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Attorneys for Plaintiff

ELECTRONICALLY
FILED
Superior Court of California, County of San Francisco
09/01/2026
Clerk of the Court
BY: BENJAMIN YUST
Deputy Clerk

SUPERIOR COURT OF THE STATE OF CALIFORNIA

COUNTY OF SAN FRANCISCO

PRECILA BALABBO,

Plaintiff,

vs.

GELSON'S MARKETS,

Defendant.

Case No.: **CGC-26-640498**

COMPLAINT FOR CIVIL PENALTIES AND INJUNCTIVE RELIEF

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

Plaintiff Precila Balabbo ("Plaintiff"), by and through her attorneys, alleges the following cause of action in the public interest of the citizens of the State of California.

BACKGROUND OF THE CASE

1. Plaintiff brings this representative action on behalf of all California citizens to enforce relevant portions of Safe Drinking Water and Toxic Enforcement Act of 1986, codified at the Health and Safety Code § 25249.5 et seq ("Proposition 65"), which reads, in relevant part, "[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.

2. This complaint is a representative action brought by Plaintiff in the public interest of the citizens of the State of California to enforce the People's right to be informed of the health hazards caused by exposure to lead, a toxic chemical found in products offered for sale, sold, and/or distributed by defendant Gelson's Markets ("Gelson's" or "Defendant") in California.

3. Lead[1] is a harmful chemical known to the State of California to cause cancer and birth defects or other reproductive harm.

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

5. Proposition 65 allows for civil penalties of up to $2,500.00 per day per violation for up to 365 days (up to a maximum civil penalty amount per violation of $912,000.00) to be imposed upon defendants in a civil action for violations of Proposition 65. Health & Safety Code § 25249.7(b). Proposition 65 also allows for any court of competent jurisdiction to enjoin the actions of a defendant which "violate or threaten to violate" the statute. Health & Safety Code § 25249.7.

6. Plaintiff alleges that Defendant distributes and/or offers for sale in California, without a requisite exposure warning, (a) Auga spicy curry soups manufactured, distributed, and/or sold by Point One International Ltd., (b) *FitJoy*® grain free sea salt pretzels manufactured, distributed, and/or sold by FitJoy, Inc., (c) *Haddar*® thin Himalayan salt rice cakes manufactured, distributed, and/or sold by Kenover Marketing Corp., and (d) Sigdal Bakeri Norwegian crispbread oats manufactured, distributed, and/or sold by United Bakeries Holding AS (collectively, the "Products" and each a "Product") that expose persons to lead when consumed for their intended purpose.

7. Defendant's failure to warn consumers and other individuals in California of the health hazards associated with exposure to lead in conjunction with the sale and/or distribution of

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

the Products is a violation of Proposition 65 and subjects Defendant to the enjoinment and civil penalties described herein.

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

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

10. Plaintiff further seeks a reasonable award of attorney's fees and costs.

PARTIES

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

12. Defendant Gelson's Markets, through its business, effectively imports, distributes, sells, and/or offers the Products for sale or use in the State of California, or it implies by its conduct that it imports, distributes, sells, and/or offers the Products for sale or use in the State of California. Plaintiff alleges that defendant Gelson's Markets is a "person" in the course of doing business within the meaning of Health & Safety Code sections 25249.6 and 25249.11.

VENUE AND JURISDICTION

13. Venue is proper in the County of San Francisco because one or more of the instances of wrongful conduct occurred, and continue to occur in this county and/or because Defendant conducted, and continues to conduct, business in the County of San Francisco with respect to the Products. Because the Products are distributed, marketed, and sold to consumers throughout San Francisco County, the alleged Proposition 65 violations necessarily occurred here. Upon information and belief, the Products are consistently in the stream of commerce and available to consumers for purchase in the City and County of San Francisco.

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

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

STATUTORY BACKGROUND

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

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

> No 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...

