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ELECTRONICALLY
FILED
Superior Court of California,
County of San Francisco

02/19/2026
Clerk of the Court
BY: DAEJA ROGERS
Deputy Clerk

9 SUPERIOR COURT OF THE STATE OF CALIFORNIA

10 COUNTY OF SAN FRANCISCO

11 EMA BELL,

12 Plaintiff,

13 vs.

14 TARGET CORPORATION,

15 Defendant.

Case No.:

CGC-26-634220

**COMPLAINT FOR CIVIL PENALTIES AND
INJUNCTIVE RELIEF**

**(Violation of Health & Safety Code § 25249.5 et
seq.)**

16 Plaintiff Ema Bell (“Plaintiff”), by and through her attorneys, alleges the following cause
17 of action in the public interest of the citizens of the State of California.

BACKGROUND OF THE CASE

18 1. Plaintiff brings this representative action on behalf of all California citizens to
19 enforce relevant portions of Safe Drinking Water and Toxic Enforcement Act of 1986, codified at
20 the Health and Safety Code § 25249.5 et seq (“Proposition 65”), which reads, in relevant part,
21 “[n]o person in the course of doing business shall knowingly and intentionally expose any
22 individual to a chemical known to the state to cause cancer or reproductive toxicity without first
23 giving clear and reasonable warning to such individual ...”. Health & Safety Code § 25249.6.

24 2. This complaint is a representative action brought by Plaintiff in the public interest
25 of the citizens of the State of California to enforce the People’s right to be informed of the health
26 hazards caused by exposure to di(2-ethylhexyl) phthalate (DEHP) and/or lead, toxic chemicals
27 found in (a) New Home two pack bags manufactured, distributed, and/or sold by IOT LLC
28 (DEHP), (b) Kemp USA bags manufactured, distributed, and/or sold by Kemp USA, LLC

1 (DEHP), (c) *Brightroom*TM hook racks (lead), (d) MyKids USA bags manufactured, distributed,
2 and/or sold by Aharon & ITA Corp. (DEHP), and (e) *Lulyboo*[®] seat protectors manufactured,
3 distributed, and/or sold by Lulyboo, LLC (DEHP), and sold and/or distributed by defendant Target
4 Corporation (“Target” or “Defendant”) in California.

5 3. Lead is a harmful chemical known to the State of California to cause cancer and
6 birth defects or other reproductive harm. On October 1, 1992, the state of California listed lead as
7 a chemical known to cause cancer and it has come under the purview of Proposition 65 regulations
8 since that time. Cal. Code Regs. Tit. 27, § 27001(c); Health & Safety Code §§ 25249.8 &
9 25249.10(b). On February 27, 1987, the State of California listed lead as a chemical known to
10 cause birth defects or other reproductive harm.

11 4. DEHP is a harmful chemical known to the State of California to cause cancer and
12 birth defects or other reproductive harm. On January 1, 1988, the State of California listed DEHP
13 as a chemical known to the State to cause cancer and it has come under the purview of Proposition
14 65 regulations since that time. Cal. Code Regs. Tit. 27, § 27001(c); Health & Safety Code §§
15 25249.8 & 25249.10(b). On October 24, 2003, the State of California listed DEHP as a chemical
16 known to cause birth defects or other reproductive harm.

17 5. Proposition 65 requires all businesses with ten (10) or more employees that operate
18 within California or sell products therein to comply with Proposition 65 regulations. Included in
19 such regulations is the requirement that businesses must label any product containing a Proposition
20 65-listed chemical that will create an exposure above safe harbor levels with a “clear and
21 reasonable” warning before “knowingly and intentionally” exposing any person to any such listed
22 chemical.

23 6. Proposition 65 allows for civil penalties of up to \$2,500.00 per day per violation
24 for up to 365 days to be imposed upon defendants in a civil action for violations of Proposition 65.
25 Health & Safety Code § 25249.7(b). Proposition 65 also allows for any court of competent
26 jurisdiction to enjoin the actions of a defendant which “violate or threaten to violate” the statute.
27 Health & Safety Code § 25249.7.

1 7. Plaintiff alleges that Defendant distributes and/or offers for sale in California,
2 without a requisite exposure warning, (a) New Home two pack bags manufactured, distributed,
3 and/or sold by IOT LLC (DEHP), (b) Kemp USA bags manufactured, distributed, and/or sold by
4 Kemp USA, LLC (DEHP), (c) *Brightroom*TM hook racks (lead), (d) MyKids USA bags
5 manufactured, distributed, and/or sold by Aharon & ITA Corp. (DEHP), and (e) *Lulyboo*[®] seat
6 protectors manufactured, distributed, and/or sold by Lulyboo, LLC (DEHP) (collectively, the
7 “Products” and each a “Product”) that expose persons to DEHP and/or lead when used for their
8 intended purpose.

9 8. Defendant’s failure to warn consumers and other individuals in California of the
10 health hazards associated with exposure to DEHP and/or lead in conjunction with the sale and/or
11 distribution of the Products is a violation of Proposition 65 and subjects Defendant to the
12 enjoinder and civil penalties described herein.

13 9. Plaintiff seeks civil penalties against Defendant for its violations of Proposition 65
14 in accordance with Health and Safety Code § 25249.7(b).

15 10. Plaintiff also seeks injunctive relief, preliminarily and permanently, requiring
16 Defendant to provide purchasers or users of the Products with required warnings related to the
17 dangers and health hazards associated with exposure to lead pursuant to Health and Safety Code §
18 25249.7(a).

19 11. Plaintiff further seeks a reasonable award of attorney’s fees and costs.

20 **PARTIES**

21 12. Plaintiff is a citizen of the State of California acting in the interest of the general
22 public to promote awareness of exposures to toxic chemicals in products sold in California and to
23 improve human health by reducing hazardous substances contained in such items. She brings this
24 action in the public interest pursuant to Health and Safety Code § 25249.7(d).

25 13. Defendant Target Corporation, through its business, effectively imports,
26 distributes, sells, and/or offers the Products for sale or use in the State of California, or it implies
27 by its conduct that it imports, distributes, sells, and/or offers the Products for sale or use in the
28

1 State of California. Plaintiff alleges that defendant Target Corporation is a “person” in the course
2 of doing business within the meaning of Health & Safety Code sections 25249.6 and 25249.11.

