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Environmental Health Advocates, Inc.

SUPERIOR COURT OF THE STATE OF CALIFORNIA

IN AND FOR THE COUNTY OF SANTA CRUZ

ENVIRONMENTAL HEALTH ADVOCATES,
INC.,

Plaintiff,

v.

JOSS COSMETICS, LLC, a Delaware limited
liability company; PLANET BEAUTY, INC., a
California corporation; and DOES 1 through
100, inclusive,

Defendants.

Case No.: 23CV00191

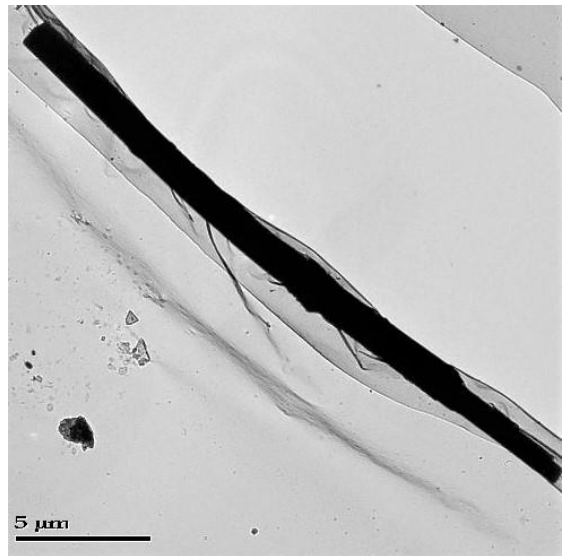
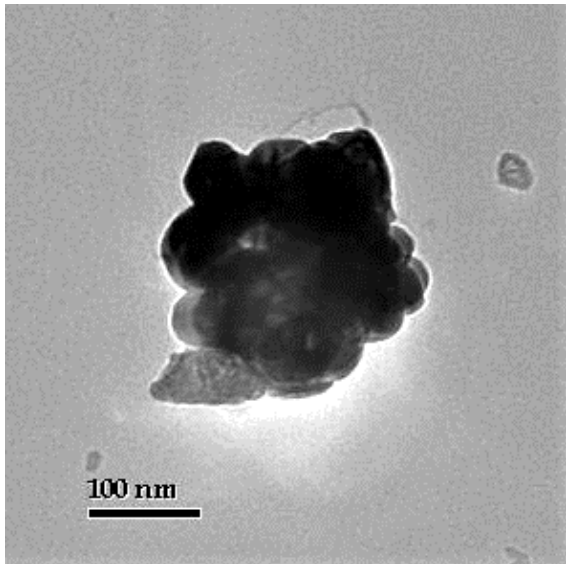
**COMPLAINT FOR CIVIL PENALTIES
AND INJUNCTIVE RELIEF**

(Health & Safety Code § 25249.6 et seq.)

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 Titanium Dioxide (airborne, unbound particles of respirable size) (“TiO2”), and asbestos, known carcinogens. Defendants expose consumers to TiO2 and asbestos by manufacturing, importing, selling, and/or distributing blush products including but not limited to the Frankie Rose Cosmetics Blush (“Products”). Defendants know and intend that customers will use Products containing TiO2 and asbestos. Below are pictures of TiO2 particles and asbestos fibers found in an exemplar of Defendants’ Products:



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 Titanium Dioxide (airborne, unbound particles of respirable size) (“TiO2”) as a chemical known to cause cancer as early as September 2, 2011.

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1 4. California identified and listed asbestos as a chemical known to cause cancer as early
2 as February 27, 1987.

3 5. Defendants failed to sufficiently warn consumers and individuals in California about
4 potential exposure to TiO₂ and asbestos in connection with Defendants' manufacture, import, sale, or
5 distribution of Products. This is a violation of Proposition 65.

6 6. Plaintiff seeks injunctive relief compelling Defendants to sufficiently warn consumers
7 in California before exposing them to TiO₂ and asbestos in Products. (Health & Safety Code, §
8 25249.7(a).) Plaintiff also seeks civil penalties against Defendants for their violations of Proposition 65
9 along with attorney's fees and costs. (Health & Safety Code, § 25249.7(b).)

10 **II.**

11 **PARTIES**

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

16 8. Defendant JOSS COSMETICS, LLC ("Joss") is a limited liability company organized
17 and existing under the laws of Delaware. Joss is registered to do business in California, and does
18 business in the County of Santa Cruz, within the meaning of Health and Safety Code, section 25249.11.
19 Joss manufactures, imports, sells, or distributes the Products in California and Santa Cruz County.

20 9. Defendant PLANET BEAUTY, INC. ("PB") is a corporation organized and existing
21 under the laws of California. PB is registered to do business in California, and does business in the
22 County of Santa Cruz, within the meaning of Health and Safety Code, section 25249.11. PB
23 manufactures, imports, sells, or distributes the Products in California and Santa Cruz County.

