

Melvin B. Pearlston  
Senior Counsel



Of Counsel  
Robert B. Hancock

June 6, 2018

**60-DAY NOTICE OF VIOLATIONS OF  
CALIFORNIA HEALTH & SAFETY CODE SECTION 25249.5 ET SEQ.  
(PROPOSITION 65)**

Dear Alleged Violator and the Appropriate Public Enforcement Agencies:

I represent Erika McCartney in this matter. Ms. McCartney has identified violations of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65"), which is codified at California Health and Safety Code § 25249.5 *et seq.*, with respect to the products identified below. These violations have occurred and continue to occur because the alleged Violator identified below failed to provide required clear and reasonable warnings with the identified products. This letter serves as a notice of these violations to the alleged Violator and the appropriate public enforcement agencies. Pursuant to Section 25249.7(d) of the statute, Ms. McCartney intends to file a private enforcement action in the public interest 60 days after effective service of this notice unless the public enforcement agencies have commenced and are diligently prosecuting an action to rectify these violations.

**General Information about Proposition 65.** A copy of a summary of Proposition 65, prepared by the Office of Environmental Health hazard Assessment, is attached with the copy of this letter served to the alleged Violator identified below.

**Alleged Violator.** The names of the company covered by this notice that violated Proposition 65 (hereinafter "the Violator") is:

**Sun Brothers, LLC d/b/a Sunwarrior  
Natural Healthy Concepts, LLC  
Therenwco, LLC d/b/a Natural Healthy Concepts, LLC  
iHerb, Inc.  
Amazon.com, Inc.  
Jet.com, Inc.  
Lucky Vitamin Corporation  
Vitacost.com, Inc.  
VitaminLife, Inc.  
Healthy Planet Enterprises Corporation d/b/a VitaminLife and VitaminLife, Inc.**

**Consumer Products and Listed Chemical.** The products that are the subject of this notice and the chemical in those products identified as exceeding allowable levels are:

**Sunwarrior Classic Protein—Chocolate—Lead**

On February 27, 1987, the State of California officially listed lead as a chemical known to cause developmental toxicity, and male and female reproductive toxicity. On October 1, 1992, the State of California officially listed lead and lead compounds as chemicals known to cause cancer.

It should be noted that Ms. McCartney may continue to investigate other products that may reveal further violations and result in subsequent notices of violations.

**Route of Exposure.** The consumer exposures that are the subject of this notice result from the purchase, acquisition, and recommended use of these products. Consequently, the primary route of exposure to these chemicals has been and continues to be through ingestion.

**Approximate Time Period of Violations.** Ongoing violations have occurred every day since at least June 6, 2017, as well as every day since the products were introduced into the California marketplace, and will continue every day until clear and reasonable warnings are provided to product purchasers or until these known toxic chemicals are either removed from or reduced to allowable levels in the products. Proposition 65 requires that a clear and reasonable warning be provided prior to exposure to the identified chemicals. The method of warning should be a warning that appears on the product label. The Violator violated Proposition 65 because it failed to provide persons using these products with appropriate warnings that they are being exposed to these chemicals.

Consistent with the public interest goals of Proposition 65 and a desire to have these ongoing violations of California law quickly rectified, Ms. McCartney is interested in seeking a constructive resolution of this matter that includes an enforceable written agreement by the Violator to: (1) recall any products already sold, or undertake best efforts to ensure that the requisite health hazard warnings are provided to those who have received such products; (2) reformulate the identified products so as to eliminate further exposures to the identified chemicals, or provide appropriate warnings on the labels of these products; and (3) pay an appropriate civil penalty. Such a resolution will prevent further unwarned consumer exposures to the identified chemicals, as well as expensive and time-consuming litigation. It should be noted that counsel cannot (1) finalize any settlement until after the 60-day notice period has expired; or (2) speak for the California Attorney General or any District or City Attorney who has received this notice. Therefore, while reaching an agreement may satisfy the claims alleged herein, such agreement may not be satisfactory to public prosecutors.