18. In this case, exposures are caused by consumer products. A "Consumer Product" is defined as "any article, or component part thereof, including food, that is produced, distributed, or sold for the personal use, consumption or enjoyment of a consumer." (Cal. Code Regs., tit. 27, § 25600.1, subd. (d).) Food includes "dietary supplements" as defined in California Code of Regulations, title 17, section 10200. (*Id.* at subd. (g).) An exposure to a chemical in a Consumer

Product is one "which 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." (27 CCR § 25602, para (b).) H&S Code § 25603(c) states that "a person in the course of doing business … shall provide a warning to any person to whom the product is sold or transferred unless the product is packaged or labeled with a clear and reasonable warning."

19. Pursuant to H&S Code § 25603.1, the warning may be provided by using one or more of the following methods individually or in combination:[2]

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

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

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

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

20. Proposition 65 provides that any "person who violates or threatens to violate" the statute may be enjoined in a court of competent jurisdiction. (H&S Code § 25249.7.) The phrase "threaten to violate" is defined to mean creating "a condition in which there is a substantial probability that a violation will occur." (H&S Code § 25249.11(e).) Violators are liable for civil penalties of up to $2,500.00 per day for each violation of the Act (H&S Code § 25249.7) for up to 365 days (up to a maximum civil penalty amount per violation of $912,000.00).

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[2] Alternatively, a person in the course of doing business may elect to comply with the warning 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.

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

FACTUAL BACKGROUND

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

23. On July 7, 2025, the Products were purchased from Defendant in California. At the time of the purchases, Defendant did not provide a clear and reasonable exposure warning pursuant to Cal. Code Regs. Tit. 27, § 25602.

24. On September 2, 2025 (Auga spicy curry soups, and *FitJoy*® grain free sea salt pretzels) and September 5, 2025 (*Haddar*® thin Himalayan salt rice cakes, and Sigdal Bakeri Norwegian crispbread oats), Plaintiff served notice of alleged violation of Health and Safety Code § 25249.6 (collectively, the "Notices" and each a "Notice") to Defendant concerning the exposure

of California citizens to lead from consumption of the Products without proper warning, subject to a private action to Defendant and to the California Attorney General's office and the offices of the County District attorneys and City Attorneys for each city with a population greater than 750,000 persons wherein the herein violations allegedly occurred. The exposures that are the subject of the Notices result from the purchase, acquisition, and recommended consumption of the Products. The primary route of exposure to lead is through ingestion. When foods contaminated with lead are consumed, ingestion of lead will occur. No clear and reasonable warning is provided with the Products regarding the health hazards of exposure. See attached at Exhibits A – D a true and correct copy of each Notice.

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

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

27. At all times relevant to this action, Defendant has knowingly and intentionally exposed users and/or consumers of the Products to lead without first giving a clear and reasonable exposure warning to such individuals. More than five business days after receipt of the Notices of Violation, Defendant continued to distribute, sell, and/or offer to and sell in California without the requisite warning information.

28. As a proximate result of acts by Defendant, as a person in the course of doing business within the meaning of H&S Code § 25249.11, individuals throughout the State of California, including in San Francisco County, have been exposed to lead without a clear and reasonable warning on the Products. The individuals subject to the violative exposures include normal and foreseeable users and consumers that consumption the Products, as well as all others exposed to the Products.

SATISFACTION OF NOTICE REQUIREMNTS

29. On July 7, 2025, the Products were purchased from Defendant in California. At the time of purchases, Defendant did not provide a Proposition 65 exposure warning for lead or any other Proposition 65 listed chemical in a manner consistent with H&S Code § 25603.1 as described *supra*.

30. The Products were sent to a testing laboratory to determine if, and what amount of, lead a consumer would be exposed to per serving size.

31. The laboratory provided the results of its analysis. Results of these tests determined the Products expose consumers to lead (collectively, the "Chemical Test Reports" and each a "Chemical Test Report").

32. Plaintiff provided the Chemical Test Reports and Products to an analytical chemist to determine if, based on the findings of the Chemical Test Reports and the reasonable and foreseeable consumption of the Products, exposure to lead will occur at levels that require Proposition 65 warnings under the Clear and Reasonable Warnings section 25601 of Title 27 of the California Code of Regulations.

