NOTICE OF VIOLATION

California Safe Drinking Water
and Toxic Enforcement Act

Lead in Jewelry

December 21, 2011

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

- For general information regarding the California Safe Drinking Water and Toxic Enforcement Act, see the attached summary provided by the California EPA (copies not provided to public enforcement agencies).
- This Notice of Violation is provided by the Center for Environmental Health ("CEH"), 2201 Broadway, Suite 302, Oakland, California, (510) 655-3900. CEH is a nonprofit corporation dedicated to protecting the environment, improving human health and supporting environmentally sound practices. Charlie Pizarro is the Associate Director of and a responsible individual within CEH.

Description of Violation:

- Violator: The names and addresses of the violators are listed on the attached Exhibit 1.
- Time Period of Exposure: The violations have been occurring since at least December 21, 2008, and are ongoing.
- Provision of Proposition 65: This Notice of Violation covers the "warning provision" of Proposition 65, which is found at California Health and Safety Code Section 25249.6.
- Chemicals Involved: The names of the listed chemicals involved in these violations are lead and lead compounds ("Lead"). Exposures to Lead occur from use of the products identified in this Notice.
- Type of Product: The specific type of product causing these violations is jewelry. Non-exclusive examples of this specific type of product are listed on the attached Exhibit 1.
- Description of Exposure: Use of the products identified in this Notice results in human exposures to Lead. The jewelry is made of materials and components that contain Lead. For example, the non-metallic cords of bracelets and necklaces contain Lead, as do the metallic components such as beads, pendants, clasps, posts and other parts of the jewelry. The routes of exposure for the violations are ingestion via hand-to-mouth contact after consumers touch or handle the products; direct ingestion when consumers place the products in their mouths; and dermal absorption directly through the skin when consumers touch, handle or wear the products. These exposures occur in homes, workplaces and everywhere else throughout California where these products are worn, handled or used. No clear and reasonable warning is provided with these products regarding the carcinogenic or reproductive hazards of Lead. CEH has issued over thirty other Notices of Violation regarding Lead in Jewelry, and those Notices, which may be found on the California Attorney General's web site at http://proposition65.doj.ca.gov/default.asp, are incorporated herein by reference.

Resolution of Noticed Claims:

- Based on the allegations set forth in this Notice, CEH intends to file a citizen enforcement lawsuit against each of the alleged violators unless such violator agrees in a binding written instrument to: (1) recall products already sold; (2) provide clear and reasonable warnings for products sold in the future or reformulate such products to eliminate the Lead exposures; and (3) pay an appropriate civil penalty based on the factors enumerated in California Health and Safety Code Section 25249.7(b). If any of the alleged violators is interested in resolving this dispute without resort to expensive and time-consuming litigation, please feel free to contact CEH through its counsel identified below. It should be noted that CEH cannot: (1) finalize any settlement until after the 60-day notice period has expired; nor (2) speak for the Attorney General or any District or City Attorney who received CEH's 60-day Notice. Therefore, while reaching an agreement with CEH will resolve its claims, such agreement may not satisfy the public prosecutors.

Please direct any inquiries regarding this Notice to CEH through its counsel Eric S. Somers (esomers at lexlawgroup.com) or Howard Hirsch (hhirsch at lexlawgroup.com) at Lexington Law Group, 503 Divisadero Street, San Francisco, CA 94117, (415) 913-7800.

EXHIBIT 1
December 21, 2011 Notice of Violation
Lead in Jewelry

Responsible Party	Non-Exclusive Examples of the Products	Item or SKU # or Further Description
ABC Online Resources, LLC 11049 N. 23rd Drive, Ste 107 Phoenix, AZ 85029	Gods & Goddesses Sabina Augusta Bracelet	SKU No. 0-82686-07618-0 Item No. RU-7618
Bluefly, Inc. 42 West 39th Street, 9th Fl. New York, NY 10018	Kenneth Jay Lane Gold and Amber Necklace with Owl Pendant	SKU No. 891948834433 Style No. 313362201 Item No. US216672
Brandy Melville 1413 3rd Street Promenade Santa Monica, CA 90401 **Brandy and Melville NY Incorporated** 159 Bleecker St Apt 5A New York, NY 10012 **Ginevra SRL** Via Camillo Cavour 172/R Firenze, FI 50129 ITALY	Necklace with Skull Pendant in Black	SKU No. R0101000001
	Silver Necklace with Circular Pendant with Ivory Embellishments	SKU No, NE K4677-12 Style No, EN117
California Dream Co., Inc. 771 E 14th Street Los Angeles, CA 90021 **Pink Ice, Inc.** 3435 Wilshire Blvd. Ste. 2350 Los Angeles, CA 90010	Rose Ring	n/a
	Flower Ring with Black Rhinestones	n/a
Costume Craze, L.C. 350 West Center Street Pleasant Grove, UT 84062	Gods & Goddesses Sabina Augusta Bracelet	SKU No. 0-82686-07618-0 Item No. ROMN89
First Fantasies-Costume Cuzzins, Inc 80 S 630 E E. Lindon, UT 84042	Pirate Beads	SKU No. 7-21773-57045-2