3 **VENUE AND JURISDICTION**

4 14. Venue is proper in the County of San Francisco because one or more of the
5 instances of wrongful conduct occurred and continue to occur in this county and/or because
6 Defendant conducted, and continues to conduct, business in the County of San Francisco with
7 respect to the Products.

8 15. This Court has jurisdiction over this action pursuant to California Constitution
9 Article VI, § 10, which grants the Superior Court original jurisdiction in all causes except those
10 given by statute to other trial courts. Health and Safety Code § 25249.7 allows for the enforcement
11 of violations of Proposition 65 in any Court of competent jurisdiction; therefore, this Court has
12 jurisdiction over this lawsuit.

13 16. This Court has jurisdiction over Defendant because Defendant is either a citizen of
14 the State of California, has sufficient minimum contacts with the State of California, is registered
15 with the California Secretary of State as foreign corporations authorized to do business in the State
16 of California, and/or has otherwise purposefully availed itself of the California market. Such
17 purposeful availment has rendered the exercise of jurisdiction by California courts consistent and
18 permissible with traditional notions of fair play and substantial justice.

19 **STATUTORY BACKGROUND**

20 17. The people of the State of California declared in Proposition 65 their right “[t]o be
21 informed about exposures to chemicals that cause cancer, birth defects, or other reproductive
22 harm.” (Section 1(b) of Initiative Measure, Proposition 65.)

23 18. To effect this goal, Proposition 65 requires that individuals be provided with a
24 “clear and reasonable warning” before being exposed to substances listed by the State of California
25 as causing cancer and birth defects or other reproductive harm. H&S Code § 25249.6 states, in
26 pertinent part:

27 No person in the course of doing business shall knowingly and intentionally expose any
28 individual to a chemical known to the state to cause cancer or reproductive toxicity without
first giving clear and reasonable warning to such individual...

1
2 19. An exposure to a chemical in a consumer product is one “which results from a
3 person’s acquisition, purchase, storage, consumption or other reasonably foreseeable use of a
4 consumer good, or any exposure that results from receiving a consumer service.” (27 CCR §
5 25602, para (b).) H&S Code § 25603(c) states that “a person in the course of doing business ...
6 shall provide a warning to any person to whom the product is sold or transferred unless the product
7 is packaged or labeled with a clear and reasonable warning.”

8 20. Pursuant to H&S Code § 25603.1, the warning may be provided by using one or
9 more of the following methods individually or in combination:¹

10 a. A warning that appears on a product’s label or other labeling.

11 b. Identification of the product at the retail outlet in a manner which provides
12 a warning. Identification may be through shelf labeling, signs, menus, or a combination
13 thereof.

14 c. The warnings provided pursuant to subparagraphs (a) and (b) shall be
15 prominently placed upon a product’s labels or other labeling or displayed at the retail outlet
16 with such conspicuousness, as compared with other words, statements, designs, or devices
17 in the label, labeling or display as to render it likely to be read and understood by an
18 ordinary individual under customary conditions of purchase or use.

19 d. A system of signs, public advertising identifying the system and toll-free
20 information services, or any other system that provides clear and reasonable warnings.

21 21. Proposition 65 provides that any “person who violates or threatens to violate” the
22 statute may be enjoined in a court of competent jurisdiction. (H&S Code § 25249.7.) The phrase
23 “threaten to violate” is defined to mean creating “a condition in which there is a substantial
24 probability that a violation will occur.” (H&S Code § 25249.11(e).) Violators are liable for civil

25
26
27 ¹ Alternatively, a person in the course of doing business may elect to comply with the warning
28 requirements set out in the amended version of 27 CCR 25601, *et.seq.*, as amended on August 30,
2016, and operative on August 30, 2018.

1 penalties of up to \$2,500.00 per day for each violation of the Act (H&S Code § 25249.7) for up to
2 365 days.

3 22. Pursuant to Cal. Code Regs. Tit. 27, § 25600.2(e), a retail seller is responsible for
4 providing the warning required by § 25249.6 of the Act for a consumer product exposure when
5 one or more of the following circumstances exist: (a) the retailer seller is selling the product under
6 a brand or trademark that is owned or licensed by the retail seller or an affiliated entity; (b) the
7 retailer seller has knowingly introduced a listed chemical into the product, or knowingly caused
8 the listed chemical to be created in the product; (c) the retail seller has covered, obscured or altered
9 a warning label that has been affixed to the product pursuant to § 25600.2(b); (d) the retail seller
10 has received a notice and warning materials for the exposure pursuant to § 25600.2(b)-(c) and the
11 retail seller has sold the product without conspicuously posting or displaying the warning; or (e)
12 the retailer seller has actual knowledge of the potential consumer product exposure requiring the
13 warning, and there is no manufacturer, producer, packager, importer, supplier, or distributor of the
14 product who: (i) is a “person in the course of doing business under § 25249.11(b) of the Act, and
15 (ii) has designated an agent for service of process in California, or has a place of business in
16 California.

17 **FACTUAL BACKGROUND**

18 23. Lead is a harmful chemical known to the State of California to cause cancer and
19 birth defects or other reproductive harm. On October 1, 1992, the state of California listed lead as
20 a chemical known to cause cancer and it has come under the purview of Proposition 65 regulations
21 since that time. Cal. Code Regs. Tit. 27, § 27001(c); Health & Safety Code §§ 25249.8 &
22 25249.10(b). On February 27, 1987, the State of California listed lead as a chemical known to
23 cause birth defects or other reproductive harm.

24 24. DEHP is a harmful chemical known to the State of California to cause cancer and
25 birth defects or other reproductive harm. On January 1, 1988, the State of California listed DEHP
26 as a chemical known to the State to cause cancer and it has come under the purview of Proposition
27 65 regulations since that time. Cal. Code Regs. Tit. 27, § 27001(c); Health & Safety Code §§
28

1 25249.8 & 25249.10(b). On October 24, 2003, the State of California listed DEHP as a chemical
2 known to cause birth defects or other reproductive harm.

