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8 Attorneys for Plaintiff,

9 CONSUMER ADVOCACY GROUP, INC.

10 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**

11 **COUNTY OF LOS ANGELES**

12 CONSUMER ADVOCACY GROUP, INC.,  
13 in the public interest,

14 Plaintiff,

15 v.

16 BRISTOL FARMS DBA LAZY ACRES  
17 NATURAL MARKET, a California  
18 Corporation;  
19 and DOES 1-20,

20 Defendants.

CASE NO. 25STCV20065

COMPLAINT FOR PENALTY AND  
INJUNCTION

Violation of Proposition 65, the Safe  
Drinking Water and Toxic Enforcement  
Act of 1986 (*Health & Safety Code*, §  
25249.5, *et seq.*)

ACTION IS AN UNLIMITED CIVIL  
CASE (exceeds \$35,000)

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26 Plaintiff CONSUMER ADVOCACY GROUP, INC. alleges two causes of action  
27 against defendant BRISTOL FARMS DBA LAZY ACRES NATURAL MARKET and DOES  
28 1-20 as follows:

**THE PARTIES**

1. Plaintiff CONSUMER ADVOCACY GROUP, INC. (“Plaintiff” or “CAG”) is an organization qualified to do business in the State of California. CAG is a person within the meaning of Health and Safety Code Section 25249.11, subdivision (a). CAG, acting as a private attorney general, brings this action in the public interest as defined under Health and Safety Code Section 25249.7, subdivision (d).
2. Defendant BRISTOL FARMS DBA LAZY ACRES NATURAL MARKET (“BRISTOL”) is a California Corporation qualified to do business in California, and doing business in the State of California at all relevant times herein.
3. Plaintiff is presently unaware of the true names and capacities of defendants DOES 1-20, and therefore sues these defendants by such fictitious names. Plaintiff will amend this Complaint to allege their true names and capacities when ascertained. Plaintiff is informed, believes, and thereon alleges that each fictitiously named defendant is responsible in some manner for the occurrences herein alleged and the damages caused thereby.
4. At all times mentioned herein, the term “Defendants” includes BRISTOL, and DOES 1-20.
5. Plaintiff is informed and believes, and thereon alleges that each of the Defendants at all times mentioned herein have conducted business within the State of California.
6. Upon information and belief, at all times relevant to this action, each of the Defendants, including DOES 1-20, was an agent, servant, or employee of each of the other Defendants. In conducting the activities alleged in this Complaint, each of the Defendants was acting within the course and scope of this agency, service, or employment, and was acting with the consent, permission, and authorization of each of the other Defendants. All actions of each of the Defendants alleged in this Complaint were ratified and approved by every other Defendant or their officers or managing

agents. Alternatively, each of the Defendants aided, conspired with and/or facilitated the alleged wrongful conduct of each of the other Defendants.

7. Plaintiff is informed, believes, and thereon alleges that at all relevant times, each of the Defendants was a person doing business within the meaning of Health and Safety Code Section 25249.11, subdivision (b), and that each of the Defendants had ten (10) or more employees at all relevant times.

### **JURISDICTION**

8. The Court has jurisdiction over this lawsuit pursuant to California Constitution Article VI, Section 10, which grants the Superior Court original jurisdiction in all causes except those given by statute to other trial courts. This Court has jurisdiction over this action pursuant to Health and Safety Code Section 25249.7, which allows enforcement of violations of Proposition 65 in any Court of competent jurisdiction.
9. This Court has jurisdiction over Defendants named herein because Defendants either reside or are located in this State or are foreign corporations authorized to do business in California, are registered with the California Secretary of State, or who do sufficient business in California, have sufficient minimum contacts with California, or otherwise intentionally avail themselves of the markets within California through their manufacture, distribution, promotion, marketing, or sale of their products within California to render the exercise of jurisdiction by the California courts permissible under traditional notions of fair play and substantial justice.
10. Venue is proper in the County of Los Angeles because one or more of the instances of wrongful conduct occurred, and continues to occur, in the County of Los Angeles and/or because Defendants conducted, and continue to conduct, business in the County of Los Angeles with respect to the consumer product that is the subject of this action.

### **BACKGROUND AND PRELIMINARY FACTS**

11. In 1986, California voters approved an initiative to address growing concerns about exposure to toxic chemicals and declared their right “[t]o be informed about exposures to

chemicals that cause cancer, birth defects, or other reproductive harm." Ballot Pamp., Proposed Law, Gen. Elec. (Nov. 4, 1986) at p. 3. The initiative, The Safe Drinking Water and Toxic Enforcement Act of 1986, codified at Health and Safety Code Sections 25249.5, *et seq.* ("Proposition 65"), helps to protect California's drinking water sources from contamination, to allow consumers to make informed choices about the products they buy, and to enable persons to protect themselves from toxic chemicals as they see fit.

