



Brown Bear Law, APC  
818-457-1543  
shant@brownbearlaw.com  
PO Box 573423  
Tarzana, CA 91357

January 8, 2021

Blue Lily Organics LLC  
1935 W Maya Way  
Phoenix, AZ 85085

Amazon.com Services LLC  
Amazon.com Inc. c/o Corporation Service Company  
251 Little Falls Drive  
Wilmington DE 19808

### **60-Day Notice of Violation**

#### **Sent in Compliance with California Health & Safety Code § 25249.7(d)**

To: Blue Lily Organics LLC, Amazon.com Services LLC, Amazon.com Inc. and the public prosecutors listed on the proof of service attached hereto:

#### **I. INTRODUCTION**

Brown Bear Law, APC represents Citizens of California Safety Corp, a California Corporation with an interest in protecting the general public, which includes promoting awareness of exposure to toxic chemicals, reducing exposure to hazardous substances found in consumer products, and the promotion and improvement of human health. This correspondence shall serve as a 60 day notice Blue Lily Organics LLC, Amazon.com Services LLC, Amazon.com Inc., (hereinafter “Violators”) are in violation of the California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65"), which codified at Cal. Health & Safety Code §25249.5 et seq.

Cal. Health & Safety Code §25249 states in relevant part “No person in the course of doing business shall knowingly and intentionally expose any individual to a chemical known to the state to cause cancer or reproductive toxicity without first giving clear and reasonable warning to such individual”

This correspondence serves to provide notification that the Violators and elected prosecutors. Unless, notice is provided that the appropriate public enforcement agencies are diligently prosecuting said violations, Brown Bear Law, APC intends to bring an enforcement action on behalf of Citizens of California Safety Corp sixty days or more after service of said notice.

## II. VIOLATIONS

Product Types/Categories: The specific types or categories of products that are causing consumer exposures in violation of Proposition 65, and that are covered by this Notice, include the following:

Product Name	UPC
Blue Lily Pure Neem Powder	X000RGQWQJ
Blue Lily Ceylon Cinnamon Powder	X001VKMWMD
Blue Lily Ceylon Cinnamon Supplement	X0027K07Y1

The products listed above are products recently purchased and/or are available for purchase for use in California. Although, attempts have been made to diligently search for each and every product offered by the Violators, the list above may not be exhaustive.

Each of the products listed involve exposures to the Proposition 65-listed chemical “lead” through ingestion, and exposure to the skin (dermal) such as touching the product. Lead is listed pursuant to Proposition 65 as a chemical known to cause birth defects or other reproductive harm. Lead is hereinafter referred to as the “Listed Chemical”. As a result of the Violators failing to provide reasonable warnings, individuals in California have been exposed to the listed chemical since at least from December 2020 without the proper warning. Thus, California citizens lacked the information necessary to make an informed decision to reduce the risk of the listed chemical from reasonable and foreseeable use.

## III. PROPOSITION 65 INFORMATION

For the Violators’ reference, attached is a copy of "Proposition 65: A Summary" which has been prepared by Office of Environmental Health Hazard Assessment (“OEHHA”). For more information concerning the provisions of Proposition 65, contact OEHHA or visit their website.

## IV. RESOLUTION OF NOTICED CLAIMS

Brown Bear Law, APC, intends to file a private enforcement action pursuant to Proposition 65 on behalf of Citizens of California Safety Corp unless the Violators agree to enter into a binding enforceable written instrument to (1) recall the listed products to avoid continued exposure or undertake diligent efforts to ensure that the requisite health hazard warnings are provided to those who already received such products; (2) pay an appropriate civil penalty based on the factors enumerated in California Health & Safety Code §25249.7(b). In order to avoid costly litigation, if the alleged Violators are interested in resolving this dispute, please feel free to contact counsel Shant Vayvayan, Brown Bear Law, APC, PO Box 573423, Tarzana, CA 91357, (818)-457-1543, shant@brownbearlaw.com. It should be noted pursuant to Proposition 65 a Private Enforcer cannot: (1) finalize any settlement until after the 60-day notice period has expired; or (2) speak for the Attorney General or any District or City Attorney who

received this Notice. Therefore, while reaching an agreement will resolve my claims, such agreement may not satisfy the public prosecutors.

## V. PRESERVATION OF EVIDENCE

This Notice also serves as a demand that the Notice Recipients preserve and maintain all relevant evidence, including all electronic documents and data, pending resolution of this matter. Such relevant evidence includes but is not limited to all documents relating to the presence or potential presence of the Listed Chemical in the Covered Products; purchase and sales information for Covered Products; efforts to comply with Proposition 65 with respect to the Covered Products; communications with any person relating to the presence or potential presence of the Listed Chemical in Covered Products; and representative exemplars of each specific model falling within the Covered Products. This demand applies to all relevant evidence for Covered Products sold in the State of California, as far back as December 2020, through the date of any trial of the claims alleged in this Notice.