Kenneth Jay Lane, Inc. 20 West 37th Street New York, NY 10018	Kenneth Jay Lane Gold and Amber Necklace with Owl Pendant	SKU No. 891948834433 Style No. 313362201 Item No. US216672
Shop Bloc Inc. 41190 Road G Mancos, CO 81328	Gods & Goddesses Sabina Augusta Bracelet	SKU No. 0-82686-07618-0 Item No. RU-7618
Unbeatable Sale. Com Inc 195 Lehigh Ave., Ste. 5 Lakewood, NJ 08701	Gods & Goddesses Sabina Augusta Bracelet	SKU No. 0-82686-07618-0

CERTIFICATE OF MERIT
Health & Safety Code §25249.7(d)

I, Howard Hirsch, hereby declare:

1. This Certificate of Merit accompanies the attached sixty-day notice in which it is alleged that the parties identified in the notice have violated Health & Safety Code §25249.6 by failing to provide clear and reasonable warnings.

2. I am an attorney with the Lexington Law Group, and I represent the noticing party, the Center for Environmental Health.

3. Members of my firm and I have consulted with one or more persons with relevant and appropriate experience or expertise who has reviewed facts, studies or other data regarding the exposures to the listed chemical that is the subject of the action.

4. Based on the information obtained through those consultations, and on other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for the private action" means that the information provides a credible basis that all elements of the plaintiff's case can be established and the information did not prove that the alleged violators will be able to establish any of the affirmative defenses set forth in the statute.

5. The copy of the Certificate of Merit served on the Attorney General attaches to it factual information sufficient to establish the basis for this certificate, including the information identified in Health & Safety Code §25249.7(h)(2), i.e. (1) the identity of the persons consulted with and relied on by the certifier, and (2) the facts, studies or other data reviewed by those persons.

December 21, 2011

Howard Hirsch
Attorney for CENTER FOR
ENVIRONMENTAL HEALTH

PROOF OF SERVICE BY MAIL AND ELECTRONIC MAIL

I declare that:

I am employed in San Francisco County, California; my business address is 503 Divisadero Street, San Francisco, California 94117. I am over the age of 18 years and not a party to the within cause and my electronic notification address is pcarey@lexlawgroup.com.

On December 21, 2011, I served true copies of the following documents:

NOTICE OF VIOLATION OF CALIFORNIA SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT;

CERTIFICATE OF MERIT; and

THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY (only sent to those on service list marked with an asterisk).

On this date, I deposited fully prepaid and sealed envelopes containing the above-mentioned documents with the United States Postal Service, addressed to the following individuals:

Please see attached service list.

Also on this date, I transmitted via electronic mail the documents listed above to the electronic mail addresses set forth below at 4:39p.m. on December 21, 2011:

Lon Wixson, Deputy District Attorney
Contra Costa County
900 Ward Street
Martinez, CA 94553
lwixson@contracostada.org

Karyn Sinunu-Towery,
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Santa Clara County
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Prop65@standa.org

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The transmission was reported as complete and without error.

I declare under penalty of perjury that the foregoing is true and correct, and that this declaration was executed on December 21, 2011, at San Francisco, California.

Signed: _____
Patrick Carey

SERVICE LIST

District Attorney of Alameda County
1225 Fallon Street, Rm. 900
Oakland, CA 94612

District Attorney of Alpine County
P.O. Box 248
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708 Court Street, Ste. 202
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25 County Center Drive
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401 Civic Center Drive West
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10810 Justice Center Drive, Ste. 240
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1200 Third Avenue, Ste. 1620
San Diego, CA 92101

San Francisco City Attorney's Office
City Hall, Room 234
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

San Jose City Attorney's Office
200 East Santa Clara Street
San Jose, CA 95113

California Attorney General's Office
Attention: Proposition 65 Coordinator and Robert Thomas
1515 Clay Street, Ste. 2000
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