3 25. On December 31, 2024 (Kemp USA bags), February 4, 2025 (New Home two pack
4 bags), April 15, 2025 (*Brightroom*[™] hook racks), and June 5, 2025 (MyKids USA bags and
5 *Lulyboo*® seat protectors), Plaintiff purchased the Products from Defendant. At the time of the
6 purchase, Defendant did not provide a clear and reasonable exposure warning pursuant to Cal.
7 Code Regs. Tit. 27, § 25602.

8 26. On April 24, 2025 (New Home two pack bags), April 25, 2025 (Kemp USA bags),
9 June 19, 2025 (*Brightroom*[™] hook racks), August 26, 2025 (MyKids USA bags), and September
10 29, 2025 (*Lulyboo*® seat protectors), Plaintiff served notice of alleged violation of Health and
11 Safety Code § 25249.6 (collectively, the “Notices” and each a “Notice”) to Defendant concerning
12 the exposure of California citizens to DEHP and/or lead from use of the Products without proper
13 warning, subject to a private action to Defendant and to the California Attorney General’s office
14 and the offices of the County District attorneys and City Attorneys for each city with a population
15 greater than 750,000 persons wherein the herein violations allegedly occurred. The exposures that
16 are the subject of the Notices result from the purchase, acquisition, handling and recommended
17 use of the Product. The primary route of exposure to the chemicals is through dermal absorption
18 directly through the skin when consumers use, touch, or handle the Products. Exposure through
19 ingestion will occur by touching the Product with subsequent touching of the user’s hand to mouth.
20 No clear and reasonable warning is provided with the Products regarding the health hazards of
21 exposure.

22 27. Defendant has actual knowledge that sales of the Products in California will result
23 in an actionable consumer product exposure pursuant to Cal. Health & Safety Code § 25249.5 et
24 seq.

25 28. Defendant has sold the Products under a brand or trademark that is owned or
26 licensed by Defendant or an affiliated entity; and/or Defendant has knowingly introduced DEHP
27 and/or lead into the Products, or knowingly caused lead to be created in the Products; and/or
28 Defendant has covered, obscured or altered a warning label that has been affixed to the Products

1 other Proposition 65 listed chemical in a manner consistent with H&S Code § 25603.1 as described
2 *supra*.

3 33. The *Brightroom*[™] hook rack was sent to a testing laboratory to determine if, and
4 what amount of, lead would migrate and/or leach from the Product. The Kemp USA bags, New
5 Home two pack bags, MyKids USA bags, and *Lulyboo*[®] seat protectors were sent to a testing
6 laboratory for phthalate testing to determine the phthalate content of the Products.

7 34. The laboratory provided the results of its analysis. Results of these tests determined
8 the Products exposes users to lead and/or DEHP (collectively, the “Chemical Test Reports” and
9 each a “Chemical Test Report”).

10 35. Plaintiff provided the Chemical Test Reports and Products to an analytical chemist
11 to determine if, based on the findings of the Chemical Test Reports and the reasonable and
12 foreseeable use of the Products, exposure to DEHP and/or lead will occur at levels that require
13 Proposition 65 warnings under the Clear and Reasonable Warnings section 25601 of Title 27 of
14 the California Code of Regulations.

15 36. On April 24, 2025 (New Home two pack bags), April 25, 2025 (Kemp USA bags),
16 June 19, 2025 (*Brightroom*[™] hook racks), August 26, 2025 (MyKids USA bags), and September
17 29, 2025 (*Lulyboo*[®] seat protectors), Plaintiff received from the analytical chemist exposure
18 assessment reports which concluded that persons in California who use the Products will be
19 exposed to levels of DEHP and/or lead that require a Proposition 65 exposure warning.

20 37. On April 24, 2025 (New Home two pack bags), April 25, 2025 (Kemp USA bags),
21 June 19, 2025 (*Brightroom*[™] hook racks), August 26, 2025 (MyKids USA bags), and September
22 29, 2025 (*Lulyboo*[®] seat protectors), Plaintiff served each Notice on Defendant concerning the
23 exposure of California citizens to lead and/or DEHP from use of the Products without proper
24 warning, subject to a private action to Defendant and to the California Attorney General’s office
25 and the offices of the County District attorneys and City Attorneys for each city with a population
26 greater than 750,000 persons wherein the herein violations allegedly occurred. See attached at
27 Exhibits A – E a true and correct copy of each Notice.

1 44. The Notices gives Defendant actual knowledge of the potential consumer product
2 exposure requiring the warning pursuant to Cal. Code Regs, Tit. 27, § 25600.2. Use of the Products
3 will expose users and consumers thereof to lead and/or DEHP, hazardous chemicals found on the
4 Proposition 65 list of chemicals known to be hazardous to human health.

5 45. The Products do not comply with the Proposition 65 warning requirements.

6 46. Plaintiff, based on her best information and belief, avers that at all relevant times
7 herein, and since at least April 24, 2025 with respect to the New Home two pack bags; since at
8 least April 25, 2025 with respect to the Kemp USA bags; since at least June 19, 2025 with respect
9 to the *Brightroom*TM hook racks; since at least August 26, 2025 with respect to the MyKids USA
10 bags; and since at least September 29, 2025 with respect to the *Lulyboo*[®] seat protectors,
11 continuing until the present, that Defendant has continued to knowingly and intentionally expose
12 California users and consumers of the Products to lead and/or DEHP without providing required
13 warnings under Proposition 65.