33. On September 2, 2025 (Auga spicy curry soups, and *FitJoy*® grain free sea salt pretzels) and September 5, 2025 (*Haddar*® thin Himalayan salt rice cakes, and Sigdal Bakeri Norwegian crispbread oats), Plaintiff received from the analytical chemist exposure assessment reports which concluded that persons in California who consume the Products will be exposed to levels of lead that require a Proposition 65 exposure warning.

34. On September 2, 2025 (Auga spicy curry soups, and *FitJoy*® grain free sea salt pretzels) and September 5, 2025 (*Haddar*® thin Himalayan salt rice cakes, and Sigdal Bakeri

Norwegian crispbread oats), Plaintiff served the Notices to Defendant concerning the exposure of California citizens to lead contained in the Products without proper warning, subject to a private action to Defendant and to the California Attorney General's office and the offices of the County District attorneys and City Attorneys for each city with a population greater than 750,000 persons wherein the herein violations allegedly occurred.

35. The Notices complied with all procedural requirements of Proposition 65 including the attachment of a Certificate of Merit affirming that Plaintiff's counsel had consulted with at least one person with relevant and appropriate expertise who reviewed relevant data regarding lead exposure, and that counsel believed there was meritorious and reasonable cause for a private action.

36. After receiving the Notices, and to Plaintiff's best information and belief, none of the noticed appropriate public enforcement agencies have commenced and diligently prosecuted a cause of action against Defendant under Proposition 65 to enforce the alleged violations which are the subject of the Notices.

37. Plaintiff is commencing this action more than sixty (60) days from the date of each Notice to Defendant, as required by law.

FIRST CAUSE OF ACTION

(By Plaintiff against Defendant for the Violation of Proposition 65)

38. Plaintiff hereby repeats and incorporates by reference paragraphs 1 through 37 of this Complaint as though fully set forth herein.

39. Defendant has manufactured, processed, marketed, distributed, offered to sell and/or sold the Products in California since at least July 7, 2025.

40. On September 2, 2025 (Auga spicy curry soups, and *FitJoy*® grain free sea salt pretzels) and September 5, 2025 (*Haddar*® thin Himalayan salt rice cakes, and Sigdal Bakeri Norwegian crispbread oats), Plaintiff served the Notices on Defendant concerning the exposure of California citizens to lead contained in the Products without proper warning, subject to a private action to Defendant and to the California Attorney General's office and the offices of the County

District attorneys and City Attorneys for each city with a population greater than 750,000 persons wherein the herein violations allegedly occurred.

41. The Notices give Defendant actual knowledge of the potential consumer product exposure requiring the warning pursuant to Cal. Code Regs, Tit. 27, § 25600.2. Consumption of the Products will expose users and consumers thereof to lead, hazardous chemicals found on the Proposition 65 list of chemicals known to be hazardous to human health.

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

43. Plaintiff, based on her best information and belief, avers that at all relevant times herein, and since at least September 2, 2025 with respect to the Auga spicy curry soups and *FitJoy*® grain free sea salt pretzels; and since at least September 5, 2025 with respect to the *Haddar*® thin Himalayan salt rice cakes and Sigdal Bakeri Norwegian crispbread oats, continuing until the present, that Defendant has continued to knowingly and intentionally expose California users and consumers of the Products to lead without providing required warnings under Proposition 65.

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

45. The exposures that are the subject of the Notices result from the purchase, acquisition, and recommended consumption of the Products. The primary route of exposure to lead is through ingestion. When foods contaminated with lead are consumed, ingestion of lead will

occur. No clear and reasonable warning is provided with the Products regarding the health hazards of exposure.

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

47. Defendant has knowledge that the normal and reasonably foreseeable consumption of the Products exposes individuals to lead, and Defendant intends that exposures to lead will occur by its deliberate, non-accidental participation in the importation, distribution, sale and offering of the Products to consumers in California

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

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

50. Pursuant to Health and Safety Code § 25249.7(a), this Court is specifically 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 (up to a maximum civil penalty amount per violation of $912,000.00) 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: September 1, 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
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PENNSYLVANIA OFFICE
TWO BALA PLAZA, STE. 805
BALA CYNWYD, PA 19004
610.667.6200

