICE.

The text of Proposition 65 (Health and Safety Code Sections 25249.5 through 25249.13) is available online at: <http://oehha.ca.gov/prop65/law/P65law72003.html>. Regulations that provide more specific guidance on compliance, and that specify procedures to be followed by the State in carrying out certain aspects of the law, are found in Title 27 of the California Code of Regulations, sections 25102 through 27001.<sup>1</sup> These implementing regulations are available online at: <http://oehha.ca.gov/prop65/law/P65Regs.html>.

#### *WHAT DOES PROPOSITION 65 REQUIRE?*

***The “Proposition 65 List.”*** Under Proposition 65, the lead agency (OEHHA) publishes a list of chemicals that are known to the State of California to cause cancer and/or reproductive toxicity. Chemicals are placed on the Proposition 65 list if they are known to cause cancer and/or birth defects or other reproductive harm, such as damage to

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<sup>1</sup> All further regulatory references are to sections of Title 27 of the California Code of Regulations unless otherwise indicated. The statute, regulations and relevant case law are available on the OEHHA website at: <http://www.oehha.ca.gov/prop65/law/index.html>.

female or male reproductive systems or to the developing fetus. This list must be updated at least once a year. The current Proposition 65 list of chemicals is available on the OEHHA website at: [http://www.oehha.ca.gov/prop65/prop65\\_list/Newlist.html](http://www.oehha.ca.gov/prop65/prop65_list/Newlist.html).

Only those chemicals that are on the list are regulated under Proposition 65. Businesses that produce, use, release or otherwise engage in activities involving listed chemicals must comply with the following:

***Clear and reasonable warnings.*** A business is required to warn a person before “knowingly and intentionally” exposing that person to a listed chemical unless an exemption applies. The warning given must be “clear and reasonable.” This means that the warning must: (1) clearly make known that the chemical involved is known to cause cancer, or birth defects or other reproductive harm; and (2) be given in such a way that it will effectively reach the person before he or she is exposed to that chemical. Some exposures are exempt from the warning requirement under certain circumstances discussed below.

***Prohibition from discharges into drinking water.*** A business must not knowingly discharge or release a listed chemical into water or onto land where it passes or probably will pass into a source of drinking water. Some discharges are exempt from this requirement under certain circumstances discussed below.

#### ***DOES PROPOSITION 65 PROVIDE ANY EXEMPTIONS?***

Yes. You should consult the current version of the statute and regulations (<http://www.oehha.ca.gov/prop65/law/index.html>) to determine all applicable exemptions, the most common of which are the following:

***Grace Period.*** Proposition 65 warning requirements do not apply until 12 months after the chemical has been listed. The Proposition 65 discharge prohibition does not apply to a discharge or release of a chemical that takes place less than 20 months after the listing of the chemical.

***Governmental agencies and public water utilities.*** All agencies of the federal, state or local government, as well as entities operating public water systems, are exempt.

***Businesses with nine or fewer employees.*** Neither the warning requirement nor the discharge prohibition applies to a business that employs a total of nine or fewer employees. This includes all employees, not just those present in California.

**Exposures that pose no significant risk of cancer.** For chemicals that are listed under Proposition 65 as known to the State to cause cancer, a warning is not required if the business causing the exposure can demonstrate that the exposure occurs at a level that poses “no significant risk.” This means that the exposure is calculated to result in not more than one excess case of cancer in 100,000 individuals exposed over a 70-year lifetime. The Proposition 65 regulations identify specific “No Significant Risk Levels” (NSRLs) for many listed carcinogens. Exposures below these levels are exempt from the warning requirement. See OEHHA's website at: <http://www.oehha.ca.gov/prop65/getNSRLs.html> for a list of NSRLs, and Section 25701 *et seq.* of the regulations for information concerning how these levels are calculated.

