

60-DAY NOTICE OF VIOLATION

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

DATE: October 16, 2014

To: Amazon.com, Inc.; Control Corrective Skincare Inc.; The Beauty Drawer;
Richard Ravid, Inc.; CCA Industries Inc.; OTCRX4U; Paula's Choice; Glesee;
Cosmedicine LLC; Advanced Aesthetics, Inc.; Zotos International, Inc.; Rocky
Mountain Skiing LLC; Philosophy; Mercer Group, Ltd.; M/D Skincare LLC.;
Teeka Tan Corp; Webmab, Inc.; Calista Tools; Menscience Androceuticals; Hoyu
America Co.; Walgreen Co.;

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:	Diethanolamine, AKA 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 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.
7120 Hayvenhurst Ave., Suite 320
Van Nuys CA 91406
Phone: 818.809.2199
Fax: 424.243.7689
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 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

Skin Care; Shampoo; Pain Relief;
Sunscreen; Hair Care; Hair Spray

Retailer(s)

Amazon.com, Inc.; The Beauty
Drawer; Beauty.com; Beauty 4 Us;
OTCRX4U; Treat-ur-Skin; Beauty
Connection; Dr. Lin Direct; Online
Direct

Manufacturer(s)/Distributor(s)

Control Corrective Skincare Inc.;
The Beauty Drawer; Richard Ravid,
Inc.; CCA Industries Inc.;
OTCRX4U; Paula's Choice; Glesee;
Cosmedicine LLC; Advanced
Aesthetics, Inc.; Zotos International,
Inc.; Rocky Mountain Skiing LLC;
Philosophy; Mercer Group, Ltd.;
M/D Skincare LLC.; Teeka Tan
Corp; Webmab, Inc.; Calista Tools;
Menscience Androceuticals; Hoyu
America Co

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.

<u>Product Category</u>	<u>Specific Product</u> ¹	<u>UPC</u>	<u>Retailer</u>	<u>Manufacturer/Distributor</u>
Skin care	Control Corrective Aroma Matte	815651011189	The Beauty Drawer	Control Corrective Skincare Inc.
Skin care	Control Corrective Aroma Matte	815651011189	The Beauty Drawer	The Beauty Drawer
Shampoo	Sea Plasma Focus 21 Shampoo	723871110011	Beauty 4 US	Richard Ravid, Inc.
Pain Relief	Extra Strength Pain Bust R II	018515331304	OTCRX4U	CCA Industries Inc.
Pain Relief	Extra Strength Pain Bust R II	018515331304	OTCRX4U	OTCRX4U
Skin care	Paula's Choice Skin Balancing	0655439013505	beauty.com	Paula's Choice
Skin care	Sun Self tanning - medium	753843200372	Treat-ur-skin	Glesee
Skin care	Cosmedicine Private Nurse	811265010181	Beauty Connection	Cosmedicine LLC
Skin care	Glymedplus Photo-age protection	870904001638	Dr. Lin Direct	Advanced Aesthetics, Inc.
Shampoo	Pro Beaute Aura Rosemary Mint	074469449960	Amazon.com	Zotos International, Inc.
Sunscreen	Rocky Mtn Broad Spectrum SPF 30	754018230903	Beauty.com	Rocky Mountain Skiing LLC
Skin care	When hope is not enough		Beauty.com	Philosophy
Sunscreen	baby blanket faces	050778175035	Beauty.com	Mercer Group, Ltd.
Skin care	Dr Dennis Gross CC Cream	695866523215	Beauty.com	M/D Skincare LLC.
Sunscreen	Teeka Tan spf 30 sport	085843000066	Beauty.com	Teeka Tan Corp
Skin care	Reserve moisturizer SPF 50+	055005122288	Beauty.com	Webmab, Inc.
Hair care	Calista Tools	856482001352	Beauty.com	Calista Tools
Shampoo	Menscience Daily Shampoo	185219000079	Beauty.com	Menscience Androceuticals
Hair Spray	Samy Fat Hair '0' Calorie	812102003502	Online Direct	Hoyu America Co.

¹ We are identifying herein for all recipients' benefit to assist in its investigation of, among other things, the magnitude of potential exposure to the listed chemical from other items within the product category listed in Exhibit A. It is important to note that this example does not represent an exhaustive or comprehensive identification of any or all specific products. Further, it is our position that the alleged Violator(s) are obligated to continue to conduct in good faith an investigation into other specific products within the type or category described above that may have been manufactured, distributed, sold, shipped, stored (or otherwise within the alleged Violator(s)' custody or control) during the relevant period so as to ensure that the requisite toxic warnings are provided to California citizens prior to purchase.