14 47. Defendant continues to sell the Products under a brand or trademark that is owned
15 or licensed by Defendant or an affiliated entity; and/or Defendant has knowingly introduced lead
16 into the Product, or knowingly caused lead and/or DEHP to be created in the Products; and/or
17 Defendant has covered, obscured or altered a warning label that has been affixed to the Product
18 pursuant to § 25600.2(b); and/or Defendant has received a notice and warning materials for the
19 exposure pursuant to § 25600.2(b)-(c) and Defendant has sold the product without conspicuously
20 posting or displaying the warning; and/or Defendant has actual knowledge of the potential
21 consumer product exposure requiring the warning, and there is no manufacturer, producer,
22 packager, importer, supplier, or distributor of the Products who: (i) is a “person in the course of
23 doing business under § 25249.11(b) of the Act, and (ii) has designated an agent for service of
24 process in California, or has a place of business in California

25 48. On August 7, 2025 (New Home two pack bags), October 16, 2025 (*Brightroom*TM
26 hook racks), December 29, 2025 (MyKids USA bags), and January 27, 2026 (*Lulyboo*[®] seat
27 protectors), more than five business days after Defendant received the Notices, Plaintiff purchased
28

1 the Product from Defendant. At the time of purchase, Defendant did not provide a Proposition 65
2 compliant exposure warning.

3 49. The exposures that are the subject of the Notices result from the purchase,
4 acquisition, handling and recommended use of the Products. The primary route of exposure to the
5 is through dermal absorption directly through the skin when consumers use, touch, or handle the
6 Products. Exposure through ingestion will occur by touching the Products with subsequent
7 touching of the user's hand to mouth. No clear and reasonable warning is provided with the
8 Products regarding the health hazards of exposure.

9 50. Plaintiff, based on her best information and belief, avers that such exposures will
10 continue every day until clear and reasonable warnings are provided to purchasers and users or
11 until these known toxic chemicals are removed from the Products.

12 51. Defendant has knowledge that the normal and reasonably foreseeable use of the
13 Products exposes individuals to lead and/or DEHP, and Defendant intends that exposures to lead
14 and/or DEHP will occur by their deliberate, non-accidental participation in the importation,
15 distribution, sale and offering of the Products to consumers in California.

16 52. Plaintiff has engaged in good faith efforts to resolve the herein claims prior to this
17 Complaint.

18 53. Pursuant to Health and Safety Code § 25249.7(b), as a consequence of the above
19 described acts, Defendant is liable for a maximum civil penalty of \$2,500 per day per violation.

20 54. Pursuant to Health and Safety Code § 25249.7(a), this Court is specifically
21 authorized to grant injunctive relief in favor of Plaintiff and against Defendant.


PRAYER FOR RELIEF

WHEREFORE, Plaintiff demands judgment against Defendant and requests the following relief:

- A. That the court assess civil penalties against Defendant in the amount of \$2,500 per day for each violation for up to 365 days in accordance with Health and Safety Code § 25249.7(b);
- B. That the court preliminarily and permanently enjoin Defendant mandating Proposition 65 compliant warnings on the Products;
- C. That the court grant Plaintiff reasonable attorney’s fees and costs of suit, in the amount of \$50,000.00.
- D. That the court grant any further relief as may be just and proper.

Dated: February 19, 2026

BRODSKY SMITH

By: 
Evan J. Smith (SBN242352)
Ryan P. Cardona (SBN302113)
9465 Wilshire Boulevard, Suite 300
Beverly Hills, CA 90212
Telephone: (877) 534-2590
Facsimile: (310) 247-0160

Attorneys for Plaintiff

EXHIBIT “A”

LAW OFFICES
BRODSKY SMITH

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www.brodskysmith.com

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20 BRACE RD., STE. 350
CHERRY HILL, NJ 08034
856.795.7250

NEW YORK OFFICE
240 MINEOLA BOULEVARD
MINEOLA, NY 11501
516.741.4977

PENNSYLVANIA OFFICE
TWO BALA PLAZA, STE. 805
BALA CYNWYD, PA 19004
610.667.6200

April 24, 2025

President/CEO Target Corporation c/o CT Corporation System 1010 Dale St. N St. Paul, MN 55117-5603	President/CEO Target Stores, Inc. 1000 Nicollet Mall Minneapolis, MN 55403
President/CEO Target Brands, Inc. c/o CT Corporation System 1010 Dale St. N St. Paul, MN 55117-5603	President/CEO Target Corporation c/o CT Corporation System 330 N. Brand Blvd., Suite 700 Glendale, CA 91203
Member/Manager IOT LLC c/o Emanuel Pollak 1386 Bridport Drive Tom's River, NJ 08755	Member/Manager IOT LLC 183 Three Brooks Road Freehold, NJ 07782

60-Day Notice of Violation of California Safe Drinking Water and Toxic Enforcement Act¹

To Whom It May Concern:

This Notice of Violation (the "Notice") is provided to you pursuant to and in compliance with California Health & Safety Code § 25249.7(d).

Brodsky Smith represents Ema Bell ("Bell"), a citizen of the State of California acting in the interest of the general public to promote awareness of exposures to toxic chemicals from use of consumer products sold in California and to improve human health and the environment by reducing hazardous substances.

With respect to the Product herein, Bell has identified a violation of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65") codified at Cal. Health & Safety Code § 25249.5, et seq. This violation has occurred and continues to occur because the alleged Violator(s) failed to provide a clear and reasonable health hazard warning in connection with the sale or use of the Product in California. Health & Safety Code § 25249.6 provides that "[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 providing a clear and reasonable warning to such individual ..." Without proper warnings regarding the toxic effects of exposures to the Listed Chemical resulting from use of the Product, California citizens lack the information necessary to make informed decisions on whether and/or

¹ The public enforcement agencies that have been served with copies of this Notice are identified in the attached distribution list accompanying the Certificate of Service.

how to eliminate (or reduce) the risk of exposure to the Listed Chemical from the reasonably foreseeable use of the Product.

I. DESCRIPTION OF THE VIOLATION

1. **Enforcer:** Ema Bell, 222 S. Figueroa St. Apt. 1212, Los Angeles, CA 90012-2581; (Ph) 424-332-3817.
2. **Alleged Violator(s):** Target Corporation; Target Stores, Inc.; Target Brands, Inc.; IOT LLC
3. **Time Period of Exposure:** Violations have been occurring since at least April 24, 2025 and are continuing to this day.
4. **Listed Chemical:** Di(2-ethylhexyl) phthalate (DEHP). DEHP is listed under Proposition 65 as a chemical known to the State to cause cancer and birth defects or other reproductive harm.
5. **Product:**

Product²	Non- Exclusive Examples of the Product
Bag	New Home 2 Pack Storage Bag 617201851029

6. **Description of Exposure:** The exposures that are the subject of this Notice result from the purchase, acquisition, handling and recommended use of the Product. The primary route of exposure to the Listed Chemical is through dermal absorption directly through the skin when consumers use, touch, or handle the Products. Some amount of exposure through ingestion can occur by touching the Product with subsequent touching of the user’s hand to mouth. No clear and reasonable warning is provided with the Products regarding the health hazards of exposure to the Listed Chemical.