Ms. McCartney has retained me as legal counsel in connection with this matter. Her address is 1341 58th Ave. # 11, Oakland, California, 94621. Her telephone number is 707.502.8635. **Please direct all communications regarding this Notice of Violations to my attention at the law office address and telephone number indicated on the letterhead.**

Notice of Violations of California Health & Safety Code § 25249.5, *et seq.*

June 6, 2018

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Sincerely,



Robert B. Hancock

Attachments:

Certificate of Merit

Certificate of Service

OEHHA Summary (to Violators only)

Additional Supporting Information for Certificate of Merit (to AG only)

**CERTIFICATE OF MERIT**

**Re: Notice of Proposition 65 Violations**

Robert B. Hancock declares:

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

2. I am an attorney for the noticing party.

3. I have consulted with one or more persons with relevant and appropriate experience or expertise who have reviewed facts, studies, or other data regarding the exposures to the listed chemicals and the subject of the action.

4. Based on the information obtained through those consultants, 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 information provides a credible basis that all elements of the plaintiff's case can be established and that 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. Along with the copy of this Certificate of Merit served on the Attorney General is attached additional factual information sufficient to establish the basis for this certificate, including the information identified in California 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.

Dated: June 6, 2018

  
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Robert B. Hancock

**CERTIFICATE OF SERVICE**

I, the undersigned, declare under penalty of perjury under the laws of the State of California that the following is true and correct:

I am a citizen of the United States, over the age of 18 years of age, and am not a party to the within action.

On June 6, 2018, I served the following documents: **NOTICE OF VIOLATIONS OF CALIFORNIA HEALTH & SAFETY CODE § 25249.5 ET SEQ.; CERTIFICATE OF MERIT; "THE SAFE WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY"** on the following parties by placing a true and correct copy thereof in a sealed envelope, addressed to the party listed below and depositing it in a US Postal Service Office with the postage fully prepaid and delivery by Certified Mail:

Current Manager or Managing Member  
Sun Brothers, LLC d/b/a Sunwarrior  
2250 N. Coral Canyon Blvd.  
Washington, UT 84780-2649

Current President or CEO  
Jet.com, Inc.  
221 River Street  
Hoboken, NJ 07030

Current Manager or Managing Member  
Natural Healthy Concepts, LLC  
310 N. Westhill Blvd.  
Appelton, WI 54914

Current President or CEO  
Lucky Vitamin Corporation  
300 6th Avenue  
Pittsburg, PA 15222-2514

Current Manager or Managing Member  
Therenewco, LLC, d/b/a Natural Healthy  
Concepts, LLC  
325 Seaboard Ln. Ste. 150  
Franklin, TN 37067-6431

Current President or CEO  
Viacost.com, Inc.  
5400 Broken Sound Pkway NW  
Suite 500  
Boca Raton, FL 33487

Current President or CEO  
iHerb, Inc.  
17825 Indian Street  
Moreno Valley, CA 92551

Current President or CEO  
Healthy Planet Enterprises Corporation  
d/b/a VitaminLife and VitaminLife, Inc.  
15100 Woodinville-Redmond Road NE  
Suite A-600  
Woodinville, WA 98072

Current President or CEO  
Amazon.com, Inc.  
410 Terry Avenue North  
Seattle, WA 98109-5210

Current President or CEO  
VitaminLife, Inc.  
15100 Woodinville-Redmond Road NE  
Suite A-600  
Woodinville, WA 98072

On June 6, 2018, I served the following documents: **NOTICE OF VIOLATION CALIFORNIA HEALTH & SAFETY CODE § 25249.5 ET SEQ.; CERTIFICATE OF MERIT; ADDITIONAL SUPPORTING INFORMATION FOR CERTIFICATE OF MERIT AS REQUIRED BY CALIFORNIA HEALTH & SAFETY CODE § 25249.7(D)(1)** on the following parties by uploading the foregoing documents at the webpage listed below:

Office of the California Attorney General  
Prop 65 Enforcement Reporting  
1515 Clay Street, Ste. 2000  
P.O. Box 70550  
Oakland, CA 94612-0550  
<https://oag.ca.gov/prop65/add-60-day-notice>