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:
7120 Hayvenhurst Ave., Suite 320, Van Nuys CA 91406

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 October 16, 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:

ATTN: CEO or President	Amazon.com, Inc.	410 Terry Avenue N	Seattle	WA	98109
Corporation Service Co.	c/o Amazon.com, Inc.	300 Deschutes Way SW, Suite 304	Seattle	WA	98051
ATTN: Ellen M. Clark	Control Corrective Skincare Inc.	10015 Muirlands Blvd., Ste C	Irvine	CA	92618
ATTN: CEO or President	The Beauty Drawer	34194 Aurora Rd #210	Solon	OH	44139
ATTN: Richard Ravid	Richard Ravid, Inc.	4250 Normandy Court	Royal Oak	MI	48073
ATTN: CEO or President	CCA Industries Inc.	200 Murray Hill Parkway	East Rutherford	NJ	07073
ATTN: CEO or President	OTCRX4U	4201 Tonnelle Ave.	North Bergen	NJ	07047
ATTN: CEO or President	Paula's Choice	1030 SW 34th St, Ste A,	Renton	WA	98057
ATTN: CEO or President	Paula's Choice	705 5 th Ave. S, Suite 200	Seattle	WA	98104
ATTN: CEO or President	Glesee	P.O. Box 33622	Coronada Hills	CA	91394
CT Corporation	c/o Cosmedicine LLC	111 EIGHTH AVE.	New York	NY	10011
Attn: Christine Heathman	Advanced Aesthetics, Inc.	867 East 2260 South	Provo	UT	84606
ATTN: Ronald Krassin	Zotos International, Inc.	100 Tokeneke Road	Darien	CT	06820
Corporation Service Co.	c/o Zotos International, Inc.	50 Westin St.	Hartford	CT	06120
ATTN: CEO or President	Rocky Mountain Skiing LLC	14700 W 66th Pl, Unit 2	Arvada	CO	80004
ATTN: Robert Severson	c/o Rocky Mountain Skiing LLC	1700 Lincoln St., Suite 1300	Denver	CO	80203
ATTN: CEO or President	Philosophy, Inc.	3809 E Watkins St	Phoenix	AZ	85034
Corporation Service Co.	c/o Philosophy, Inc.	2338 W. Royal Palm Rd., Ste J	Phoenix	AZ	85021
ATTN: CEO or President	Mercer Group, Ltd.	254 Hornbine Rd.	Rehoboth	MA	02769
ATTN: CEO or President	Mercer Group, Ltd.	254 Hornbine Rd.	Rehoboth	MA	02769
ATTN: John Mercer	c/o Mercer Group, Ltd.	1628 Highland Ave.	Fall River	MA	02720

ATTN: CEO or President	M/D Skincare LLC.	444 Madison Avenue	New York	NY	10011
ATTN: CEO or President	Dr. Dennis Gross Skincare	444 Madison Avenue, 8 th Floor	New York	NY	10011
ATTN: CEO or President	Teeka Tan Corp	3818 SW 137 AVE.	Miami	FL	33175
Shere Confections, Inc.	c/o Teeka Tan Corp	3818 SW 137 AVE.	Miami	FL	33175
ATTN: CEO or President	Webmab, Inc.	1519 CAMINO ALTO RD.	El Paso	TX	79902
ATTN: Wayne Beckley	Webmab, Inc.	1519 CAMINO ALTO RD.	El Paso	TX	79902
ATTN: CEO or President	Calista Tools	1211 WILMINGTON PIKE	West Chester	PA	19382
ATTN: CEO or President	Menscience Androceuticals, LLC	319 Northwest 25th St	Miami	FL	33127
ATTN: Federico Sanchez	Menscience Androceuticals, LLC	280 Woodcrest Rd.	Key Biscayne	FL	33149
ATTN: CEO or President	Hoyu America Co.	6265 Phyllis Dr.	Cypress	CA	90630
ATTN: Tomohiro Matano	Hoyu America Co.	6265 Phyllis Dr.	Cypress	CA	90630
ATTN: CEO or President	Hoyo Co., Ltd	1-501 Tokugawa Higashi-Ku	Nagoya Aichi	Japan	461-0025
ATTN: CEO or President	Walgreen Co.	200 Wilmot Rd.	Deerfield	IL	60015

II. California Attorney General (via website Portal): On October 16, 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 October 16, 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.

October 16, 2014

Daniel N. Greenbaum, Esq.