12. Proposition 65 requires the Governor of California to publish a list of chemicals known to the state to cause cancer, birth defects, or other reproductive harm. *Health & Safety Code* § 25249.8. The list, which the Governor updates at least once a year, contains over 700 chemicals and chemical families. Proposition 65 imposes warning requirements and other controls that apply to Proposition 65-listed chemicals.

13. All businesses with ten (10) or more employees that operate or sell products in California must comply with Proposition 65. Under Proposition 65, businesses are: (1) prohibited from knowingly discharging Proposition 65-listed chemicals into sources of drinking water (*Health & Safety Code* § 25249.5), and (2) required to provide "clear and reasonable" warnings before exposing a person, knowingly and intentionally, to a Proposition 65-listed chemical (*Health & Safety Code* § 25249.6).

14. Proposition 65 provides that any person "violating or threatening to violate" the statute may be enjoined in any court of competent jurisdiction. *Health & Safety Code* § 25249.7. "Threaten to violate" means "to create a condition in which there is a substantial probability that a violation will occur." *Health & Safety Code* § 25249.11(e). Defendants are also liable for civil penalties of up to \$2,500.00 per day per violation, recoverable in a civil action. *Health & Safety Code* § 25249.7(b).

15. Plaintiff identified certain practices of manufacturers and distributors of Octopus in Olive Oil of exposing, knowingly and intentionally, persons in California to Lead and Lead Compounds of such products without first providing clear and reasonable warnings

1 of such to the exposed persons prior to the time of exposure. Plaintiff later discerned that  
2 Defendants engaged in such practice.

3 16. On October 1, 1992 the Governor of California added Lead and Lead Compounds  
4 (“Lead”) to the list of chemicals known to the State to cause cancer (*Cal. Code Regs.* tit.  
5 27, § 27001(b)). Pursuant to Health and Safety Code Sections 25249.9 and 25249.10,  
6 twenty (20) months after addition of Lead to the list of chemicals known to the State to  
7 cause cancer, Lead became fully subject to Proposition 65 warning requirements and  
8 discharge prohibitions.

9 17. On February 27, 1987, the Governor of California added Lead to the list of chemicals  
10 known to the State to cause developmental and reproductive toxicity (*Cal. Code Regs.*  
11 tit. 27, § 27001(c)). Lead is known to the State to cause developmental, female, and  
12 male reproductive toxicity. Pursuant to Health and Safety Code Sections 25249.9 and  
13 25249.10, twenty (20) months after addition of Lead to the list of chemicals known to  
14 the State to cause developmental and reproductive toxicity, Lead became fully subject to  
15 Proposition 65 warning requirements and discharge prohibitions.

16 **SATISFACTION OF PRIOR NOTICE**

17 18. Plaintiff served the following notices for alleged violations of Health and Safety Code  
18 Section 25249.6, concerning consumer products exposures:

- 19 a. On or about February 27, 2025, Plaintiff gave notice of alleged violations of  
20 Health and Safety Code Section 25249.6, concerning consumer products  
21 exposures subject to a private action to BRISTOL, and to the California  
22 Attorney General, County District Attorneys, and City Attorneys for each city  
23 containing a population of at least 750,000 people in whose jurisdictions the  
24 violations allegedly occurred, concerning the Octopus in Olive Oil.
- 25 b. On or about March 6, 2025, Plaintiff gave notice of alleged violations of Health  
26 and Safety Code Section 25249.6, concerning consumer products exposures  
27 subject to a private action to BRISTOL, and to the California Attorney General,  
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County District Attorneys, and City Attorneys for each city containing a population of at least 750,000 people in whose jurisdictions the violations allegedly occurred, concerning the Octopus in Olive Oil.

19. Before sending the notice of alleged violations, Plaintiff investigated the consumer products involved, the likelihood that such products would cause users to suffer significant exposures to Lead, and the corporate structure of each of the Defendants.

20. Plaintiff's notice of alleged violation included a Certificate of Merit executed by the attorney for the noticing party, CAG. The Certificate of Merit stated that the attorney for Plaintiff who executed the certificate had consulted with at least one person with relevant and appropriate expertise who reviewed data regarding the exposures to Lead, the subject Proposition 65-listed chemical of this action. Based on that information, the attorney for Plaintiff who executed the Certificate of Merit believed there was a reasonable and meritorious case for this private action. The attorney for Plaintiff attached to the Certificate of Merit served on the Attorney General the confidential factual information sufficient to establish the basis of the Certificate of Merit.

