

LAW OFFICES  
**BRODSKY SMITH**

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**PENNSYLVANIA OFFICE**  
TWO BALA PLAZA, STE. 805  
BALA CYNWYD, PA 19004  
610.667.6200

August 27, 2021

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|---|---|
| President/CEO<br>Elizabeth Arden, Inc.<br>c/o Prentice-Hall Corporation System, Inc.<br>110 North Magnolia Street<br>Tallahassee, FL 32301              | President/CEO<br>Elizabeth Arden, Inc.<br>55 East 52 <sup>nd</sup> Street<br>New York, NY 10055-0191                  |
| President/CEO<br>Elizabeth Arden, Inc.<br>c/o Corporate Creations Network, Inc.<br>801 US Highway 1<br>North Palm Beach, FL 33408                       | President/CEO<br>Elizabeth Arden, Inc.<br>880 Southwest 145 <sup>th</sup> Ave., Suite 200<br>Pembroke Pines, FL 33027 |
| President/CEO<br>Revlon Consumer Products Corporation<br>c/o Corporate Creations Network Inc.<br>600 Mamaroneck Avenue, Suite 400<br>Harrison, NY 10528 | President/CEO<br>CVS Pharmacy, Inc.<br>1 CVS Drive<br>Woonsocket, RI 02895  |
| President/CEO<br>CVS Pharmacy, Inc.<br>c/o CT Corporation System<br>450 Veterans Memorial Parkway, Suite 7A<br>East Providence, RI 02914                |   |

**60-Day Notice of Violation of California Safe Drinking Water and Toxic Enforcement Act<sup>1</sup>**

To Whom It May Concern:

This Notice of Violation (the "Notice") is provided to you pursuant to and in compliance with California Health & Safety Code § 25249.7(d).

Brodsky Smith represents Precila Balabbo ("Balabbo"), a citizen of the State of California acting in the interest of the general public to promote awareness of exposures to toxic chemicals from use of consumer products sold in California and to improve human health and the environment by reducing hazardous substances.

With respect to the Product herein, Balabbo has identified a violation of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65") codified at Cal. Health & Safety Code § 25249.5, et seq. This violation has occurred and continues to occur because the alleged Violator(s) failed to provide a clear and reasonable health hazard warning in connection with the sale or use of the Product in California. Health & Safety Code § 25249.6 provides that "[n]o person in the course of doing business shall knowingly and intentionally expose any individual to a chemical known to the State to cause

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<sup>1</sup> The public enforcement agencies that have been served with copies of this Notice are identified in the attached distribution list accompanying the Certificate of Service.

cancer or reproductive toxicity without first providing a clear and reasonable warning to such individual ...” Without proper warnings regarding the toxic effects of exposures to the Listed Chemical resulting from use of the Product, California citizens lack the information necessary to make informed decisions on whether and/or how to eliminate (or reduce) the risk of exposure to the Listed Chemical from the reasonably foreseeable use of the Product.

**I. DESCRIPTION OF THE VIOLATION**

1. **Enforcer:** Precila Balabbo, 285 W. 6<sup>th</sup> Street, Unit 209, San Pedro, CA 90731; (Ph) 818-434-4023.
2. **Alleged Violator(s):** Elizabeth Arden, Inc.; Revlon Consumer Products Corporation; CVS Pharmacy, Inc.
3. **Time Period of Exposure:** Violations have been occurring since at least July 11, 2021 and are continuing to this day.
4. **Product: Listed Chemical:** Diethanolamine (DEA) is listed under Proposition 65 as a chemical known to the State to cause reproductive toxicity.
5. **Product:**

| Product <sup>2</sup> | Non- Exclusive Examples of the Product |
|----------------------|--|
| Curve after shave    | Curve after shave<br>UPC# 719346249829 |

6. **Description of Exposure:** The exposures that are the subject of this Notice result from the purchase, acquisition, handling and recommended use of the Product. The primary route of exposure to the Listed Chemical is through dermal exposure. Some amount of exposure through ingestion can occur by touching the Product with subsequent touching of the user’s hand to mouth. No clear and reasonable warning is provided with the Products regarding the health hazards of exposure to the Listed Chemical.

7.

**II. PROPOSITION 65 INFORMATION**

For the Violators’ reference, enclosed is a copy of “Proposition 65: A Summary” that has been prepared by the Office of Environmental Health Hazard Assessment (“OEHHA”). For more information concerning the provisions of Proposition 65, contact OEHHA at 916.445.6900.