Date

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
Oroville, 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

District Attorney
EL DORADO COUNTY
515 Main Street
Placerville, CA 95667

District Attorney
FRESNO COUNTY
2220 Tulare Street, Suite. 1000
Fresno, CA 93721

District Attorney
GLENN COUNTY
PO Box 430
Willows, CA 95988

District Attorney
HUMBOLDT COUNTY
825 5th Street
Eureka, CA 95501

District Attorney
IMPERIAL COUNTY
940 West Main Street, Suite. 102
El Centro, CA 92243

District Attorney
INYO COUNTY
168 North Edwards
Independence, CA 93526

District Attorney
KERN COUNTY
1215 Truxtun Avenue
Bakersfield, CA 93301

District Attorney
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
210 W. Temple Street
Los Angeles, CA 90012

District Attorney
MADERA COUNTY
209 West Yosemite Avenue
Madera, CA 93637

District Attorney
MARIN COUNTY
3501 Civic Center Drive, Room 130
San Rafael, CA 94903

District Attorney
MARIPOSA COUNTY
PO BOX 730
Mariposa, CA 95338

District Attorney
MENDOCINO COUNTY
PO BOX 1000
Ukiah, CA 95482

District Attorney
MERCED COUNTY
550 West Main Street
Merced, CA 95340

District Attorney
MODOC COUNTY
204 S. Court Street, Room 202
Alturas, CA 96101

District Attorney
MONO COUNTY
PO BOX 2053
Mammoth Lakes, CA 93546

District Attorney
MONTEREY COUNTY
PO BOX 1131
Salinas, CA 93902

District Attorney
NAPA COUNTY
PO BOX 720
Napa, CA 94559

District Attorney
NEVADA COUNTY
201 Commercial Street
Nevada City, CA 95959

District Attorney
ORANGE COUNTY
401 Civic Center Drive West
Santa Ana, CA 92701

District Attorney
PLACER COUNTY
10810 Justice Center Drive
Roseville, CA 95678

District Attorney
PLUMAS COUNTY
520 Main Street, Room 404
Quincy, CA 95971

District Attorney
RIVERSIDE COUNTY
3960 Orange Street
Riverside, CA 92501

District Attorney
SACRAMENTO COUNTY
901 G Street
Sacramento, CA 95812

District Attorney
SAN BENITO COUNTY
419 4th Street
Hollister, CA 95023

District Attorney
SAN BERNARDINO COUNTY
303 W. Third Street
San Bernardino, CA 92415

District Attorney
SAN DIEGO COUNTY
330 W. Broadway, Suite 1300
San Diego, CA 92101

District Attorney
SAN FRANCISCO COUNTY
880 Bryant Street, Third Floor
San Francisco, CA 94103

District Attorney
SAN JOAQUIN COUNTY
PO BOX 990
Stockton, CA 95202

District Attorney
SAN LUIS OBISPO COUNTY
Courthouse Annex, 4th Floor
San Luis Obispo, CA 93408

District Attorney
SAN MATEO COUNTY
400 County Center, Third Floor
Redwood City, CA 94063

District Attorney
SANTA BARBARA COUNTY
1112 Santa Barbara Street
Santa Barbara, CA 93101

District Attorney
SANTA CLARA COUNTY
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
1355 West Street
Redding, CA 96001

District Attorney
SIERRA COUNTY
100 Courthouse Square
Downieville, CA 95936

District Attorney
SISKIYOU COUNTY
PO BOX 986
Yreka, CA 96097

District Attorney
SOLANO COUNTY
675 Texas Street, Suite 4500
Fairfield, CA 94533

District Attorney
SONOMA COUNTY
600 Administration Drive, Room 212J
Santa Rosa, CA 95403

District Attorney
STANISLAUS COUNTY
832 12th Street, Suite 300
Modesto, CA 95353

District Attorney
SUTTER COUNTY
446 Second Street, Suite 102
Yuba City, CA 95991

District Attorney
TEHAMA COUNTY
PO BOX 519
Red Bluff, CA 96080

District Attorney
TRINITY COUNTY
PO BOX 310
Weaverville, CA 96093

District Attorney
TULARE COUNTY
221 South Mooney Blvd., Suite 224
Visalia, CA 93291

District Attorney
TUOLUMNE COUNTY
423 No. Washington Street
Sonora, CA 95370

District Attorney
VENTURA COUNTY
800 South Victoria Avenue
Ventura, CA 93009

District Attorney
YOLO COUNTY
301 Second Street
Woodland, CA 95695

District Attorney
YUBA COUNTY
215 Fifth Street, Suite. 152
Marysville, CA 95901

Mike Feuer
City Attorney
CITY OF LOS ANGELES
200 N. Main Street
Los Angeles, CA 90012

Jan Goldsmith
City Attorney
CITY OF SAN DIEGO
1200 Third Avenue, 3rd Floor
San Diego, CA 92101

Richard Doyle
City Attorney
CITY OF SAN JOSE
200 East Santa Clara Street
San Jose, CA 95113

Dennis J. Herrera
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.

October 15, 2014

Daniel N. Greenbaum, Esq.



Date

Printed Name

Signature