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Superior Court of California,
County of Alameda

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5 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**

6 **IN AND FOR THE COUNTY OF ALAMEDA**

7 ENVIRONMENTAL HEALTH ADVOCATES,
8 INC.,

9 Plaintiff,

10 v.

11 IREDALE COSMETICS, INC., a Delaware
12 corporation; PLANET BEAUTY, INC., a
13 California corporation; and DOES 1 through
14 100, inclusive,

15 Defendants.

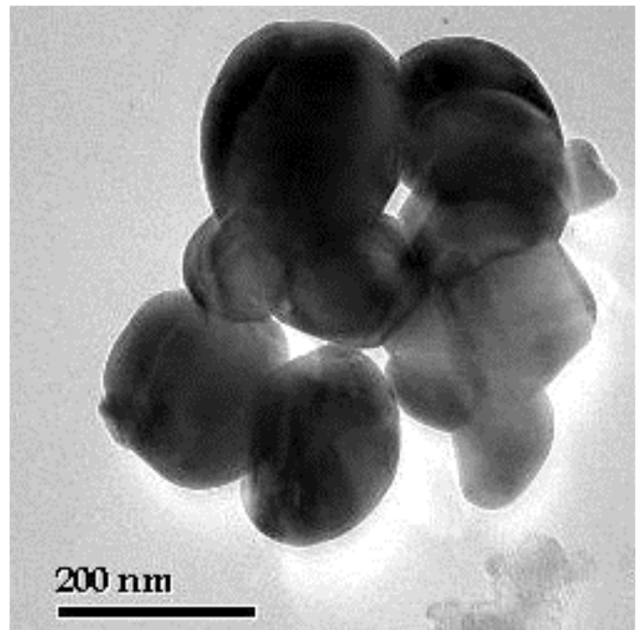
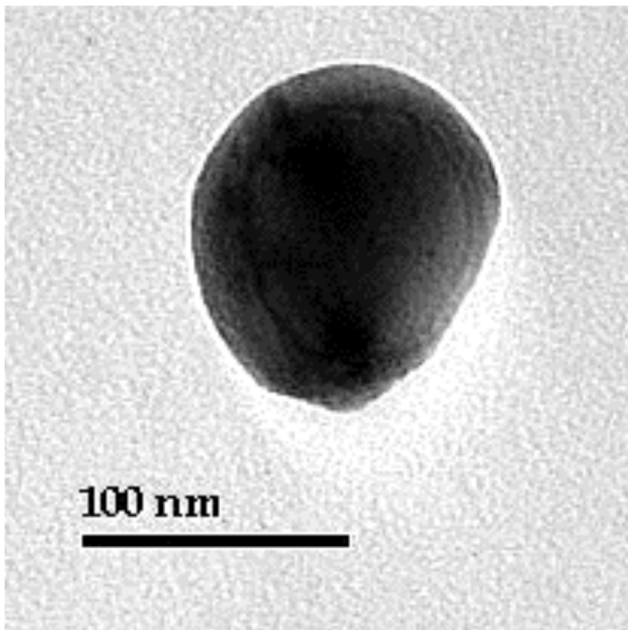
Case No.: **24CV062717**

**COMPLAINT FOR CIVIL PENALTIES
AND INJUNCTIVE RELIEF**

(Health & Safety Code § 25249.6 et seq.)

I.
INTRODUCTION

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2 1. This Complaint is a representative action brought by Environmental Health Advocates,
3 Inc. (“Plaintiff”) in the public interest of the citizens of the State of California (“the People”). Plaintiff
4 seeks to remedy Defendants' failure to inform the People of exposure to Titanium Dioxide (airborne,
5 unbound particles of respirable size) (“TiO₂”), a known carcinogen. Defendants expose consumers to
6 TiO₂ by manufacturing, importing, selling, and/or distributing powdered face makeup including, but
7 not limited to, Jane Iredale PurePressed Blush (“Products”). Defendants know and intend that customers
8 will use Products containing TiO₂. Below are pictures of TiO₂ particles found in an exemplar of
9 Defendants' Products:



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

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

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1 Defendants and acted within the course, purpose, and scope of their agency, service, or employment.
2 All conduct was ratified by Defendants, and each of them.

3 **III.**
4 **VENUE AND JURISDICTION**

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

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

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

15 **IV.**
16 **CAUSES OF ACTION**

17 **FIRST CAUSE OF ACTION**
18 **(Violation of Proposition 65 – Against all Defendants)**

19 14. Plaintiff incorporates by reference each and every allegation contained above.

20 15. Proposition 65 mandates that citizens be informed about exposures to chemicals that
21 cause cancer, birth defects, and other reproductive harm.

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

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

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

4 19. Defendants knew or should have known that the Products contained TiO₂ and exposed
5 individuals to TiO₂ in the ways provided above. The Notice informed Defendants of the presence of
6 TiO₂ in the Products. Likewise, media coverage concerning TiO₂ and related chemicals in consumer
7 products provided constructive notice to Defendants.

8 20. Defendants' actions in this regard were deliberate and not accidental.

9 21. More than sixty days prior to naming each defendant in this lawsuit, Plaintiff issued a
10 60-Day Notice of Violation (“Notice”) as required by and in compliance with Proposition 65. Plaintiff
11 provided the Notice to the various required public enforcement agencies along with a certificate of merit.
12 The Notice alleged that Defendants violated Proposition 65 by failing to sufficiently warn consumers in
13 California of the health hazards associated with exposures to TiO₂ contained in the Products.

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

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

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

22 *[Rest of page intentionally left blank.]*
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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 5, 2024

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13
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