**III. RESOLUTION OF THE CLAIMS**

Based on the allegations set forth in this Notice, Brodsky Smith intends to file a citizen enforcement lawsuit on behalf of Balabbo against the alleged Violator(s) unless such Violator(s) agree in a binding written agreement to: (1) recall Products already sold; (2) provide Proposition 65 compliant exposure warnings for Products sold in the future or reformulate the Products to eliminate exposures to the

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<sup>2</sup> The specifically identified example of the Product in this Notice is to assist the recipients’ investigation of, among other things, the magnitude of potential exposures to the Listed Chemical from other items within the definition of Products. This example is not intended to be an exhaustive or comprehensive identification of each specific offending Product. It is Balabbo’s position that the alleged Violators are obligated to conduct a good faith investigation into other Products that may have been manufactured, distributed, sold, shipped, stored (or otherwise within the alleged Violators’ custody or control) during the relevant period to ensure that requisite health hazard warnings were and are provided to California citizens prior to purchase and use.

Listed Chemical; and (3) pay an appropriate civil penalty based on the factors enumerated in Health & Safety Code § 25249.7(b). Consistent with the public interest goals of Proposition 65 and the desire to have these violations of California law quickly rectified, Balabbo is interested in seeking a constructive resolution of the claims in this Notice without engaging in costly and protracted litigation.

Balabbo has retained me as legal counsel in connection with this Notice. **Please direct all communications regarding this Notice to my attention at Brodsky Smith, 9595 Wilshire Blvd., Ste. 900, Beverly Hills, CA 90212, (877) 534-2590, [esmith@brodskysmith.com](mailto:esmith@brodskysmith.com).**

Sincerely



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Evan J. Smith

Attachments

Certificate of Merit

Certificate of Service

The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary

**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. My business address is 2 Bala Plaza, Suite 805, Bala Cynwyd, Pennsylvania. I am employed in Montgomery County where the mailing occurred.

On August 27, 2021, I served the following documents: **Notice of Violation of California Health & Safety Code §25249.5, et seq.; Certificate of Merit; The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary** on the following entities and individuals listed below by placing a true and correct copy thereof in a sealed envelope, addressed to the person or entity listed below and depositing it in a US Postal Service Office with postage fully prepaid for delivery by Certified Mail:

|   |   |
|---|---|
| President/CEO<br>Elizabeth Arden, Inc.<br>c/o Prentice-Hall Corporation System, Inc.<br>110 North Magnolia Street<br>Tallahassee, FL 32301              | President/CEO<br>Elizabeth Arden, Inc.<br>55 East 52 <sup>nd</sup> Street<br>New York, NY 10055-0191                  |
| President/CEO<br>Elizabeth Arden, Inc.<br>c/o Corporate Creations Network, Inc.<br>801 US Highway 1<br>North Palm Beach, FL 33408                       | President/CEO<br>Elizabeth Arden, Inc.<br>880 Southwest 145 <sup>th</sup> Ave., Suite 200<br>Pembroke Pines, FL 33027 |
| President/CEO<br>Revlon Consumer Products Corporation<br>c/o Corporate Creations Network Inc.<br>600 Mamaroneck Avenue, Suite 400<br>Harrison, NY 10528 | President/CEO<br>CVS Pharmacy, Inc.<br>1 CVS Drive<br>Woonsocket, RI 02895  |
| President/CEO<br>CVS Pharmacy, Inc.<br>c/o CT Corporation System<br>450 Veterans Memorial Parkway, Suite 7A<br>East Providence, RI 02914                |   |

On August 27, 2021, I served the following documents: **Notice of Violation of California Health & Safety Code §25249.5, et seq.; Certificate of Merit; The Safe Drinking Water and Toxic Enforcement Action of 1986 (Proposition 65): A Summary** on each of the individuals on the service list attached hereto as Appendix B by placing a true and correct copy thereof in a sealed envelope, addressed to the person or entity listed below and depositing it in a US Postal Service Office with postage fully prepaid for delivery by Priority Mail.

Executed on August 27, 2021, in Bala Cynwyd, Pennsylvania.


  
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Evan J. Smith

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

I, Evan J. Smith, hereby declare:

- (1) This Certificate of Merit accompanies the attached sixty-day notice in which it is alleged the parties identified in the notice have violated Health & Safety Code Section 25249.6 by failing to provide clear and reasonable warnings.
- (2) I am the attorney for the noticing party, Precila Balabbo.
- (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 chemicals that are the subject of the action.
- (4) Based on the information obtained through these 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 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(s) 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 & 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.

