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VIA CERTIFIED MAIL

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Current President or CEO
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and doing business as Organic Traditions
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Cheektowaga, NY 14227

Current President or CEO
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and doing business as Organic Traditions
125 Galleria Drive #1482
Cheektowaga, NY 14225

Current President or CEO
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and doing business as Organic Traditions
2501 Broadway Street, #19-20
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Current President or CEO
Advantage Health Matters Inc.,
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VIA CERTIFIED MAIL

Current President or CEO
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Corporations and Companies, Inc.
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VIA ONLINE SUBMISSION

Office of the California Attorney General

VIA FIRST CLASS MAIL

District Attorneys of Select California
Counties and Select City Attorneys
(See Attached Certificate of Service)

Re: Notice of Violations of California Health & Safety Code Section 25249.5 *et seq.*

Dear Addressees:

I represent Environmental Research Center, Inc. (“ERC”) in connection with this Notice of Violations of California’s Safe Drinking Water and Toxic Enforcement Act of 1986, which is codified at California Health & Safety Code Section 25249.5 *et seq.* and also referred to as Proposition 65.

ERC is a California non-profit corporation dedicated to, among other causes, helping safeguard the public from health hazards by bringing about a reduction in the use and misuse of hazardous and toxic chemicals, facilitating a safe environment for consumers and employees, and encouraging corporate responsibility.

The names of the Companies covered by this notice that violated Proposition 65 (hereinafter the “Violators”) are:

Health Matters America, Inc., individually and doing business as Organic Traditions

Advantage Health Matters Inc., individually and doing business as Organic Traditions

The products that are the subject of this notice and the chemicals in those products identified as exceeding allowable levels are:

- 1. Organic Traditions Maca For Women With Probiotics - Lead**
- 2. Organic Traditions Maca For Men With Probiotics - Lead**
- 3. Organic Traditions Smooth Movement Probiotic Fiber Blend With Turmeric - Lead**
- 4. Organic Traditions Turmeric Latte With Probiotics And Saffron - Lead**
- 5. Organic Traditions Moringa Leaf Powder - Lead**
- 6. Organic Traditions Chlorella Powder - Lead**
- 7. Organic Traditions Wheat Grass Juice Powder - Lead**
- 8. Organic Traditions Spirulina Powder - Lead**
- 9. Organic Traditions Barley Grass Juice Powder - Lead**
- 10. Organic Traditions Premium Matcha Green Tea - Lead**

- 11. Organic Traditions Macaccino Drink Mix – Lead, Cadmium**
- 12. Organic Traditions Maca X-6 Black And Red-Purple - Lead**
- 13. Organic Traditions Probiotic Super Greens With Turmeric - Lead**
- 14. Organic Traditions Triphala Powder - Lead**
- 15. Organic Traditions Ashwagandha Root Powder - Lead**
- 16. Organic Traditions Amla Berry Powder - Lead**
- 17. Organic Traditions Baobab Fruit Powder - Lead**
- 18. Organic Traditions Turmeric Powder - Lead**
- 19. Organic Traditions Cacao Powder - Cadmium**
- 20. Organic Traditions Golden Flax Seeds – Cadmium**

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.

Cadmium was officially listed as a chemical known to cause developmental toxicity and male reproductive toxicity on May 1, 1997 while cadmium and cadmium compounds were listed as chemicals known to the State of California to cause cancer on October 1, 1987.

This letter is a notice to the Violators and the appropriate governmental authorities of the Proposition 65 violations concerning the listed products. This notice covers all violations of Proposition 65 involving the Violators currently known to ERC from the information now available. ERC may continue to investigate other products that may reveal further violations. A summary of Proposition 65, prepared by the Office of Environmental Health Hazard Assessment, is enclosed with the copy of this letter to the Violators.

The Violators have manufactured, marketed, distributed, and/or sold the listed products, which have exposed and continue to expose numerous individuals within California to the identified chemicals, lead and/or cadmium. The consumer exposures that are the subject of this notice result from the recommended use of these products by consumers. The route of exposure to lead has been through ingestion. Proposition 65 requires that a clear and reasonable warning be provided prior to exposure to lead and/or cadmium. The method of warning should be a warning that appears on the product's label. The Violators violated Proposition 65 because they failed to provide an appropriate warning to persons ingesting these products that they are being exposed to lead. Each of these ongoing violations has occurred on every day since September 20, 2015, as well as every day since the products were introduced in the California marketplace, and will continue every day until clear and reasonable warnings are provided to product purchasers and users.

Pursuant to Section 25249.7(d) of the statute, ERC intends to file a citizen enforcement action sixty days after effective service of this notice unless the Violators agree in an enforceable written instrument to: (1) reformulate the listed products so as to eliminate further exposures to the identified chemicals; (2) pay an appropriate civil penalty; and (3) provide clear and reasonable warnings compliant with Proposition 65 to all persons located in California who purchased the above products in the last three years. Consistent with the public interest goals of

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Proposition 65 and my client's objectives in pursuing this notice, ERC is interested in seeking a constructive resolution to this matter. Such resolution will avoid both further unwarned consumer exposures to the identified chemicals and expensive and time consuming litigation.