24 10. Plaintiff does not know the true names and/or capacities, whether individual, partners,
25 or corporate, of the defendants sued herein as DOES 1 through 100, inclusive, and for that reason sues
26 said defendants under fictitious names. Plaintiff will seek leave to amend this Complaint when the true
27 names and capacities of these defendants have been ascertained. Plaintiff is informed and believes and
28 thereon alleges that these defendants are responsible in whole or in part for the remedies and penalties

1 sought herein.

2 11. At all times mentioned, Defendants were the agents, alter egos, servants, joint venturers,
3 joint employers, or employees for each other. Defendants acted with the consent of the other Co-
4 Defendants and acted within the course, purpose, and scope of their agency, service, or employment.
5 All conduct was ratified by Defendants, and each of them.

6 **III.**

7 **VENUE AND JURISDICTION**

8 12. California Constitution Article VI, Section 10 grants the Superior Court original
9 jurisdiction in all cases except those given by statute to other trial courts. The Health and Safety Code
10 statute upon which this action is based does not give jurisdiction to any other court. As such, this Court
11 has jurisdiction.

12 13. Venue is proper in Santa Cruz County Superior Court pursuant to Code of Civil
13 Procedure, sections 394, 395, and 395.5. Wrongful conduct occurred and continues to occur in this
14 County. Defendants conducted and continue to conduct business in this County as it relates to Products.

15 14. Defendants have sufficient minimum contacts in the State of California or otherwise
16 purposefully avail themselves of the California market. Exercising jurisdiction over Defendants would
17 be consistent with traditional notions of fair play and substantial justice.

18 **IV.**

19 **CAUSES OF ACTION**

20 **FIRST CAUSE OF ACTION**

21 **(Violation of Proposition 65 – Against all Defendants)**

22 15. Plaintiff incorporates by reference each and every allegation contained above.

23 16. Proposition 65 mandates that citizens be informed about exposures to chemicals that
24 cause cancer, birth defects, and other reproductive harm.

25 17. Defendants manufactured, imported, sold, and/or distributed Products containing TiO₂
26 and asbestos in violation of Health and Safety Code, section 25249.6 et seq. Plaintiff is informed and
27 believes such violations have continued after receipt of the Notice (defined *infra*) and will continue to
28 occur into the future.

1 18. In manufacturing, importing, selling, and/or distributing Products, Defendants failed to
2 provide a clear and reasonable warning to consumers and individuals in California who may be exposed
3 to TiO₂ and asbestos through reasonably foreseeable use of the Products.

4 19. Products expose individuals to TiO₂ and asbestos through direct inhalation. This
5 exposure is a natural and foreseeable consequence of Defendants placing Products into the stream of
6 commerce. As such, Defendants intend that consumers will use Products, exposing them to TiO₂ and
7 asbestos.

8 20. Defendants knew or should have known that the Products contained TiO₂ and asbestos
9 and exposed individuals to TiO₂ and asbestos in the way provided above. The Notice informed
10 Defendants of the presence of TiO₂ and asbestos in the Products. Likewise, media coverage concerning
11 TiO₂, asbestos, and related chemicals in consumer products provided constructive notice to Defendants.

12 21. Defendants' actions in this regard were deliberate and not accidental.

13 22. More than sixty days prior to naming each defendant in this lawsuit, Plaintiff issued a
14 60-Day Notice of Violation ("Notice") as required by and in compliance with Proposition 65. Plaintiff
15 provided the Notice to the various required public enforcement agencies along with a certificate of merit.
16 The Notice alleged that Defendants violated Proposition 65 by failing to sufficiently warn consumers in
17 California of the health hazards associated with exposures to TiO₂ and asbestos contained in the
18 Products.

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

21 24. Individuals exposed to TiO₂ and asbestos contained in Products through inhalation
22 resulting from reasonably foreseeable use of the Products have suffered and continue to suffer
23 irreparable harm. There is no other plain, speedy, or adequate remedy at law.

24 25. Defendants are liable for a maximum civil penalty of \$2,500 per day for each violation
25 of Proposition 65 pursuant to Health and Safety Code, section 252497(b). Injunctive relief is also
26 appropriate pursuant to Health and Safety Code, section 25249.7(a).

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1 **PRAYER FOR RELIEF**

2 Wherefore, Plaintiff prays for judgment against Defendants as follows:

3 1. Civil penalties in the amount of \$2,500 per day for each violation. Plaintiff alleges that
4 damages total a minimum of \$1,000,000;

5 2. A preliminary and permanent injunction against Defendants from manufacturing,
6 importing, selling, and/or distributing Products in California without providing a clear and reasonable
7 warning as required by Proposition 65 and related Regulations;


8 3. Reasonable attorney’s fees and costs of suit; and

9 4. Such other and further relief as may be just and proper.

10
11 Respectfully submitted:

12 Dated: January 23, 2023

ENTORNO LAW, LLP

13
14 By: 
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