21. Plaintiff's notice of alleged violations also included a Certificate of Service and a document entitled "The Safe Drinking Water & Toxic Enforcement Act of 1986 (Proposition 65) A Summary." *Health & Safety Code* § 25249.7(d).

22. Plaintiff is commencing this action more than sixty (60) days from the dates that Plaintiff gave notice of the alleged violations to BRISTOL, and the public prosecutors referenced in Paragraph 18.

23. Plaintiff is informed, believes, and thereon alleges that neither the Attorney General, nor any applicable district attorney or city attorney has commenced and is diligently prosecuting an action against the Defendants.

#### **FIRST CAUSE OF ACTION**

**(By CONSUMER ADVOCACY GROUP, INC. and against BRISTOL and DOES 1-10 for Violations of Proposition 65, The Safe Drinking Water and Toxic Enforcement Act of 1986 (*Health & Safety Code*, §§ 25249.5, *et seq.*))**

## Seafood Products I

24. Plaintiff repeats and incorporates by reference paragraphs 1 through 23 of this complaint as though fully set forth herein.

25. Each of the Defendants is, and at all times mentioned herein was, a manufacturer, distributor, promoter, or retailer of Octopus in Olive Oil ("Octopus I")

26. Octopus I contains Lead.

27. Defendants knew or should have known that Lead has been identified by the State of California as a chemical known to cause reproductive toxicity, and developmental toxicity and therefore was subject to Proposition 65 warning requirements. Defendants were also informed of the presence of Lead in Octopus I within Plaintiff's notice of alleged violations further discussed above at Paragraph 18b.

28. Plaintiff's allegations regarding Octopus I concerns "[c]onsumer products exposure[s]," which "is an exposure that results from a person's acquisition, purchase, storage, consumption, or other reasonably foreseeable use of a consumer good, or any exposure that results from receiving a consumer service." *Cal. Code Regs.* tit. 27, § 25602(b). Octopus I are consumer products, and, as mentioned herein, exposures to Lead took place as a result of such normal and foreseeable consumption and use.

29. Plaintiff is informed, believes, and thereon alleges that between March 6, 2022 and the present, each of the Defendants knowingly and intentionally exposed California consumers and users of Octopus I, which Defendants manufactured, distributed, or sold as mentioned above, to Lead, without first providing any type of clear and reasonable warning of such to the exposed persons before the time of exposure. Defendants have distributed and sold Octopus I in California. Defendants know and intend that California consumers will use and consume Octopus I, thereby exposing them to Lead. Further, Plaintiff is informed, believes, and thereon alleges that Defendants are selling Octopus I under a brand or trademark that is owned or licensed by the Defendants or an entity affiliated thereto; have knowingly introduced Lead into Octopus I or knowingly caused

1 Lead to be created in Octopus I; have covered, obscured or altered a warning label that  
2 has been affixed to Octopus I by the manufacturer, producer, packager, importer,  
3 supplier or distributor of Octopus I; have received a notice and warning materials for  
4 exposure from Octopus I without conspicuously posting or displaying the warning  
5 materials; and/or have actual knowledge of potential exposure to Lead from Octopus I.  
6 Defendants thereby violated Proposition 65.

7 30. The principal routes of exposure are through ingestion, especially direct (oral) ingestion,  
8 inhalation, and trans-dermal absorption. Persons sustain exposures primarily by eating  
9 and consuming Octopus I.

10 31. Plaintiff is informed, believes, and thereon alleges that each of Defendants' violations of  
11 Proposition 65 as to Octopus I have been ongoing and continuous, as Defendants  
12 engaged and continue to engage in conduct which violates Health and Safety Code  
13 Section 25249.6, including the manufacture, distribution, promotion, and sale of Octopus  
14 I, so that a separate and distinct violation of Proposition 65 occurred each and every time  
15 a person was exposed to Lead by Octopus I as mentioned herein.

16 32. Plaintiff is informed, believes, and thereon alleges that each violation of Proposition 65  
17 mentioned herein is ever continuing. Plaintiff further alleges and believes that the  
18 violations alleged herein will continue to occur into the future.

19 33. Based on the allegations herein, Defendants are liable for civil penalties of up to  
20 \$2,500.00 per day per individual exposure to Lead from Octopus I, pursuant to Health  
21 and Safety Code Section 25249.7(b).

22 34. Plaintiff has engaged in good faith efforts to resolve the claims alleged herein prior to  
23 filing this Complaint.