September 2, 2025

President/CEO Point One International Ltd. c/o Joseph G. Petruziello 23818 Cooper's Turn Olmstead Falls, OH 44138	President/CEO Point One International Ltd. dba Auga c/o Joseph G. Petruziello 23818 Cooper's Turn Olmstead Falls, OH 44138
President/CEO AUGA (Delaware) Investments Limited c/o The Corporation Trust Company Corporation Trust Center 1209 Orange Street Wilmington, DE 19801	President/CEO Baltic Champs, uzdaroji akcine bendrove Povilliskiu k. 15, Gruzdziu sen. Slauliu r. LT-81411 LITHUANIA
President/CEO AUGA Group, AB Konstitucijos pr. 21C Vilnius LITHUANIA LT-08130	President/CEO Gelson's Markets c/o Mayra Inzunza 16400 Ventura Blvd. Suite 240 Encino, CA 91436
President/CEO Gelson's Markets 13833 Freeway Drive Santa Fe Springs, CA 90670	

60-Day Notice of Violation of California Safe Drinking Water and Toxic Enforcement Act[1]

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 Precila Balabbo ("Balabbo"), 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, Balabbo has identified a violation of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65") codified at Cal. Health & Safety

[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.

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.

I. DESCRIPTION OF THE VIOLATION

1. **Enforcer:** Precila Balabbo, 285 6th Street, Unit 209, San Pedro, CA 90731; (Ph) 818-434-4023.

2. **Alleged Violator(s):** Point One International Ltd.; Point One International ltd. dba Auga; AUGA (Delaware) Investments Limited; Baltic Champs; AUGA Group, AB; Gelson's Markets

3. **Time Period of Exposure**: Violations have been occurring since at least September 2, 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:**

Product[2]	Non- Exclusive Examples of the Product
Soup	Auga Spicy Curry Soup UPC# 8 60001 19905 5

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 ingestion. When foods contaminated with the Listed Chemical are consumed, ingestion of the Listed Chemical will occur which will increase BLLs. 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.

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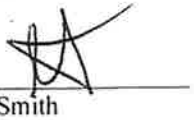
[2] The specifically identified example of the Product in this Notice is to assist the recipients' investigation of, among other things, the magnitude of potential exposures to the Listed Chemical from other items within the definition of Products. This example is not intended to be an exhaustive or comprehensive identification of each specific offending Product. It is Balabbo'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 Balabbo 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, Balabbo is interested in seeking a constructive resolution of the claims in this Notice without engaging in costly and protracted litigation.

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

September 2, 2025

President/CEO FitJoy, Inc. c/o National Registered Agents, Inc. 1209 Orange Street Wilmington, DE 19801	Member/Manager FitJoy Nutrition, LLC c/o Registered Agents Inc. 1401 21st St., Suite R Sacramento, CA 95811
President/CEO Fitjoy, Inc. c/o Norman Taliferro 3903 S. Congress Avenue, #3608 Austin, TX 78704	President/CEO Gelson's Markets 13833 Freeway Drive Santa Fe Springs, CA 90670
President/CEO Gelson's Markets c/o Mayra Inzunza 16400 Ventura Blvd. Suite 240 Encino, CA 91436	

60-Day Notice of Violation of California Safe Drinking Water and Toxic Enforcement Act[1]

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 Precila Balabbo ("Balabbo"), 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, Balabbo 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

[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.

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:** Precila Balabbo, 285 6th Street, Unit 209, San Pedro, CA 90731; (Ph) 818-434-4023.

2. **Alleged Violator(s):** Fitjoy, Inc.; Fitjoy Nutrition, LLC; Gelson's Markets

3. **Time Period of Exposure**: Violations have been occurring since at least September 2, 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 reproductive toxicity.

5. **Product:**

Product[2]	Non- Exclusive Examples of the Product
Pretzels	FitJoy Grain Free Pretzels Sea Salt UPC# 8 12541 03014 5

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 ingestion. When foods contaminated with the Listed Chemical are consumed, ingestion of the Listed Chemical will occur which will increase BLLs. 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 Balabbo 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

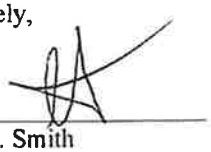
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[2] The specifically identified example of the Product in this Notice is to assist the recipients' investigation of, among other things, the magnitude of potential exposures to the Listed Chemical from other items within the definition of Products. This example is not intended to be an exhaustive or comprehensive identification of each specific offending Product. It is Balabbo'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, Balabbo is interested in seeking a constructive resolution of the claims in this Notice without engaging in costly and protracted litigation.