II. PROPOSITION 65 INFORMATION

For the Violators’ reference, enclosed is a copy of “Proposition 65: A Summary” that has been prepared by the Office of Environmental Health Hazard Assessment (“OEHHA”). For more information concerning the provisions of Proposition 65, contact OEHHA at 916.445.6900.

III. RESOLUTION OF THE CLAIMS

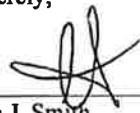
Based on the allegations set forth in this Notice, Brodsky Smith intends to file a citizen enforcement lawsuit on behalf of Bell against the alleged Violator(s) unless such Violator(s) agree in a binding written agreement to: (1) recall Products already sold; (2) provide Proposition 65 compliant exposure warnings for Products sold in the future or reformulate the Products to eliminate exposures to the Listed Chemical; and (3) pay an appropriate civil penalty based on the factors enumerated in Health & Safety Code § 25249.7(b). Consistent with the public interest goals of Proposition 65 and the desire to have

² The specifically identified example of the Product in this Notice is to assist the recipients’ investigation of, among other things, the magnitude of potential exposures to the Listed Chemical from other items within the definition of Products. This example is not intended to be an exhaustive or comprehensive identification of each specific offending Product. It is Bell’s position that the alleged Violators are obligated to conduct a good faith investigation into other Products that may have been manufactured, distributed, sold, shipped, stored (or otherwise within the alleged Violators’ custody or control) during the relevant period to ensure that requisite health hazard warnings were and are provided to California citizens prior to purchase and use.

these violations of California law quickly rectified, Bell is interested in seeking a constructive resolution of the claims in this Notice without engaging in costly and protracted litigation.

Bell has retained me as legal counsel in connection with this Notice. **Please direct all communications regarding this Notice to my attention at Brodsky Smith, 9465 Wilshire Blvd., Ste. 300, Beverly Hills, CA 90212, (877) 534-2590, esmith@brodskysmith.com.**

Sincerely,



Evan J. Smith

Attachments

Certificate of Merit

Certificate of Service

The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary

EXHIBIT “B”

LAW OFFICES
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MINEOLA, NY 11501
516.741.4977

PENNSYLVANIA OFFICE
TWO BALA PLAZA, STE. 805
BALA CYNWYD, PA 19004
610.667.6200

April 25, 2025

Member/Manager Kemp USA, LLC c/o Edward Gulbankian, III 1900 Bancroft Street Charlotte, NC 28206-3041	President/CEO Target Corporation c/o CT Corporation System 1010 Dale St. N St. Paul, MN 55117-5603
President/CEO Target Stores, Inc. 1000 Nicollet Mall Minneapolis, MN 55403	President/CEO Target Brands, Inc. c/o CT Corporation System 1010 Dale St. N St. Paul, MN 55117-5603
President/CEO Target Corporation c/o CT Corporation System 330 N. Brand Blvd., Suite 700 Glendale, CA 91203	

60-Day Notice of Violation of California Safe Drinking Water and Toxic Enforcement Act¹

To Whom It May Concern:

This Notice of Violation (the "Notice") is provided to you pursuant to and in compliance with California Health & Safety Code § 25249.7(d).

Brodsky Smith represents Erna Bell ("Bell"), a citizen of the State of California acting in the interest of the general public to promote awareness of exposures to toxic chemicals from use of consumer products sold in California and to improve human health and the environment by reducing hazardous substances.

With respect to the Product herein, Bell has identified a violation of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65") codified at Cal. Health & Safety Code § 25249.5, et seq. This violation has occurred and continues to occur because the alleged Violator(s) failed to provide a clear and reasonable health hazard warning in connection with the sale or use of the Product in California. Health & Safety Code § 25249.6 provides that "[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 providing a clear and reasonable warning to such individual ..." Without proper warnings regarding the toxic effects of exposures to the Listed Chemical resulting from use of the Product, California citizens lack the information necessary to make informed decisions on whether and/or

¹ The public enforcement agencies that have been served with copies of this Notice are identified in the attached distribution list accompanying the Certificate of Service.

how to eliminate (or reduce) the risk of exposure to the Listed Chemical from the reasonably foreseeable use of the Product.

I. DESCRIPTION OF THE VIOLATION

1. **Enforcer:** Ema Bell, 222 S. Figueroa St. Apt. 1212, Los Angeles, CA 90012-2581; (Ph) 424-332-3817.
2. **Alleged Violator(s):** Kemp USA, LLC; Target Corporation; Target Stores, Inc.; Target Brands, Inc.
3. **Time Period of Exposure:** Violations have been occurring since at least April 25, 2025 and are continuing to this day.
4. **Listed Chemical:** Di(2-ethylhexyl) phthalate (DEHP). DEHP is listed under Proposition 65 as a chemical known to the State to cause cancer and birth defects or other reproductive harm.
5. **Product:**

Product ²	Non- Exclusive Examples of the Product
Bag	Kemp USA Bag UPC# 8 19386 01000 4

6. **Description of Exposure:** The exposures that are the subject of this Notice result from the purchase, acquisition, handling and recommended use of the Product. The primary route of exposure to the Listed Chemical is through dermal absorption directly through the skin when consumers use, touch, or handle the Products. Some amount of exposure through ingestion can occur by touching the Product with subsequent touching of the user’s hand to mouth. No clear and reasonable warning is provided with the Products regarding the health hazards of exposure to the Listed Chemical.

II. PROPOSITION 65 INFORMATION

For the Violators’ reference, enclosed is a copy of “Proposition 65: A Summary” that has been prepared by the Office of Environmental Health Hazard Assessment (“OEHHA”). For more information concerning the provisions of Proposition 65, contact OEHHA at 916.445.6900.