Dated: August 27, 2021

  
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Evan J. Smith  
Attorney for Precila Balabbo

# SERVICE LIST

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| The Honorable Nancy O'Malley<br>Alameda County District Attorney<br>1225 Fallon Street, Room 900<br>Oakland, CA 94612      | The Honorable Stacey Montgomery<br>Lassen County District Attorney<br>220 South Lassen Street, Ste. 8<br>Susanville, CA 96130     | The Honorable Candice Hooper<br>San Benito County District Attorney<br>419 4th Street, Second Floor<br>Hollister, CA 95203                | The Honorable Gregg Cohen<br>Tehama County District Attorney<br>444 Oak Street, Room L<br>Red Bluff, CA 96080  |
| The Honorable Terese Drabec<br>Alpine County District Attorney<br>270 Laramie Street, PO BOX 248<br>Markleeville, CA 96120 | The Honorable Jackie Lacey<br>Los Angeles County District Attorney<br>211 West Temple Street, Suite 1200<br>Los Angeles, CA 90012 | The Honorable Michael Ramos<br>San Bernardino County District Attorney<br>303 West 3rd Street, 8th Floor<br>San Bernardino, CA 92415-0502 | The Honorable Eric Heryford<br>Trinity County District Attorney<br>P O Box 310<br>Weaverville, CA 96093  |
| The Honorable Todd Riebe<br>Amador County District Attorney<br>708 Court Street<br>Jackson, CA 95642                       | The Honorable David Linn<br>Madera County District Attorney<br>209 West Yosemite Avenue<br>Madera, CA 93637                       | The Honorable Bonnie Dumanis<br>San Diego County District Attorney<br>330 W. Broadway Street<br>San Diego, CA 92101                       | The Honorable Tim Ward<br>Tulare County District Attorney<br>221 South Mooney Boulevard, Rm 224<br>Visalia, CA 93291-4593  |
| The Honorable Michael Ramsay<br>Butte County District Attorney<br>25 County Center Drive<br>Oroville, CA 95965             | The Honorable Edward Berberian<br>Marin County District Attorney<br>3501 Civic Center Drive, Room 130<br>San Rafael, CA 94903     | The Honorable George Gascon<br>San Francisco County District Attorney<br>850 Bryant Street, Room 322<br>San Francisco, CA 94103           | The Honorable Laura Krieg<br>Tuolumne County District Attorney<br>423 North Washington Street<br>Sonora, CA 95370  |
| The Honorable Barbara Yook<br>Calaveras County District Attorney<br>991 Mountain Ranch Road<br>San Andreas, CA 95249       | The Honorable Thomas Cooke<br>Mariposa County District Attorney<br>5101 Jones Street, P.O. Box 730<br>Mariposa, CA 95338          | The Honorable Tori Verber Salazar<br>San Joaquin County District Attorney<br>222 East Weber Avenue, Room 202<br>Stockton, CA 95201        | The Honorable Gregory Totten<br>Ventura County District Attorney<br>800 South Victoria Avenue<br>Ventura, CA 93009   |
| The Honorable John Poyner<br>Colusa County District Attorney<br>346 Fifth Street<br>Colusa, CA 95932                       | The Honorable C. David Eyster<br>Mendocino County District Attorney<br>100 North State Street, P.O. Box 1000<br>Ukiah, CA 95482   | The Honorable Dan Dow<br>San Luis Obispo County District Atty<br>1035 Palm Street, 4th Floor<br>San Luis Obispo, CA 93408                 | The Honorable Jeff Reisig<br>Yolo County District Attorney<br>301 Second Street<br>Woodland, CA 95695  |
| The Honorable Mark Peterson<br>Contra Costa County District Attorney<br>900 Ward Street<br>Martinez, CA 94553              | The Honorable Larry Morse II<br>Merced County District Attorney<br>550 W. Main Street<br>Merced, CA 95340                         | The Honorable Stephen Wagstaife<br>Santa Mateo County District Attorney<br>400 County Center, Third Floor<br>Redwood City, CA 94063       | The Honorable Patrick McGrath<br>Yuba County District Attorney<br>215 Fifth Street<br>Marysville, CA 95901   |
| The Honorable Dale Trigg<br>Del Norte County District Attorney<br>450 H Street, Room 171<br>Crescent City, CA 95531        | The Honorable Jordan Funk<br>Modoc County District Attorney<br>204 S. Court Street, Suite 202<br>Alturas, CA 96101                | The Honorable Joyce Dudley<br>Santa Barbara County District Attorney<br>1112 Santa Barbara Street<br>Santa Barbara, CA 93101              | The Honorable Mike Feuer<br>Office of the City Attorney, Los Angeles<br>800 City Hall East<br>200 North Main Street<br>Los Angeles, CA 90012                             |