Balabbo 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 “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

September 5, 2025

President/CEO Kenover Marketing Corp. c/o Sheldon Ginsberg 63 LeFante Drive Bayonne, NJ 07002	President/CEO Kenover Marketing Corp. 72 New Hook Road Bayonne, NJ 07002
President/CEO Gelson's Markets c/o Mayra Inzunza 16400 Ventura Blvd., Suite 240 Encino, CA 91436	President/CEO Gelson's Markets 13833 Freeway Drive Santa Fe Springs, CA 90670

60-Day Notice of Violation of California Safe Drinking Water and Toxic Enforcement Act[1]

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 Precila Balabbo ("Balabbo"), 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, Balabbo 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:** Precila Balabbo, 285 6th Street, Unit 209, San Pedro, CA 90731; (Ph) 818-434-4023.

2. **Alleged Violator(s):** Kenover Marketing Corp.; Gelson's Markets

3. **Time Period of Exposure:** Violations have been occurring since at least September 5, 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:**

Product[2]	Non- Exclusive Examples of the Product
Rice Cakes	Haddar Thin Rice Cakes Himalyan Salt UPC# 0 77028 10441 6

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 ingestion. When foods contaminated with the Listed Chemical are consumed, ingestion of the Listed Chemical will occur which will increase BLLs. 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

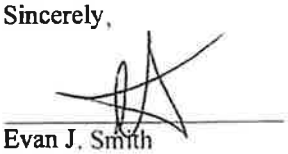
Based on the allegations set forth in this Notice, Brodsky Smith intends to file a citizen enforcement lawsuit on behalf of Balabbo against the alleged Violator(s) unless such Violator(s) agree in a binding written agreement to: (1) recall Products already sold; (2) provide Proposition 65 compliant exposure 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, Balabbo is interested in seeking a constructive resolution of the claims in this Notice without engaging in costly and protracted litigation.

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[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 Balabbo'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.

Balabbo 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
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NEW JERSEY OFFICE
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MINEOLA, NY 11501
516.741.4977

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

September 5, 2025

President/CEO Sigdal Inc. c/o Tannenbaum Helpern Syracuse and Hirschtritt LLP Att: A.M. Andersen 900 Third Avenue New York, NY 10022	President/CEO Sigdal Inc. 4441 Purves Street, #2201 Long Island City, NY 11101
President/CEO United Bakeries Holding AS Rudssletta 35, 1351 Rud Sandvika NORWAY 1300	President/CEO Gelson's Markets 13833 Freeway Drive Santa Fe Springs, CA 90670
President/CEO Gelson's Markets c/o Mayra Inzunza 16400 Ventura Blvd., Suite 240 Encino, CA 91436	

60-Day Notice of Violation of California Safe Drinking Water and Toxic Enforcement Act[1]

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 Precila Balabbo ("Balabbo"), 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, Balabbo 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

[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.

..." 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:** Precila Balabbo, 285 6th Street, Unit 209, San Pedro, CA 90731; (Ph) 818-434-4023.

2. **Alleged Violator(s):** Sigdal Inc.; United Bakeries Holding AS; Gelson's Markets

3. **Time Period of Exposure**: Violations have been occurring since at least September 5, 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:**

Product[2]	Non- Exclusive Examples of the Product
Oats	Sigdal Bakeri Norwegian Crispbread Oats UPC# 8 59764 00611 3

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 ingestion. When foods contaminated with the Listed Chemical are consumed, ingestion of the Listed Chemical will occur which will increase BLLs. No clear and reasonable warning is provided with the Products regarding the health hazards of exposure to the Listed Chemical.

II. PROPOSITION 65 INFORMATION

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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 Balabbo 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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Sincerely,



Evan J. Smith

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