III. RESOLUTION OF THE CLAIMS

Based on the allegations set forth in this Notice, Brodsky Smith intends to file a citizen enforcement lawsuit on behalf of Bell against the alleged Violator(s) unless such Violator(s) agree in a binding written agreement to: (1) recall Products already sold; (2) provide Proposition 65 compliant exposure warnings for Products sold in the future or reformulate the Products to eliminate exposures to the Listed Chemical; and (3) pay an appropriate civil penalty based on the factors enumerated in Health & Safety Code § 25249.7(b). Consistent with the public interest goals of Proposition 65 and the desire to have

² The specifically identified example of the Product in this Notice is to assist the recipients’ investigation of, among other things, the magnitude of potential exposures to the Listed Chemical from other items within the definition of Products. This example is not intended to be an exhaustive or comprehensive identification of each specific offending Product. It is Bell’s position that the alleged Violators are obligated to conduct a good faith investigation into other Products that may have been manufactured, distributed, sold, shipped, stored (or otherwise within the alleged Violators’ custody or control) during the relevant period to ensure that requisite health hazard warnings were and are provided to California citizens prior to purchase and use.

these violations of California law quickly rectified, Bell is interested in seeking a constructive resolution of the claims in this Notice without engaging in costly and protracted litigation.

Bell has retained me as legal counsel in connection with this Notice. **Please direct all communications regarding this Notice to my attention at Brodsky Smith, 9465 Wilshire Blvd., Ste. 300, Beverly Hills, CA 90212, (877) 534-2590, esmith@brodskysmith.com.**

Sincerely,

A handwritten signature in black ink, appearing to be 'Evan J. Smith', written over a horizontal line.

Evan J. Smith

Attachments

Certificate of Merit

Certificate of Service

The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary

EXHIBIT “C”

LAW OFFICES
BRODSKY SMITH

9465 WILSHIRE BLVD., STE. 300
BEVERLY HILLS, CA 90212
877.534.2590
www.brodskysmith.com

NEW JERSEY OFFICE
20 BRACE RD., STE. 350
CHERRY HILL, NJ 08034
856.795.7250

NEW YORK OFFICE
240 MINEOLA BOULEVARD
MINEOLA, NY 11501
516.741.4977

PENNSYLVANIA OFFICE
TWO BALA PLAZA, STE. 805
BALA CYNWYD, PA 19004
610.667.6200

June 19, 2025

President/CEO Target Corporation c/o CT Corporation System 1010 Dales St. N St. Paul, MN 55117-5603	President/CEO Target Stores, Inc. 1000 Nicollet Mall Minneapolis, MN 55403
President/CEO Target Brands, Inc. c/o CT Corporation System 1010 Dale Street N St. Paul, MN 55117-5603	President/CEO Target Corporation c/o CT Corporation System 330 N. Brand Blvd., Suite 700 Glendale, CA 91203

60-Day Notice of Violation of California Safe Drinking Water and Toxic Enforcement Act¹

To Whom It May Concern:

This Notice of Violation (the "Notice") is provided to you pursuant to and in compliance with California Health & Safety Code § 25249.7(d).

Brodsky Smith represents Ema Bell ("Bell"), a citizen of the State of California acting in the interest of the general public to promote awareness of exposures to toxic chemicals from use of consumer products sold in California and to improve human health and the environment by reducing hazardous substances.

With respect to the Product herein, Bell has identified a violation of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65") codified at Cal. Health & Safety Code § 25249.5, et seq. This violation has occurred and continues to occur because the alleged Violator(s) failed to provide a clear and reasonable health hazard warning in connection with the sale or use of the Product in California. Health & Safety Code § 25249.6 provides that "[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 providing a clear and reasonable warning to such individual ..." Without proper warnings regarding the toxic effects of exposures to the Listed Chemical resulting from use of the Product, California citizens lack the information necessary to make informed decisions on whether and/or how to eliminate (or reduce) the risk of exposure to the Listed Chemical from the reasonably foreseeable use of the Product.

¹ The public enforcement agencies that have been served with copies of this Notice are identified in the attached distribution list accompanying the Certificate of Service.

I. DESCRIPTION OF THE VIOLATION

1. **Enforcer:** Ema Bell, 222 S. Figueroa St. Apt. 1212, Los Angeles, CA 90012-2581; (Ph) 424-332-3817.
2. **Alleged Violator(s):** Target Corporation; Target Stores, Inc.; Target Brands, Inc.
3. **Time Period of Exposure:** Violations have been occurring since at least June 19, 2025 and are continuing to this day.
4. **Listed Chemical:** Lead. Lead is listed under Proposition 65 as a chemical known to the State to cause cancer and birth defects or other reproductive harm.
5. **Product:**

Product²	Non- Exclusive Examples of the Product
Hook Rack	Brightroom Hook Rack UPC# 1 91908 96724 0

6. **Description of Exposure:** The exposures that are the subject of this Notice result from the purchase and recommended use of the Product. The primary route of exposure to the Listed Chemical is through dermal absorption directly through the skin when consumers use, touch, or handle the Products. Some amount of exposure through ingestion can occur by touching the Product with subsequent touching of the user’s hand to mouth. No clear and reasonable warning is provided with the Products regarding the health hazards of exposure to the Listed Chemical.

II. PROPOSITION 65 INFORMATION

For the Violators’ reference, enclosed is a copy of “Proposition 65: A Summary” that has been prepared by the Office of Environmental Health Hazard Assessment (“OEHHA”). For more information concerning the provisions of Proposition 65, contact OEHHA at 916.445.6900.

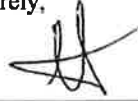
III. RESOLUTION OF THE CLAIMS

Based on the allegations set forth in this Notice, Brodsky Smith intends to file a citizen enforcement lawsuit on behalf of Bell against the alleged Violator(s) unless such Violator(s) agree in a binding written agreement to: (1) recall Products already sold; (2) provide Proposition 65 compliant exposure warnings for Products sold in the future or reformulate the Products to eliminate exposures to the Listed Chemical; and (3) pay an appropriate civil penalty based on the factors enumerated in Health & Safety Code § 25249.7(b). Consistent with the public interest goals of Proposition 65 and the desire to have these violations of California law quickly rectified, Bell is interested in seeking a constructive resolution of the claims in this Notice without engaging in costly and protracted litigation.

