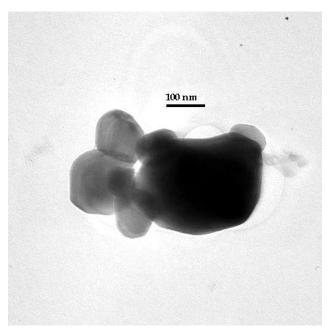
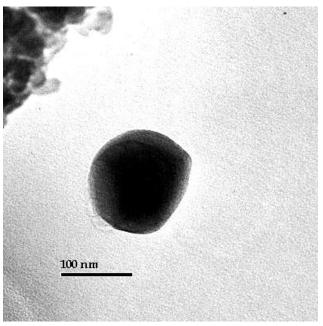
		ELECTRONICALLY FILED
1	ENTORNO LAW, LLP	Superior Court of California, Countγ of Alameda
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9	Environmental Health Advocates, Inc.	
10	SUPERIOR COURT OF THE STATE OF CALIFORNIA	
11	IN AND FOR THE COUNTY OF ALAMEDA	
12	ENVIRONMENTAL HEALTH ADVOCATES, INC.,	Case No.: 230V056645
13	Plaintiff,	COMPLAINT FOR CIVIL PENALTIES AND INJUNCTIVE RELIEF
14	V.	(Health & Safety Code § 25249.6 et seq.)
15	POGI BEAUTY LLC, a Delaware limited liability company; LUXURY BRAND	
16	PARTNERS, LLC, a Delaware limited liability company; and DOES 1 through 100, inclusive,	
17	Defendants.	
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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 Titanium Dioxide (airborne, unbound particles of respirable size) ("TiO2"), a known carcinogen. Defendants expose consumers to TiO2 by manufacturing, importing, selling, and/or distributing powdered face makeup including, but not limited to, Cheek Clapper 3D Blush Trio Palette – Berry Gay ("Products"). Defendants know and intend that customers will use Products containing TiO2. Below are pictures of TiO2 particles 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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- 4. Defendants failed to sufficiently warn consumers and individuals in California about potential exposure to TiO2 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 TiO2 in Products. (Health & Safety Code, § 25249.7(a).) Plaintiff also seeks civil penalties against Defendants for violations of Proposition 65 along with attorney's fees and costs. (Health & Safety Code, § 25249.7(b).)

## 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.
- 7. Defendant POGI BEAUTY LLC ("Pogi") is a limited liability company organized and existing under the laws of Delaware. Pogi is registered to do business in California, and does business in the County of Alameda, within the meaning of Health and Safety Code, section 25249.11. Pogi manufactures, imports, sells, or distributes the Products in California and Alameda County.
- 8. Defendant LUXURY BRAND PARTNERS, LLC ("LBP") is a limited liability company organized and existing under the laws of Delaware. LBP is registered to do business in California, and does business in the County of Alameda, within the meaning of Health and Safety Code, section 25249.11. LBP manufactures, imports, sells, or distributes the Products in California and Alameda County.
- 9. Plaintiff does not know the true names and/or capacities, whether individual, partners, or corporate, of the Defendants sued herein as DOES 1 through 100, inclusive, and for that reason sues said Defendants under fictitious names. Plaintiff will seek leave to amend this Complaint when the true names and capacities of these Defendants have been ascertained. Plaintiff is informed and believes and thereon alleges that these Defendants are responsible in whole or in part for the remedies and penalties sought herein.

- 17. In manufacturing, importing, selling, and/or distributing Products, Defendants failed to provide a clear and reasonable warning to consumers and individuals in California who may be exposed to TiO2 through reasonably foreseeable use of the Products.
- 18. Products expose individuals to TiO2 through direct inhalation. This exposure is a natural and foreseeable consequence of Defendants placing Products into the stream of commerce. As such, Defendants intend that consumers will use Products, exposing them to TiO2.
- 19. Defendants knew or should have known that the Products contained TiO2 and exposed individuals to TiO2 in the ways provided above. The Notice informed Defendants of the presence of TiO2 in the Products. Likewise, media coverage concerning TiO2 and related chemicals in consumer products provided constructive notice to Defendants.
  - 20. Defendants' actions in this regard were deliberate and not accidental.
- 21. More than sixty days prior to naming each defendant in this lawsuit, Plaintiff issued a 60-Day Notice of Violation ("Notice") as required by and in compliance with Proposition 65. Plaintiff provided the Notice to the various required public enforcement agencies along with a certificate of merit. The Notice alleged that Defendants violated Proposition 65 by failing to sufficiently warn consumers in California of the health hazards associated with exposures to TiO2 contained in the Products.
- 22. The appropriate public enforcement agencies provided with the Notice failed to commence and diligently prosecute a cause of action against Defendants.
- 23. Individuals exposed to TiO2 contained in Products through direct inhalation resulting from reasonably foreseeable use of the Products have suffered and continue to suffer irreparable harm. There is no other plain, speedy, or adequate remedy at law.
- 24. Defendants are liable for a maximum civil penalty of \$2,500 per day for each violation of Proposition 65 pursuant to Health and Safety Code, section 252497(b). Injunctive relief is also appropriate pursuant to Health and Safety Code, section 25249.7(a).
- [Rest of page intentionally left blank]

## 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: December 18, 2023 ENTORNO LAW, LLP 13 By: 14 Noam Glick 15 Jake W. Schulte 16 Craig M. Nicholas Janani Natarajan 17 Attorneys for Plaintiff 18 Environmental Health Advocates, Inc. 19 20 21 22 23 24 25 26 27 28