## 24 **SECOND CAUSE OF ACTION**

25 **(By CONSUMER ADVOCACY GROUP, INC. and against BRISTOL, and DOES**  
26 **11-20 for Violations of Proposition 65, The Safe Drinking Water and Toxic**  
27 **Enforcement Act of 1986 (*Health & Safety Code, §§ 25249.5, et seq.*))**

## 28 **Seafood Products II**



1 35. Plaintiff repeats and incorporates by reference paragraphs 1 through 23 of this  
2 complaint as though fully set forth herein.

3 36. Each of the Defendants is, and at all times mentioned herein was, a manufacturer,  
4 distributor, promoter, or retailer of Octopus in Olive Oil ("Octopus II"), is identified as:  
5 "LA BARCA"; "Octopus In Olive Oil"; "Best By: 12/31/2029"; "Imported by TerraMar  
6 Imports"; "UPC 850039119446"

7 37. Octopus II contains Lead.

8 38. Defendants knew or should have known that Lead has been identified by the State of  
9 California as a chemical known to cause reproductive toxicity, and developmental  
10 toxicity and therefore was subject to Proposition 65 warning requirements. Defendants  
11 were also informed of the presence of Lead in Octopus II within Plaintiff's notice of  
12 alleged violations further discussed above at Paragraph 18a.

13 39. Plaintiff's allegations regarding Octopus II concerns "[c]onsumer products  
14 exposure[s]," which "is an exposure that results from a person's acquisition, purchase,  
15 storage, consumption, or other reasonably foreseeable use of a consumer good, or any  
16 exposure that results from receiving a consumer service." *Cal. Code Regs. tit. 27, §*  
17 *25602(b)*. Octopus II are consumer products, and, as mentioned herein, exposures to  
18 Lead took place as a result of such normal and foreseeable consumption and use.

19 40. Plaintiff is informed, believes, and thereon alleges that between February 27, 2022  
20 and the present, each of the Defendants knowingly and intentionally exposed California  
21 consumers and users of Octopus II, which Defendants manufactured, distributed, or sold  
22 as mentioned above, to Lead, without first providing any type of clear and reasonable  
23 warning of such to the exposed persons before the time of exposure. Defendants have  
24 distributed and sold Octopus II in California. Defendants know and intend that  
25 California consumers will use and consume Octopus II, thereby exposing them to Lead.  
26 Further, Plaintiff is informed, believes, and thereon alleges that Defendants are selling  
27 Octopus II under a brand or trademark that is owned or licensed by the Defendants or an  
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entity affiliated thereto; have knowingly introduced Lead into Octopus II or knowingly caused Lead to be created in Octopus II; have covered, obscured or altered a warning label that has been affixed to Octopus II by the manufacturer, producer, packager, importer, supplier or distributor of Octopus II; have received a notice and warning materials for exposure from Octopus II without conspicuously posting or displaying the warning materials; and/or have actual knowledge of potential exposure to Lead from Octopus II. Defendants thereby violated Proposition 65.

41. The principal routes of exposure are through ingestion, especially direct (oral) ingestion, inhalation, and trans-dermal absorption. Persons sustain exposures by eating and consuming Octopus II.

42. Plaintiff is informed, believes, and thereon alleges that each of Defendants' violations of Proposition 65 as to Octopus II have been ongoing and continuous, as Defendants engaged and continue to engage in conduct which violates Health and Safety Code Section 25249.6, including the manufacture, distribution, promotion, and sale of Octopus II, so that a separate and distinct violation of Proposition 65 occurred each and every time a person was exposed to Lead by Octopus II as mentioned herein.

43. Plaintiff is informed, believes, and thereon alleges that each violation of Proposition 65 mentioned herein is ever continuing. Plaintiff further alleges and believes that the violations alleged herein will continue to occur into the future.

44. Based on the allegations herein, Defendants are liable for civil penalties of up to \$2,500.00 per day per individual exposure to Lead from Octopus, II pursuant to Health and Safety Code Section 25249.7(b).

45. Plaintiff has engaged in good faith efforts to resolve the claims alleged herein prior to filing this Complaint.

### **PRAYER FOR RELIEF**

Plaintiff demands against each of the Defendants as follows:

1. A permanent injunction mandating Proposition 65-compliant warnings;
2. Penalties pursuant to Health and Safety Code Section 25249.7, subdivision (b);

- 1 3. Costs of suit;  
2 4. Reasonable attorney fees and costs; and  
3 5. Any further relief that the court may deem just and equitable.  
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5 Dated: July 8, 2025

YEROUSHALMI & YEROUSHALMI\*

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7  
8 /s/ Reuben Yeroushalmi  
9 Reuben Yeroushalmi  
10 Attorneys for Plaintiff,  
11 CONSUMER ADVOCACY GROUP, INC.  
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