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ENVIRONMENTAL HEALTH ADVOCATES, INC.

9 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**

10 **IN AND FOR THE COUNTY OF SANTA CRUZ**

11 ENVIRONMENTAL HEALTH ADVOCATES,
12 INC.,

13 Plaintiff,

14 v.

15 PIXI, INC., a Delaware corporation; T.J.
MAXX OF CA, LLC, a Virginia limited
16 liability company; CVS PHARMACY, INC., a
Rhode Island corporation; and DOES 1 through
100, inclusive,

17 Defendants.

Case No.: 23CV00454

**COMPLAINT FOR CIVIL PENALTIES
AND INJUNCTIVE RELIEF**

(Health & Safety Code § 25249.6 et seq.)

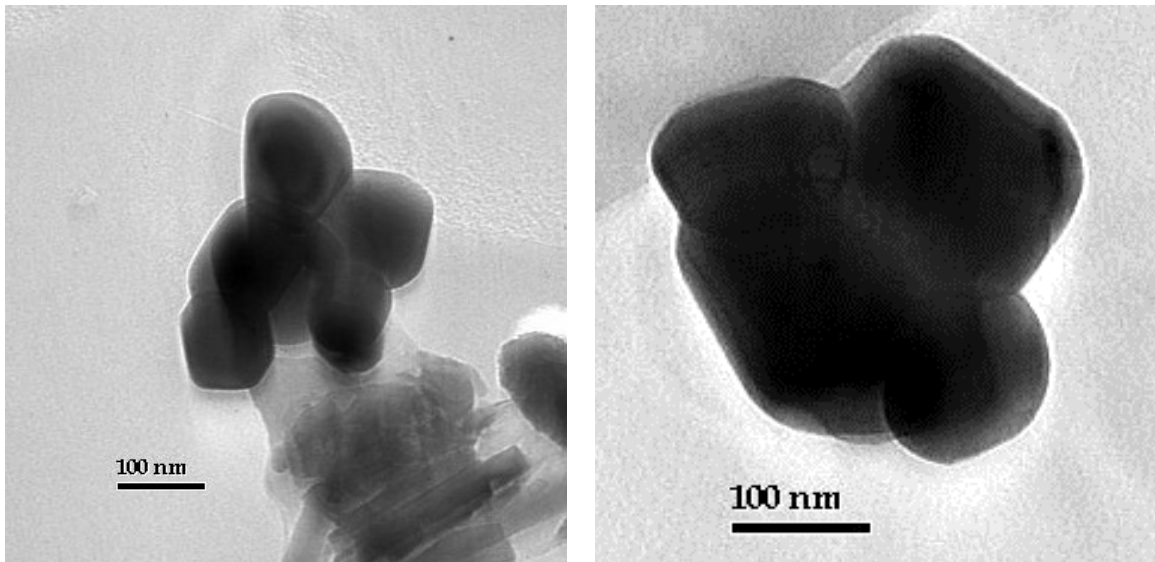
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Superior Court of California
County of Santa Cruz
2/23/2023 2:39 PM
Clerk of the Court by Deputy,
Karen Broughton



I.

INTRODUCTION

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3 1. This Complaint is a representative action brought by Environmental Health Advocates,
4 Inc. (“Plaintiff”) in the public interest of the citizens of the State of California (“the People”). Plaintiff
5 seeks to remedy Defendants’ failure to inform the People of exposure to Titanium Dioxide (airborne,
6 unbound particles of respirable size) (“TiO2”), a known carcinogen. Defendants expose consumers to
7 TiO2 by manufacturing, importing, selling, and/or distributing powdered face makeup products
8 including but not limited to the “Pixi From Head to Toe Glow – y – Powder – Wednesdays” and “Pixi
9 + Hello Kitty Chrome Glow Palette” (collectively, “Products”). Defendants know and intend that
10 customers will use Products containing TiO2. Below are pictures of TiO2 particles found in an exemplar
11 of Defendants’ Products:



21 2. Under California’s Safe Drinking Water and Toxic Enforcement Act of 1986, California
22 Health and Safety Code, section 25249.6 et seq. (“Proposition 65”), “[n]o person in the course of doing
23 business shall knowingly and intentionally expose any individual to a chemical known to the state to
24 cause cancer or reproductive toxicity without first giving clear and reasonable warning to such
25 individual. . . .” (Health & Safety Code, § 25249.6.)

26 3. California identified and listed Titanium Dioxide (airborne, unbound particles of
27 respirable size) (“TiO2”) as a chemical known to cause cancer as early as September 2, 2011.

28 4. Defendants failed to sufficiently warn consumers and individuals in California about

1 potential exposure to TiO2 in connection with Defendants’ manufacture, import, sale, or distribution of
2 Products. This is a violation of Proposition 65.

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

7 **II.**

8 **PARTIES**

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

13 7. Defendant PIXI, INC. (“Pixi”) is a corporation organized and existing under the laws
14 of Delaware. Pixi is registered to do business in California, and does business in the County of Santa
15 Cruz, within the meaning of Health and Safety Code, section 25249.11. Pixi manufactures, imports,
16 sells, or distributes the Products in California and Santa Cruz County.

17 8. Defendant T.J. MAXX OF CA, LLC (“TJMC”) is a limited liability company organized
18 and existing under the laws of Virginia. TJMC is registered to do business in California, and does
19 business in the County of Santa Cruz, within the meaning of Health and Safety Code, section 25249.11.
20 TJMC manufactures, imports, sells, or distributes the Products in California and Santa Cruz County.

21 9. Defendant CVS PHARMACY, INC. (“CVS”) is a limited liability company organized
22 and existing under the laws of Rhode Island. CVS is registered to do business in California, and does
23 business in the County of Santa Cruz, within the meaning of Health and Safety Code, section 25249.11.
24 CVS manufactures, imports, sells, or distributes the Products in California and Santa Cruz County.

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

1 thereon alleges that these defendants are responsible in whole or in part for the remedies and penalties
2 sought herein.

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

7 **III.**

8 **VENUE AND JURISDICTION**

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

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

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

19 **IV.**

20 **CAUSES OF ACTION**

21 **FIRST CAUSE OF ACTION**

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

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

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

26 17. Defendants manufactured, imported, sold, and/or distributed Products containing TiO₂
27 in violation of Health and Safety Code, section 25249.6 et seq. Plaintiff is informed and believes such
28

1 violations have continued after receipt of the Notice (defined *infra*) and will continue to occur into the
2 future.

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

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

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

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

14 22. More than sixty days prior to naming each defendant in this lawsuit, Plaintiff issued a
15 60-Day Notice of Violation ("Notice") as required by and in compliance with Proposition 65. Plaintiff
16 provided the Notice to the various required public enforcement agencies along with a certificate of merit.
17 The Notice alleged that Defendants violated Proposition 65 by failing to sufficiently warn consumers in
18 California of the health hazards associated with exposures to TiO₂ contained in the 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 contained in Products through inhalation resulting from
22 reasonably foreseeable use of the Products have suffered and continue to suffer irreparable harm. There
23 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: February 23, 2023

ENTORNO LAW, LLP

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14 By: 
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17 Jake W. Schulte
18 Janani Natarajan

19 Attorneys for Plaintiff
20 Environmental Health Advocates, Inc.
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