² The specifically identified example of the Product in this Notice is to assist the recipients’ investigation of, among other things, the magnitude of potential exposures to the Listed Chemical from other items within the definition of Products. This example is not intended to be an exhaustive or comprehensive identification of each specific offending Product. It is Bell’s position that the alleged Violators are obligated to conduct a good faith investigation into other Products that may have been manufactured, distributed, sold, shipped, stored (or otherwise within the alleged Violators’ custody or control) during the relevant period to ensure that requisite health hazard warnings were and are provided to California citizens prior to purchase and use.

Bell has retained me as legal counsel in connection with this Notice. **Please direct all communications regarding this Notice to my attention at Brodsky Smith, 9465 Wilshire Blvd., Ste. 300, Beverly Hills, CA 90212, (877) 534-2590, esmith@brodskysmith.com.**

Sincerely,



Evan J. Smith

Attachments

Certificate of Merit

Certificate of Service

The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary

EXHIBIT “D”

LAW OFFICES
BRODSKY SMITH

9465 WILSHIRE BLVD., STE. 300
BEVERLY HILLS, CA 90212
877.534.2590
www.brodskysmith.com

NEW JERSEY OFFICE
20 BRACE RD., STE. 350
CHERRY HILL, NJ 08034
856.795.7250

NEW YORK OFFICE
240 MINEOLA BOULEVARD
MINEOLA, NY 11501
516.741.4977

PENNSYLVANIA OFFICE
TWO BALA PLAZA, STE. 805
BALA CYNWYD, PA 19004
610.667.6200

August 26, 2025

President/CEO Aharon & ITA Corp. c/o Aharon Abadi Balis Safadyah 3961 Carrick Bend Drive Kissimmee, FL 34746	President/CEO Aharon & ITA Corp. 849 Cypress Pkway, Suite 20, PMB#171 Kissimmee, FL 34759
President/CEO/Owner Homestead Recycled Wood Works c/o Raymond Lamoureux RR 2 Box 2511-1 Brandon, VT 05733	President/CEO Target Corporation c/o CT Corporation System 1010 Dale St. N St. Paul, MN 55117-5603
President/CEO Target Stores, Inc. 1000 Nicollet Mall Minneapolis, MN 55403	President/CEO Target Brands, Inc. c/o CT Corporation System 1010 Dale Street N St. Pul, MN 55117-5603
President/CEO Target Corporation c/o CT Corporation System 330 N. Brand Blvd., Suite 700 Glendale, CA 91203	

60-Day Notice of Violation of California Safe Drinking Water and Toxic Enforcement Act¹

To Whom It May Concern:

This Notice of Violation (the "Notice") is provided to you pursuant to and in compliance with California Health & Safety Code § 25249.7(d).

Brodsky Smith represents Ema Bell ("Bell"), a citizen of the State of California acting in the interest of the general public to promote awareness of exposures to toxic chemicals from use of consumer products sold in California and to improve human health and the environment by reducing hazardous substances.

With respect to the Product herein, Bell has identified a violation of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65") codified at Cal. Health & Safety Code § 25249.5, et seq. This violation has occurred and continues to occur because the alleged Violator(s) failed to provide a clear and reasonable health hazard warning in connection with the sale or use of the Product in

¹ The public enforcement agencies that have been served with copies of this Notice are identified in the attached distribution list accompanying the Certificate of Service.

California. Health & Safety Code § 25249.6 provides that “[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 providing a clear and reasonable warning to such individual ...” Without proper warnings regarding the toxic effects of exposures to the Listed Chemical resulting from use of the Product, California citizens lack the information necessary to make informed decisions on whether and/or how to eliminate (or reduce) the risk of exposure to the Listed Chemical from the reasonably foreseeable use of the Product.

I. DESCRIPTION OF THE VIOLATION

1. **Enforcer:** Ema Bell, 222 S. Figueroa St. Apt. 1212, Los Angeles, CA 90012-2581; (Ph) 424-332-3817.
2. **Alleged Violator(s):** Aharon & ITA Corp.; Homestead Recycled Wood Works; Target Corporation; Target Stores, Inc.; Target Brands, Inc.
3. **Time Period of Exposure:** Violations have been occurring since at least August 26, 2025 and are continuing to this day.
4. **Listed Chemical:** Di(2-ethylhexyl) phthalate (DEHP). DEHP is listed under Proposition 65 as a chemical known to the State to cause cancer and birth defects or other reproductive harm.
5. **Product:**

Product ²	Non- Exclusive Examples of the Product
Bag	My Kids USA Bag UPC# 643491108178

6. **Description of Exposure:** The exposures that are the subject of this Notice result from the purchase, acquisition, handling and recommended use of the Product. The primary route of exposure to the Listed Chemical is through dermal absorption directly through the skin when consumers use, touch, or handle the Products. Some amount of exposure through ingestion can occur by touching the Product with subsequent touching of the user’s hand to mouth. No clear and reasonable warning is provided with the Products regarding the health hazards of exposure to the Listed Chemical.

II. PROPOSITION 65 INFORMATION

For the Violators’ reference, enclosed is a copy of “Proposition 65: A Summary” that has been prepared by the Office of Environmental Health Hazard Assessment (“OEHHA”). For more information concerning the provisions of Proposition 65, contact OEHHA at 916.445.6900.

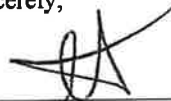
² The specifically identified example of the Product in this Notice is to assist the recipients’ investigation of, among other things, the magnitude of potential exposures to the Listed Chemical from other items within the definition of Products. This example is not intended to be an exhaustive or comprehensive identification of each specific offending Product. It is Bell’s position that the alleged Violators are obligated to conduct a good faith investigation into other Products that may have been manufactured, distributed, sold, shipped, stored (or otherwise within the alleged Violators’ custody or control) during the relevant period to ensure that requisite health hazard warnings were and are provided to California citizens prior to purchase and use.