ERC's Executive Director is Chris Heptinstall, and is located at 3111 Camino Del Rio North, Suite 400, San Diego, CA 92108; Tel. 619-500-3090. ERC has retained me in connection with this matter. We suggest that communications regarding this Notice of Violations should be directed to my attention at the above listed law office address and telephone number.

Sincerely,


Michael Lozeau

Attachments

Certificate of Merit

Certificate of Service

OEHHA Summary (to Health Matters America, Inc., individually and doing business as Organic Traditions and Advantage Health Matters Inc., individually and doing business as Organic Traditions and their Registered Agent for Service of Process only)

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

CERTIFICATE OF MERIT

Re: Environmental Research Center, Inc.'s Notice of Proposition 65 Violations by Health Matters America, Inc., individually and doing business as Organic Traditions and Advantage Health Matters Inc., individually and doing business as Organic Traditions

I, Michael Lozeau, declare:

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 exposure to the listed chemicals that are the subject of the notice.
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 the 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 Violators 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: September 20, 2018


Michael Lozeau

CERTIFICATE OF SERVICE PURSUANT TO 27 CCR § 25903

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 and over the age of 18 years of age. My business address is 306 Joy Street, Fort Oglethorpe, Georgia 30742. I am a resident or employed in the county where the mailing occurred. The envelope or package was placed in the mail at Fort Oglethorpe, Georgia.

On September 20, 2018 between 8:00 a.m. and 5:00 p.m. Eastern Time, I served the following documents: **NOTICE OF VIOLATIONS OF CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET SEQ.; CERTIFICATE OF MERIT; “THE SAFE DRINKING 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 each of the parties listed below and depositing it in a U.S. Postal Service Office with the postage fully prepaid for delivery by Certified Mail:

Current President or CEO
Health Matters America, Inc., individually
and doing business as Organic Traditions
2501 Broadway Street, Ste 2
Buffalo, NY 14227

Current President or CEO
Health Matters America, Inc., individually
and doing business as Organic Traditions
3215 Broadway St.
Cheektowaga, NY 14227

Current President or CEO
Health Matters America, Inc., individually
and doing business as Organic Traditions
125 Galleria Drive #1482
Cheektowaga, NY 14225

Current President or CEO
Health Matters America, Inc., individually
and doing business as Organic Traditions
2501 Broadway Street, #19-20
Buffalo, NY 14227

Current President or CEO
Advantage Health Matters Inc., individually
and doing business as Organic Traditions
8-250 Shields Court
Markham, ON L3R 9W7
Canada

Current President or CEO
Advantage Health Matters Inc., individually
and doing business as Organic Traditions
5787 Steeles Avenue W
North York, ON M9L 2W3
Canada

Corporations and Companies, Inc.
(Registered Agent for Health Matters America, Inc.,
individually and doing business as Organic Traditions)
910 Foulk Road, Ste 201
Wilmington, DE 19803

On September 20, 2018 between 8:00 a.m. and 5:00 p.m. Eastern Time, I verified the following documents **NOTICE OF VIOLATIONS, 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)** were served on the following party when a true and correct copy thereof was uploaded on the California Attorney General's website, which can be accessed at <https://oag.ca.gov/prop65/add-60-day-notice> :

Office of the California Attorney General
Prop 65 Enforcement Reporting
1515 Clay Street, Suite 2000
Oakland, CA 94612-0550

On September 20, 2018 between 8:00 a.m. and 5:00 p.m. Eastern Time, I verified the following documents **NOTICE OF VIOLATIONS, CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET SEQ.; CERTIFICATE OF MERIT** were served on the following parties when a true and correct copy thereof was sent via electronic mail to each of the parties listed below:

Nancy O'Malley, District Attorney
Alameda County
7677 Oakport Street, Suite 650
Oakland, CA 94621
CEPDProp65@acgov.org

Anne Marie Schubert, District Attorney
Sacramento County
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Sacramento, CA 95814
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Stacey Grassini, Deputy District Attorney
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Mark Ankcorn, Deputy City Attorney
San Diego City Attorney
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Notice of Violations of California Health & Safety Code §25249.5 *et seq.*
September 20, 2018
Page 9

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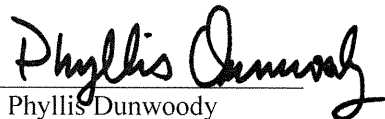
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Jeff W. Reisig, District Attorney
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301 Second Street
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cfepd@yolocounty.org

On September 20, 2018 between 8:00 a.m. and 5:00 p.m. Eastern Time, I served the following documents: **NOTICE OF VIOLATIONS, CALIFORNIA HEALTH & SAFETY CODE §25249.5 ET SEQ.; CERTIFICATE OF MERIT** on each of the parties on the Service List attached hereto 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 the postage fully prepaid for delivery by First Class Mail.

Executed on September 20, 2018, in Fort Oglethorpe, Georgia.


Phyllis Dunwoody

September 20, 2018

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Service List

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