On June 6, 2018, I served the following Documents: **NOTICE OF VIOLATION CALIFORNIA HEALTH & SAFETY CODE § 25249.5 ET SEQ.; CERTIFICATE OF MERIT** on each of the parties on the Service List attached hereto. As to those parties listed by mailing address only, I effected service by placing a true and correct copy thereof in a sealed envelope, addressed to each of the parties **on the Service list attached hereto**, and depositing it with the U.S. Postal Service with postage fully prepaid for delivery by Priority Mail. As to those parties having an e-mail address listed, I effected service by transmitting the document via electronic transmission to the email address listed.

Executed under penalty of perjury pursuant to the laws of the State of California on June 6, 2018.

  
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Robert B. Hancock

**Service List**

District Attorney, Alameda County 1225 Fallon Street, Room 900 Oakland, CA 94612	District Attorney, Glenn County Post Office Box 430 Willows, CA 95988	District Attorney, Marin County 3501 Civic Center Drive, Room 130 San Rafael, CA 94903
District Attorney, Alpine County P.O. Box 248 Markleeville, CA 96120	District Attorney, Humboldt County 825 5th Street Eureka, CA 95501	District Attorney, Mariposa County Post Office Box 730 Mariposa, CA 95338
District Attorney, Amador County 708 Court Street, #202 Jackson, CA 95642	District Attorney, Imperial County 940 West Main Street, Ste 102 El Centre, CA 92243	District Attorney, Mendocino County Post Office Box 1000 Ukiah, CA 95482
District Attorney, Butte County 25 County Center Drive Oroville, CA 95965	District Attorney, Inyo County 230 W. Line Street Bishop, CA 93514	District Attorney, Merced County 2222 M Street Merced, CA 95340
District Attorney, Calaveras County 891 Mountain Ranch Road San Andreas, CA 95249	District Attorney, Kern County 1215 Truxtun Avenue Bakersfield, CA 93301	District Attorney, Modoc County 204 S Court Street, Room 202 Alturas, CA 96101-4020
District Attorney, Colusa County 547 Market Street Colusa, CA 95932	District Attorney, Kings County 1400 West Lacey Boulevard Hanford, CA 93230	District Attorney, Mono County Post Office Box 617 Bridgeport, CA 93517
District Attorney, Contra Costa County 900 Ward Street Martinez, CA 94553 <a href="mailto:sgrassini@contracostada.org">sgrassini@contracostada.org</a>	District Attorney, Lake County 255 N. Forbes Street Lakeport, CA 95453	District Attorney, Monterey County Post Office Box 1131 Salinas, CA 93902 <a href="mailto:Prop65DA@co.monterey.ca.us">Prop65DA@co.monterey.ca.us</a>
District Attorney, Del Norte County 450 H Street, Ste. 171 Crescent City, CA 95531	District Attorney, Lassen County 220 South Lassen Street, Ste. 8 Susanville, CA 96130 <a href="mailto:mlatimer@co.lassen.ca.us">mlatimer@co.lassen.ca.us</a>	District Attorney, Napa County 1127 First Street, Suite C Napa, CA 94559 <a href="mailto:CEPD@countyofnapa.org">CEPD@countyofnapa.org</a>
District Attorney, El Dorado County 515 Main Street Placerville, CA 95667	District Attorney, Los Angeles County 210 West Temple Street, Suite 18000 Los Angeles, CA 90012	District Attorney, Nevada County 201 Commercial St. Nevada City, CA 95959
District Attorney, Fresno County 2220 Tulare Street, #1000 Fresno, CA 93721	District Attorney, Madera County 209 West Yosemite Avenue Madera, CA 93637	District Attorney, Orange County 401 Civic Center Drive West Santa Ana, CA 92701
District Attorney, Placer County 10810 Justice Center Drive, Ste 240 Roseville, CA 95678	District Attorney, San Mateo County 400 County Ctr., 3rd Floor Redwood City, CA 94063	District Attorney, Sutter County 446 Second Street Yuba City, CA 95991
District Attorney, Plumas County 520 Main Street, Room 404 Quincy, CA 95971	District Attorney, Santa Barbara County 1112 Santa Barbara Street Santa Barbara, CA 93101 <a href="mailto:DAProp65@co.santa-barbara.ca.us">DAProp65@co.santa-barbara.ca.us</a>	District Attorney, Tehama County Post Office Box 519 Red Bluff, CA 96080
District Attorney, Riverside County 3960 Orange Street Riverside, CA 92502 <a href="mailto:Prop65@rivcodia.org">Prop65@rivcodia.org</a>	District Attorney, Santa Clara County 70 West Hedding Street San Jose, CA 95110 <a href="mailto:edobroth@co.slo.ca.us">edobroth@co.slo.ca.us</a>	District Attorney, Trinity County Post Office Box 310 Weaverville, CA 96093
District Attorney, Sacramento County 901 "G" Street Sacramento, CA 95814 <a href="mailto:Prop65@sacda.org">Prop65@sacda.org</a>	District Attorney, Santa Cruz County 701 Ocean Street, Room 200 Santa Cruz, CA 95060 <a href="mailto:Prop65DA@santacruzcounty.us">Prop65DA@santacruzcounty.us</a>	District Attorney, Tulare County 221 S. Mooney Avenue, Room 224 Visalia, CA 93291 <a href="mailto:Prop65@co.tulare.ca.us">Prop65@co.tulare.ca.us</a>
District Attorney, San Benito County 419 Fourth Street, 2nd Floor Hollister, CA 95023	District Attorney, Shasta County 1355 West Street Redding, CA 96001	District Attorney, Tuolumne County 423 N. Washington Street Sonora, CA 95370
District Attorney, San Bernardino County 316 N. Mountain View Avenue San Bernardino, CA 92415-0004	District Attorney, Sierra County PO Box 457, NACV Downieville, CA 95936	District Attorney, Ventura County 800 South Victoria Avenue Ventura, CA 93009 <a href="mailto:daspecialops@ventura.org">daspecialops@ventura.org</a>
District Attorney, San Diego County 330 West Broadway, Room 1300 San Diego, CA 92101	District Attorney, Siskiyou County Post Office Box 986 Yreka, CA 96097	District Attorney, Yolo County 301 2nd Street Woodland, CA 95695
District Attorney, San Francisco County 850 Bryant Street, Room 322 San Francisco, CA 94103 <a href="mailto:Gregory.alker@sfgov.org">Gregory.alker@sfgov.org</a>	District Attorney, Solano County 675 Texas Street, Ste 4500 Fairfield, CA 94533	District Attorney, Yuba County 215 Fifth Street, Suite 152 Marysville, CA 95901
District Attorney, San Joaquin County Post Office Box 990 Stockton, CA 95201 <a href="mailto:DAConsumerEnvironmental@sjcda.org">DAConsumerEnvironmental@sjcda.org</a>	District Attorney, Sonoma County 600 Administration Drive, Room 212J Santa Rosa, CA 95403 <a href="mailto:lbarnes@sonoma-county.org">lbarnes@sonoma-county.org</a>	Los Angeles City Attorney's Office City Hall East 200 N. Main Street, Rm 800 Los Angeles, CA 90012
District Attorney, San Luis Obispo County 1035 Palm St. Room 450 San Luis Obispo, CA 93408 <a href="mailto:edobroth@co.slo.ca.us">edobroth@co.slo.ca.us</a>	District Attorney, Stanislaus County 832 12th Street, Ste 300 Modesto, CA 95353	San Diego City Attorney's Office 1200 3rd Avenue, Ste 1620 San Diego, CA 92101 <a href="mailto:CityAttvCrimProp65@sandiego.gov">CityAttvCrimProp65@sandiego.gov</a>
San Francisco City Attorney's Office City Hall, Room 234 1 Drive Carlton B Goodlett Place San Francisco, CA 94102	San Jose City Attorney's Office 200 East Santa Clara Street, 16th Floor San Jose, CA 95113	Office of the City Attorney City of Sacramento 915 I Street, 4th Floor Sacramento, CA 95814