| The Honorable Vern Pierson<br>El Dorado County District Attorney<br>778 Pacific Street<br>Placerville, CA 95667            | The Honorable Tim Kendall<br>Mono County District Attorney<br>P.O. Box 617<br>Bridgeport, CA 93517                                | The Honorable Jeffrey Rosen<br>Santa Clara County District Attorney<br>70 West Hedding Street, West Wing<br>San Jose, CA 95110            | The Honorable James Sanchez<br>Office of the City Attorney, Sacramento<br>915 I Street, 4th Floor<br>Sacramento, CA 95814  |
| The Honorable Lisa Smittcamp<br>Fresno County District Attorney<br>2220 Tulara Street, #1000<br>Fresno, CA 93721           | The Honorable Dean Filppo<br>Monterey County District Attorney<br>P.O. Box 1131<br>Salinas, CA 93902                              | The Honorable Jeff Rose II<br>Santa Cruz County District Attorney<br>701 Ocean Street, Room 200<br>Santa Cruz, CA 95060                   | The Honorable Jan Goldsmith<br>Office of the City Attorney, San Diego<br>1200 Third Avenue, Suite 1620<br>San Diego, CA 92101  |
| The Honorable Dwayne Stewart<br>Glenn County District Attorney<br>P.O. Box 430<br>Willows, CA 95988                        | The Honorable Allison Haley<br>Napa County District Attorney<br>1127 First Street, Suite C<br>Napa, CA 94559                      | The Honorable Stephen Carlton<br>Shasta County District Attorney<br>1355 West Street<br>Redding, CA 96001                                 | The Honorable Dennis Herrera<br>Office of the City Attorney, San Francisco<br>1 Dr. Carlton B. Goodlett Place<br>San Francisco, CA 94102                                 |
| The Honorable Maggie Fleming<br>Humboldt County District Attorney<br>825 5th Street, Fourth Floor<br>Eureka, CA 95501      | The Honorable Clifford Newell<br>Nevada County District Attorney<br>201 Commercial Street<br>Nevada City, CA 95959                | The Honorable Lawrence Allen<br>Sierra County District Attorney<br>100 Courthouse Square<br>Downsville, CA 95936                          | The Honorable Richard Doyle<br>Office of the City Attorney, San Jose<br>200 East Santa Clara Street, 18th Floor<br>San Jose, CA 95113                                    |
| The Honorable Gilbert Otero<br>Imperial County District Attorney<br>940 West Main Street, Suite 102<br>El Centro, CA 92243 | The Honorable Tony Rackauckas<br>Orange County District Attorney<br>401 Civic Center Drive West<br>Santa Ana, CA 92701            | The Honorable James Kirk Andrus<br>Siskiyou County District Attorney<br>P.O. Box 986<br>Yreka, CA 96097                                   | Office of the California Attorney General<br>Proposition 65 Enforcement Reporting<br>ATTN: Prop 65 Coordinator<br>1515 Clay Street, Suite 2000<br>Oakland, CA 94612-0550 |
| The Honorable Thomas Hardy<br>Inyo County District Attorney<br>P.O. Drawer D<br>Independence, CA 93526                     | The Honorable R. Scott Owens<br>Placer County District Attorney<br>10810 Justice Center Drive, Suite 240<br>Roseville, CA 95678   | The Honorable Krishna Abrams<br>Solano County District Attorney<br>675 Texas Street, Suite 4500<br>Fairfield, CA 94533                    |  |
| The Honorable Lisa Green<br>Kern County District Attorney<br>1215 Truxtun Avenue<br>Bakersfield, CA 93301                  | The Honorable David Hollister<br>Plumas County District Attorney<br>520 Main Street, Room 404<br>Quincy, CA 95971                 | The Honorable Jill Ravitch<br>Sonoma County District Attorney<br>600 Administration Drive, Room 212J<br>Santa Rosa, CA 95403              |  |
| The Honorable Keith Fagundas<br>Kings County District Attorney<br>1400 West Lacey Boulevard<br>Hanford, CA 93230           | The Honorable Michael Hestrin<br>Riverside County District Attorney<br>3960 Orange Street<br>Riverside, CA 92501                  | The Honorable Birgit Fladager<br>Stanislaus County District Attorney<br>832 12th Street, Suite 300<br>Modesto, CA 95354                   |  |
| The Honorable Donald Anderson<br>Lake County District Attorney<br>255 North Forbes Street<br>Lakeport CA 95453             | The Honorable Anne Marie Schubert<br>Sacramento County District Attorney<br>901 G Street<br>Sacramento CA 95814                   | The Honorable Amanda Hopper<br>Sutter County District Attorney<br>463 Second Street, Suite 102<br>Yuba City CA 95991                      |  |