III. RESOLUTION OF THE CLAIMS

Based on the allegations set forth in this Notice, Brodsky Smith intends to file a citizen enforcement lawsuit on behalf of Bell against the alleged Violator(s) unless such Violator(s) agree in a binding written agreement to: (1) recall Products already sold; (2) provide Proposition 65 compliant exposure warnings for Products sold in the future or reformulate the Products to eliminate exposures to the Listed Chemical; and (3) pay an appropriate civil penalty based on the factors enumerated in Health & Safety Code § 25249.7(b). Consistent with the public interest goals of Proposition 65 and the desire to have these violations of California law quickly rectified, Bell is interested in seeking a constructive resolution of the claims in this Notice without engaging in costly and protracted litigation.

Bell has retained me as legal counsel in connection with this Notice. **Please direct all communications regarding this Notice to my attention at Brodsky Smith, 9465 Wilshire Blvd., Ste. 300, Beverly Hills, CA 90212, (877) 534-2590, esmith@brodskysmith.com.**

Sincerely,



Evan J. Smith

Attachments

Certificate of Merit

Certificate of Service

The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary

EXHIBIT “E”

LAW OFFICES
BRODSKY SMITH

9465 WILSHIRE BLVD., STE. 300
BEVERLY HILLS, CA 90212
877.534.2590
www.brodskysmith.com

NEW JERSEY OFFICE
20 BRACE RD., STE. 350
CHERRY HILL, NJ 08034
856.795.7250

NEW YORK OFFICE
240 MINEOLA BOULEVARD
MINEOLA, NY 11501
516.741.4977

PENNSYLVANIA OFFICE
TWO BALA PLAZA, STE. 805
BALA CYNWYD, PA 19004
610.667.6200

September 29, 2025

Member/Manager Lulyboo, LLC c/o Pazit Benezri 65 Eaglecreek Irvine, CA 92618	President/CEO Target Corporation CT Corporation System 330 N. Brand Blvd., Suite 700 Glendale, CA 91203
President/CEO Target Corporation c/o CT Corporation System 1010 Dale St. N St. Paul, MN 55117-5603	President/CEO Target Brands, Inc. c/o CT Corporation System 1010 Dale St. N St. Paul, MN 55117-5603
President/CEO Target Stores, Inc. 1000 Nicollet Mall Minneapolis, MN 55403	

60-Day Notice of Violation of California Safe Drinking Water and Toxic Enforcement Act¹

To Whom It May Concern:

This Notice of Violation (the "Notice") is provided to you pursuant to and in compliance with California Health & Safety Code § 25249.7(d).

Brodsky Smith represents Erna Bell ("Bell"), a citizen of the State of California acting in the interest of the general public to promote awareness of exposures to toxic chemicals from use of consumer products sold in California and to improve human health and the environment by reducing hazardous substances.

With respect to the Product herein, Bell has identified a violation of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65") codified at Cal. Health & Safety Code § 25249.5, et seq. This violation has occurred and continues to occur because the alleged Violator(s) failed to provide a clear and reasonable health hazard warning in connection with the sale or use of the Product in California. Health & Safety Code § 25249.6 provides that "[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 providing a clear and reasonable warning to such individual ..." Without proper warnings regarding the toxic effects of exposures to the Listed Chemical resulting from use of the Product, California citizens lack the information necessary to make informed decisions on whether and/or

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how to eliminate (or reduce) the risk of exposure to the Listed Chemical from the reasonably foreseeable use of the Product.

I. DESCRIPTION OF THE VIOLATION

1. **Enforcer:** Ema Bell, 222 S. Figueroa St. Apt. 1212, Los Angeles, CA 90012-2581; (Ph) 424-332-3817.
2. **Alleged Violator(s):** Lulyboo, LLC; Target Corporation; Target Brands, Inc.; Target Stores, Inc.
3. **Time Period of Exposure:** Violations have been occurring since at least September 29, 2025 and are continuing to this day.
4. **Listed Chemical:** Di(2-ethylhexyl) phthalate (DEHP). DEHP is listed under Proposition 65 as a chemical known to the State to cause cancer and birth defects or other reproductive harm.
5. **Product:**

Product²	Non- Exclusive Examples of the Product
Seat Cover	Lulyboo Seat Protector UPC# 91037636881

6. **Description of Exposure:** The exposures that are the subject of this Notice result from the purchase, acquisition, handling and recommended use of the Product. The primary route of exposure to the Listed Chemical is through dermal absorption directly through the skin when consumers use, touch, or handle the Products. Some amount of exposure through ingestion can occur by touching the Product with subsequent touching of the user's hand to mouth. No clear and reasonable warning is provided with the Products regarding the health hazards of exposure to the Listed Chemical.

II. PROPOSITION 65 INFORMATION

For the Violators' reference, enclosed is a copy of "Proposition 65: A Summary" that has been prepared by the Office of Environmental Health Hazard Assessment ("OEHHA"). For more information concerning the provisions of Proposition 65, contact OEHHA at 916.445.6900.

III. RESOLUTION OF THE CLAIMS

Based on the allegations set forth in this Notice, Brodsky Smith intends to file a citizen enforcement lawsuit on behalf of Bell against the alleged Violator(s) unless such Violator(s) agree in a binding written agreement to: (1) recall Products already sold; (2) provide Proposition 65 compliant exposure warnings for Products sold in the future or reformulate the Products to eliminate exposures to the Listed Chemical; and (3) pay an appropriate civil penalty based on the factors enumerated in Health & Safety Code § 25249.7(b). Consistent with the public interest goals of Proposition 65 and the desire to have

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these violations of California law quickly rectified, Bell is interested in seeking a constructive resolution of the claims in this Notice without engaging in costly and protracted litigation.

Bell has retained me as legal counsel in connection with this Notice. **Please direct all communications regarding this Notice to my attention at Brodsky Smith, 9465 Wilshire Blvd., Ste. 300, Beverly Hills, CA 90212, (877) 534-2590, esmith@brodskysmith.com.**

Sincerely,



Evan J. Smith

Attachments

Certificate of Merit

Certificate of Service

The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary