

60-DAY NOTICE OF VIOLATION

SENT IN COMPLIANCE WITH CALIFORNIA HEALTH & SAFETY CODE §25249.7(d)

DATE: August 6, 2014

To: Amazon.com, Inc.; Sister Sky; Eduard Gerlach GmbH; Benestar Corporation; Beautystoredepot; DE FABULOUS INC.; GSM King; Avacor Products LLC; Integrity Midwest; Major Group S.r.l.; Uglynbeauty Inc.; Great Skin Cosmetic Skincare; Dermatologic Cosmetic Laboratories; AFRICAN FORMULA COSMETICS CORP.; House of Beauty Inc.; Healthy Hair Plus; Saba Botanical of USA; Body Brands USA, Inc.; Overstock.com; Swanson Health Products; Genesis Pharmaceutical, Inc.; San Francisco Soap Co.; Anna's Linens; California Attorney General's Office; District Attorney's Office for 58 Counties; and City Attorney's Office for Los Angeles, San Diego, San Jose and San Francisco.

From: Shefa LMV, LLC

I. INTRODUCTION

Our name is Shefa LMV, LLC. We are citizens and a Limited Liability Company of the State of California acting in the interest of the general public. We seek to promote awareness of exposures to toxic chemicals in products sold in California and, if possible, to improve public health and safety by reducing the hazardous substances contained in such items. This Notice is provided to the parties listed above pursuant to California Health & Safety Code §25249.6, et seq. ("Proposition 65"). The violations alleged by this Notice consist of product exposures, routes of exposures, and types of harm that may potentially result from exposures to the toxic chemical ("listed chemical") identified below:

Product Exposure:	See Section VII, Exhibit A
Listed Chemical:	Coconut Oil Diethanolamine Condensate AKA Cocamide DEA;
Routes of Exposure:	Dermal absorption; Ingestion; and Inhalation
Types of Harm:	Carcinogen

II. NATURE OF ALLEGED VIOLATION (PRODUCT EXPOSURE)

The specific type of product that is causing consumer and occupational exposures in violation of Proposition 65, and which is the subject of this Notice, is listed under "Product Category/Type" in Exhibit A in Section VII below. All products within the type covered by this Notice shall be referred to hereinafter as the "products." The sales of these products in California dating at least as far back as **June 23, 2013** are subject to this Notice. As a result of the sales of these products, exposures to the listed chemical have been occurring without clear and responsible warnings as required by Proposition 65.

Without proper warnings regarding the toxic effects of exposures to the listed chemical, resulting from contact with the products from dermal and ingestion exposure as well as inhalation, California citizenry lack the information necessary to make informed decisions on whether and how to eliminate (or reduce) the risk of exposure to the toxic chemical from the reasonably foreseeable use of the products.

Through the act of buying, acquiring and using the products, citizens of California are exposed to the listed chemical in homes, workplaces and elsewhere throughout California where these products are utilized. Exposure to consumers includes, but is not limited to, bathing their bodies, their pets or their children. Exposure in the line of occupation can be in a salon-type setting or pet grooming, or any similar occupation. Exposure to consumers includes, but is not limited to, when handling the product Cocamide DEA is absorbed through dermal, and other migration pathways, including but not limited to incidental ingestion after one touch's the chemical and then touch's food or otherwise places his hands on or near his lips where his tongue can or will continue this pathway to ingestion exposure. Exposure may continue to occur for a significant period after the initial contact. People likely to be exposed are women, men, infants and children. These violations and threatened violations pertain to Proposition 65 chemicals that are listed by the state as known to cause cancer.

III. CONTACT INFORMATION

Please direct all questions concerning this notice to us through our counsel's offices at the following address:

Daniel N. Greenbaum, Esq.
14752 Otsego Street
Sherman Oaks, CA 91403
Phone: 310.200.2631
Email: danielgreenbaumesq@gmail.com

IV. PROPOSITION 65 INFORMATION

For general information concerning the provisions of Proposition 65, please feel free to contact the Office of Environmental Health Hazard Assessment ("OEHHA") in the Proposition 65 Implementation Office at (916) 445-6900. For the alleged Violator(s), I have attached a copy of "Proposition 65 in Plain Language" which has been prepared by OEHHA.

V. RESOLUTION OF NOTICED CLAIMS

Based on the allegations set forth in this Notice, I intend to file a citizen enforcement lawsuit against the alleged Violator(s), unless such Violator enters into a binding written agreement to: (1) recall products already sold or undertake best efforts to ensure that the requisite health hazard warnings are provided to those whom have received such products; (2) provide clear and reasonable warnings for products sold in the future, or reformulate such products to eliminate the Cocamide DEA exposures.

If the alleged Violator is interested in resolving this dispute without resorting to time-consuming and expensive litigation, please feel free to contact my counsel identified in Section III. It should be noted that neither my counsel nor I can: (1) finalize any settlement until after the 60-day Notice period elapses; nor (2) speak for the Attorney General or any District Attorney or City Attorney who received this Notice. Therefore, while reaching an agreement that will resolve my claims, such an agreement may not be approved by the Attorney General after referral to them, or by the court as the last voice on settlements.

VI. ADDITIONAL INFORMATION

Product

Shampoo/Soap/Nail Protection

Retailer(s)

Amazon.com, Inc.;
Swanson Health Products;
Overstock.com;

Manufacturer(s)/Distributor(s)

Sister Sky; Eduard Gerlach GmbH;
Benestar Corporation;
Beautystoredepot; DE FABULOUS
INC.; GSM King; Avacor Products
LLC; Integrity Midwest; Major
Group S.r.l.; Uglynbeauty Inc.;
Great Skin Cosmetic Skincare;
Dermatologic Cosmetic
Laboratories; AFRICAN
FORMULA COSMETICS CORP.;
House of Beauty Inc.; Healthy Hair
Plus; Saba Botanical of USA; Body
Brands USA, Inc.; Overstock.com;
Swanson Health Products; Genesis
Pharmaceutical, Inc.; San Francisco
Soap Co.; Anna's Linens;

VII. EXHIBIT A

Identified below are named products which contain the alleged chemicals at issue, and this reference is supportive of the material facts that are a part of my counsels Certificate of Merit that is attached hereto as being available for purchase or use in California that is within the category or type of offending product covered by this Notice. Based on publicly available information, the retailers, distributors and/or manufacturers of the example within the category or type of product are also provided below. I believe and allege that the sale of the offending products also has occurred without the requisite Proposition 65 “clear and reasonable warnings” at one or more locations and/or via other means including, but not limited to, transactions made over-the-counter, business to business, through the internet, and/or via catalog by the alleged Violator(s) and other distributors and retailers of the product.

Product Category	Specific Product	UPC	Sold by	Manufacturer/Distributor
Body Wash	Sister Sky soothing body wash	897411001104	Swanson Health Products	Sister Sky
Nail Protection	Gehwol nail protection pen	4013474117033	Beautystoredepot	Eduard Gerlach GmbH
Nail Protection	Gehwol nail protection pen	4013474117033	Amazon.com	Benestar Corporation
Shampoo	Amazon Series Pure Deep Cleansing shampoo	609728598358	GSM King/ Amazon.com	DE FABULOUS INC.
Shampoo	Avacor thickening Shampoo		Integrity Midwest/ Amazon.com	Avacor Products LLC
Shampoo	Cosmo Service Anti hair loss shampoo	8029620000025	Uglynbeauty Inc./ Amazon.com	Major Group S.r.l.
Shampoo	DCL T-Shampoo		Great Skin Cosmetic/ Amazon.com	Dermatologic Cosmetic Laboratories
Shampoo	Genuine African Formula for thinning hair	837654761786	House of Beauty Inc./ Amazon.com	AFRICAN FORMULA COSMETICS CORP.
Shampoo	Healthy Hair Plus Anti Fungal shampoo		Faber Products/Amazon.com	Healthy Hair Plus
Shampoo	Imbue natural Shampoo	855342004205	Swanson Health Products	Saba Botanical of USA
Shampoo	Towel Dry Conditioning Shampoo	852558002124	Overstock.com	Body Brands USA, Inc.
Shampoo	Umbria Ollii Olivella Hair Olive Shampoo	764412204073	Swanson Health Products	Swanson Health Products
Soap	Glytone acne self foaming cleanser	364760001715	Amazon.com	Genesis Pharmaceutical, Inc.
Soap	Pomegranite Citrus	722030472137	Anna's Linens	San Francisco Soap Co.

PROOF OF SERVICE OF DOCUMENT

I am over the age of 18 and not a party to this case or action. My business address is:

14752 Otsego Street, Sherman Oaks, CA 91403

A True and Correct copy of the documents entitled **60 DAY NOTICE OF VIOLATION; CERTIFICATE OF MERIT; THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY** will be served or was served in the manner stated below:

I. Interested Parties (Served via Certified Mail): On August 6, 2014, I served the following persons and/or entities at the last known addresses by placing a true and correct copy thereof in a sealed envelope in the United States Mail, postage prepaid, and addressed as follows:

Amazon.com, Inc.	ATTN: CEO or President	410 Terry Avenue N, Seattle, WA 98109
Corporation Service Company	c/o Amazon.com, Inc.	300 Deschutes Way SW, Suite 304, Seattle, WA 98501
Sister Sky	ATTN: CEO or President	117 W Augusta Ave, Suite 2, SPOKANE, WA 99205
Eduard Gerlach GmbH	ATTN: CEO or President	Chemische Fabrik, Bäckerstr. 4 - 8, 32312 Lübbecke, Germany
Benestar Corporation	ATTN: CEO or President	2001 W. Main Street, Suite 275, Stamford, CT 06902
Beautystoredepot	ATTN: CEO or President	5446 US HWY 290, Suite 309, Austin, Texas 78735
DE FABULOUS INC.	ATTN: CEO or President	3889 Pembroke Rd., HOLLYWOOD, FL 33021
GSM King	ATTN: CEO or President	2666 Garritsen Ave., Brooklyn, NY 11229
Avacor Products LLC	ATTN: CEO or President	227 East 56th St., 3rd Floor, New York, NY 10022
Integrity Midwest	ATTN: CEO or President	10612 Bluejacket St, Overland Park, KS 66214
Major Group S.r.l.	ATTN: CEO or President	Zona Industriale Località Aeroporto 1/B, 89900 Vibo Valentia, Italy
Ugly n beauty Inc.	ATTN: CEO or President	190 Veterans Dr., Northvale, NJ 07647
Great Skin Cosmetic Skincare	ATTN: CEO or President	3837 Bay Lake Trail, Suite 115, North Las Vegas, NV 89030
Dermatologic Cosmetic Laboratories	ATTN: CEO or President	20 Commerce St, East Haven, CT 06512
AFRICAN FORMULA COSMETICS CORP.	ATTN: CEO or President	409 SW 4th Ave., Gainesville, FL 32601
House of Beauty Inc.	ATTN: CEO or President	2385 W. Cheltenham Ave., Philadelphia PA 19150
Healthy Hair Plus	ATTN: CEO or President	2605 Mountain Industrial Blvd. Ste 2 Tucker GA 30084
Saba Botanical of USA	ATTN: CEO or President	196 Ringneck Ln, Bloomingdale, IL 60108
Body Brands USA, Inc.	ATTN: CEO or President	14670 NE 95TH ST., REDMOND, WA 98052-2544
Overstock.com	ATTN: CEO or President	6350 South 3000 East, Salt Lake City, UT 84121
Swanson Health Products	ATTN: CEO or President	4075 40th Ave SW, Fargo, ND 58104
Genesis Pharmaceutical, Inc.	ATTN: CEO or President	8 Campus Dr., Parsippany, NJ 07054
San Francisco Soap Co.	ATTN: CEO or President	661 Quequechan Street, Fall River, MA 02721
Anna's Linens	ATTN: CEO or President	3550 HYLAND AVE., COSTA MESA CA 92626

II. California Attorney General (via website Portal): On August 6, 2014, I uploaded a true and correct copy thereof as a PDF file via the California Attorney General's website.

III. District and City Attorneys (via U.S. Mail): On August 6, 2014, I served the following persons and/or entities at the last known addresses by placing a true and correct copy thereof in a sealed envelope in the United States Mail, first class, postage prepaid, and addressed as follows

See attached pages for full service list

I declare under penalty of perjury under the laws of the State of California and the United States of America that the foregoing is true and correct.

August 6, 2014

Date

Daniel N. Greenbaum, Esq.

Printed Name



Signature

District Attorney
ALAMEDA COUNTY
1225 Fallon Street, Room 900
Oakland, CA 94612

District Attorney
ALPINE COUNTY
PO Box 248
Markleeville, CA 96120

District Attorney
AMADOR COUNTY
708 Court Street, #202
Jackson, CA 95642

District Attorney
BUTTE COUNTY
25 County Center Drive —
Administration Building
Orville, CA 95965

District Attorney
CALAVERAS COUNTY
891 Mountain Ranch Road
San Andreas, CA 95249

District Attorney
COLUSA COUNTY
346 5th Street, Suite. 101
Colusa, CA 95932

District Attorney
CONTRA COSTA COUNTY
900 Ward Street
Martinez, CA 94553

District Attorney
DEL NORTE COUNTY
450 H Street, Room 171
Crescent City, CA 95531

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EL DORADO COUNTY
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2220 Tulare Street, Suite. 1000
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Willows, CA 95988

District Attorney
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825 5th Street
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District Attorney
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940 West Main Street, Suite. 102
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District Attorney
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168 North Edwards
Independence, CA 93526

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Bakersfield, CA 93301

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KINGS COUNTY
1400 West Lacey Blvd.
Hanford, CA 93230

District Attorney
LAKE COUNTY
255 N. Forbes Street
Lakeport, CA 95453

District Attorney
LASSEN COUNTY
220 S. Lassen Street, Suite. 8
Susanville, CA 96130

District Attorney
LOS ANGELES COUNTY
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Los Angeles, CA 90012

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Madera, CA 93637

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3501 Civic Center Drive, Room 130
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MONTEREY COUNTY
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Salinas, CA 93902

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NAPA COUNTY
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Napa, CA 94559

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Nevada City, CA 95959

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PLACER COUNTY
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District Attorney
PLUMAS COUNTY
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RIVERSIDE COUNTY
3960 Orange Street
Riverside, CA 92501

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SAN BENITO COUNTY
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SAN BERNARDINO COUNTY
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Courthouse Annex, 4th Floor
San Luis Obispo, CA 93408

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400 County Center, Third Floor
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SANTA BARBARA COUNTY
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Santa Barbara, CA 93101

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70 West Hedding Street, West Wing
San Jose, CA 95110

District Attorney
SANTA CRUZ COUNTY
701 Ocean Street, Room 200
Santa Cruz, CA 95060

District Attorney
SHASTA COUNTY
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Ventura, CA 93009

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San Jose, CA 95113

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City Attorney
CITY OF SAN FRANCISCO
City Hall, Room 234
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

CERTIFICATE OF MERIT

I, Daniel N. Greenbaum, hereby declare:

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

(2) I am the attorney for the noticing party.

(3) 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 alleged exposure to the listed chemical that is the subject of the action.

(4) Based on the information obtained through those consultations, and on all 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 plaintiffs' case can be established and the information did not prove that the alleged violator will be able to establish any of the affirmative defenses set forth in the statute.

(5) The copy of this 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 and Safety Code section 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.

August 6, 2014

Daniel N. Greenbaum, Esq.



Date

Printed Name

Signature