**Exposures that will produce no observable reproductive effect at 1,000 times the level in question.** For chemicals known to the State to cause reproductive toxicity, a warning is not required if the business causing the exposure can demonstrate that the exposure will produce no observable effect, even at 1,000 times the level in question. In other words, the level of exposure must be below the “no observable effect level” divided by 1,000. This number is known as the Maximum Allowable Dose Level (MADL). See OEHHA's website at: <http://www.oehha.ca.gov/prop65/getNSRLs.html> for a list of MADLs, and Section 25801 *et seq.* of the regulations for information concerning how these levels are calculated.

**Exposures to Naturally Occurring Chemicals in Food.** Certain exposures to chemicals that naturally occur in foods (i.e., that do not result from any known human activity, including activity by someone other than the person causing the exposure) are exempt from the warning requirements of the law. If the chemical is a contaminant<sup>2</sup> it must be reduced to the lowest level feasible. Regulations explaining this exemption can be found in Section 25501.

**Discharges that do not result in a “significant amount” of the listed chemical entering any source of drinking water.** The prohibition from discharges into drinking water does not apply if the discharger is able to demonstrate that a “significant amount” of the listed chemical has not, does not, or will not pass into or probably pass into a source of drinking water, and that the discharge complies with all other applicable laws, regulations, permits, requirements, or orders. A “significant amount” means any detectable amount, except an amount that would meet the “no significant risk” level for chemicals that cause cancer or that is 1,000 times below the “no observable effect” level for chemicals that cause reproductive toxicity, if an individual were exposed to that amount in drinking water.

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<sup>2</sup> See Section 25501(a)(4).

## *HOW IS PROPOSITION 65 ENFORCED?*

Enforcement is carried out through civil lawsuits. These lawsuits may be brought by the Attorney General, any district attorney, or certain city attorneys. Lawsuits may also be brought by private parties acting in the public interest, but only after providing notice of the alleged violation to the Attorney General, the appropriate district attorney and city attorney, and the business accused of the violation. The notice must provide adequate information to allow the recipient to assess the nature of the alleged violation. The notice must comply with the information and procedural requirements specified in Section 25903 of Title 27 and sections 3100-3103 of Title 11. A private party may not pursue an independent enforcement action under Proposition 65 if one of the governmental officials noted above initiates an enforcement action within sixty days of the notice.

A business found to be in violation of Proposition 65 is subject to civil penalties of up to \$2,500 per day for each violation. In addition, the business may be ordered by a court to stop committing the violation.

A private party may not file an enforcement action based on certain exposures if the alleged violator meets specific conditions. For the following types of exposures, the Act provides an opportunity for the business to correct the alleged violation:

- An exposure to alcoholic beverages that are consumed on the alleged violator's premises to the extent onsite consumption is permitted by law;
- An exposure to a Proposition 65 listed chemical in a food or beverage prepared and sold on the alleged violator's premises that is primarily intended for immediate consumption on- or off-premises. This only applies if the chemical was not intentionally added to the food, and was formed by cooking or similar preparation of food or beverage components necessary to render the food or beverage palatable or to avoid microbiological contamination;
- An exposure to environmental tobacco smoke caused by entry of persons (other than employees) on premises owned or operated by the alleged violator where smoking is permitted at any location on the premises;
- An exposure to listed chemicals in engine exhaust, to the extent the exposure occurs inside a facility owned or operated by the alleged violator and primarily intended for parking non-commercial vehicles.

If a private party alleges that a violation occurred based on one of the exposures described above, the private party must first provide the alleged violator a notice of special compliance procedure and proof of compliance form.



A copy of the notice of special compliance procedure and proof of compliance form is included in Appendix B and can be downloaded from OEHHA's website at:  
<http://oehha.ca.gov/prop65/law/p65law72003.html>.

*FOR FURTHER INFORMATION ABOUT THE LAW OR REGULATIONS...*

Contact the Office of Environmental Health Hazard Assessment's Proposition 65 Implementation Office at (916) 445-6900 or via e-mail at [P65Public.Comments@oehha.ca.gov](mailto:P65Public.Comments@oehha.ca.gov).

Revised: May 2017

NOTE: Authority cited: Section 25249.12, Health and Safety Code. Reference: Sections 25249.5, 25249.6, 25249.7, 25249.9, 25249.10 and 25249.11, Health and Safety Code.