## VI. CONTACT INFORMATION

Plaintiff has retained me as legal counsel in this matter. Please direct all communications related to this Notice of Violation to the following:

Shant Vayvayan, Esq.  
Brown Bear Law, APC  
P.O. Box 573423  
Tarzana, CA 91357  
[shant@brownbearlaw.com](mailto:shant@brownbearlaw.com)

Sincerely,



Shant Vayvayan

cc: California Attorney General's Office; District Attorney's Office for 58 Counties; and City Attorneys for San Francisco, San Diego, San Jose and Los Angeles Attachments: Certificate of Merit; Proof of Service; The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary (Blue Lily Organics LLC, Amazon.com Services LLC, Amazon.com Inc.); and Confidential Information in Support of Certificate of Merit (Attorney General Only)

**CERTIFICATE OF MERIT**  
Health and Safety Code Section 25249.7(d)

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

Dated: January 8, 2021

  
\_\_\_\_\_  
Shant Vayvayan

**PROOF OF SERVICE BY MAIL - 1013(a)(3) 2015.5 C.C.P.**

STATE OF CALIFORNIA, COUNTY OF LOS ANGELES

I am a resident of the County aforesaid; I am over the age of eighteen years and not a party to the within entitled action; my business address is P.O. Box 573423, Tarzana CA, 91357.

On **1/8/21**, I served the within documents:

- 1. 60-DAY NOTICE OF VIOLATION SENT IN COMPLIANCE WITH HEALTH & SAFETY CODE §25249.7(d);**
- 2. PROPOSITION 65: A SUMMARY (not sent to the public enforcement agencies);**
- 3. CERTIFICATE OF MERIT;**
- 4. CONFIDENTIAL INFORMATION IN SUPPORT OF CERTIFICATE OF MERIT (Attorney General Only)**

[x] by placing a true copy thereof enclosed in a sealed envelope with postage for first class mail thereon fully prepaid in Los Angeles, California, in the United States mail addresses attached hereto as **Exhibit A**:

[x] by electronic service through transmission via electronic mail the documents listed above to each addresses attached hereto as Exhibit B:

Additionally, on this date, I uploaded the documents listed above to the California Attorney General via its website:

Office of the California  
Attorney General Proposition 65  
Enforcement Reporting ATTN:  
Prop 65 Coordinator  
1515 Clay Street, Suite 2000  
P.O. Box 70550  
Oakland, CA 94612-0550  
<http://oag.ca.gov/prop65>

:

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

Dated: January 8, 2021



\_\_\_\_\_  
Shant Vayvayan

**EXHIBIT A**

**U.S. MAIL SERVICE**

Blue Lily Organics LLC 1935 W Maya Way Phoneix, AZ 85085	Amazon.com Services LLC Amazon.com Inc. c/o Corporation Service Company 251 Little Falls Drive Wilmington DE 19808	
Alpine County District Attorney P.O. Box 248 Markleeville, CA 96120	Los Angeles County District Attorney 211 West Temple Street, Suite 1200 Los Angeles, CA 90012	San Mateo County District Attorney 400 County Center Redwood City, CA 94063
Amador County District Attorney 708 Court Street Jackson, CA 95642	Madera County District Attorney 209 West Yosemite Avenue Madera, CA 93637	Shasta County District Attorney 1355 West Street Redding, CA 96001
Butte County District Attorney 25 County Center Drive, Suite 245 Oroville, CA 95965	Marin County District Attorney 3501 Civic Center Drive, Suite 145 San Rafael, CA 94903	Sierra County District Attorney P.O. Box 457 Downieville, CA 95936
Colusa County District Attorney 346 Fifth Street, Suite 101 Colusa, CA 95932	Mariposa County District Attorney P.O. Box 730 Mariposa, CA 95338	Siskiyou County District Attorney 311 4th Street Yreka, CA 96097
Del Norte County District Attorney 450 H Street, Room 171 Crescent City, CA 95531	Mendocino County District Attorney P.O. Box 1000 Ukiah, CA 95482	Solano County District Attorney 675 Texas Street, Suite 4500 Fairfield, CA 94533
El Dorado County District Attorney 778 Pacific Street Placerville, CA 95667	Merced County District Attorney 550 W. Main Street Merced, CA 95340	Stanislaus County District Attorney 832 12th Street, Suite 300 Modesto, CA 95354
Fresno County District Attorney 2220 Tulare Street, Suite 1000 Fresno, CA 93721	Modoc County District Attorney 204 S. Court Street, Suite 202 Alturas, CA 96101	Sutter County District Attorney 463 Second Street, Suite 102 Yuba City, CA 95991
Glenn County District Attorney P.O. Box 430 Willows, CA 95988	Mono County District Attorney P.O. Box 617 Bridgeport, CA 93517	Tehama County District Attorney 444 Oak Street, Room L Red Bluff, CA 96080
Humboldt County District Attorney 825 5th Street, Fourth Floor Eureka, CA 95501	Nevada County District Attorney 201 Commercial Street Nevada City, CA 95959	Trinity County District Attorney P.O. Box 310 Weaverville, CA 96093
Imperial County District Attorney 940 West Main Street, Suite 102 El Centro, CA 92243	Orange County District Attorney 401 Civic Center Drive West Santa Ana, CA 92701	Tuolumne County District Attorney 423 North Washington Street Sonora, CA 95370
Kern County District Attorney 1215 Truxtun Avenue, 4th Floor Bakersfield, CA 93301	Placer County District Attorney 10810 Justice Center Drive, Suite 240 Roseville, CA 95678	Yuba County District Attorney 215 Fifth Street Marysville, CA 95901

<p>Kings County District Attorney  1400 West Lacey Boulevard  Hanford, CA 93230</p>	<p>Plumas County District Attorney  520 Main Street, Room 404  Quincy, CA 95971</p>	<p>Office of the City Attorney, Los Angeles  James K. Hahn City Hall East  200 North Main Street, 8th Floor  Los Angeles, CA 90012</p>
<p>Lake County District Attorney  255 North Forbes Street  Lakeport, CA 95453</p>	<p>San Benito County District Attorney  419 4th Street  Hollister, CA 95023</p>	<p>San Bernardino County District Attorney  303 West 3rd Street, 6th Floor  San Bernardino, CA 92415-0502</p>
<p>San Diego County District Attorney  330 W. Broadway Street  San Diego, CA 92101</p>	<p>Office of the City Attorney, San Jose 200 East  Santa Clara Street, 16th Floor San Jose, CA  95113</p>	

**EXHIBIT B**

**ELECTRONIC SERVICE**

<p>Nancy O'Malley, District Attorney Alameda County District Attorney 7776 Oakport Street, Suite 650 Oakland, CA 94621 CEPDProp65@acgov.org</p>	<p>Paul E. Zellerbach, District Attorney Riverside County 3072 Orange Street Riverside, CA 92501 Prop65@rivcoda.org</p>	<p>Eric J. Dobroth, Deputy District Attorney San Luis Obispo County County Govt Center Annex, 4th Floor San Luis Obispo, CA 93408 edobroth@co.slo.ca.us</p>
<p>Allison Haley District Attorney 1127 First Street, Suite C Napa, CA 94559. CEPD@countyofnapa.org</p>	<p>Tori Verber Salazar, District Attorney San Joaquin County 222 E. Weber Avenue, Room 202 Stockton, CA 95202 DAConsumer.Environmental@sjcda.org</p>	<p>Stephan R. Passalacqua, District Attorney Sonoma County 600 Administration Dr Sonoma, CA 95403 jbarnes@sonoma-county.org</p>
<p>Alethea M. Sargent , Assistant District Attorney 350 Rhode Island Street San Francisco, CA 94103 alethea.sargent@sfgov.org</p>	<p>Jeffrey S. Rosell , District Attorney Santa Cruz County 701 Ocean Street Santa Cruz, CA 95060 Prop65DA@santacruzcounty.us</p>	<p>Dije Ndreu, Deputy District Attorney Monterey County 1200 Aguajito Road Monterey, CA 93940 Prop65DA@co.monterey.ca.us</p>
<p>Yen Dang Supervising Deputy District Attorney Santa Clara County 70 W Hedding St San Jose, CA 95110 EPU@da.sccgov.org</p>	<p>Jeff W. Reisig, District Attorney Yolo County 301 Second Street Woodland, CA 95695 cfepd@yolocounty.org</p>	<p>Mark Ankcorn, Deputy City Attorney City of San Diego 1200 Third Avenue San Diego, CA 92101 CityAttyProp65@sandiego.gov</p>
<p>Gregory D. Totten, District Attorney Ventura County 800 S Victoria Ave Ventura, CA 93009 daspecialops@ventura.org</p>	<p>Michelle Latimer, Program Coordinator Lassen County 220 S. Lassen Street Susanville, CA 96130 mlatimer@co.lassen.ca.us</p>	<p>Christopher Dalbey, Deputy District Attorney Santa Barbara County 1112 Santa Barbara St. Santa Barbara, CA 93101 DAProp65@co.santa-barbara.ca.us</p>
<p>Stacey Grassini, Deputy District Attorney Contra Costa County 900 Ward Street Martinez, CA 94553 sgrassini@contracostada.org</p>	<p>Anne Marie Schubert, District Attorney Sacramento County 901 G Street Sacramento, CA 95814 Prop65@sacda.org</p>	<p>Phillip J. Cline, District Attorney Tulare County 221 S Mooney Blvd Visalia, CA 95370 Prop65@co.tulare.ca.us</p>
<p>Barbara Yook, District Attorney Calaveras County 891 Mountain Ranch Road. San Andreas, CA 95249 Prop65Env@co.calaveras.ca.us</p>	<p>Thomas L. Hardy, District Attorney Inyo County 168 North Edwards Street Independence, CA 93526 inyoda@inyocounty.us</p>	<p>Valerie Lopez, Deputy City Attorney City of San Francisco 1390 Market Street, 7th Floor San Francisco, CA 94102 Valerie.Lopez@sfcityatty.org</p>