

October 9, 2023

SIXTY-DAY NOTICE OF INTENT TO SUE FOR VIOLATION OF THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986
(*Cal. Health & Safety Code § 25249.5, et seq.*) (“Proposition 65”)

Re: Violations of Proposition 65 concerning Superfood Pinks containing Lead.

Dear Alleged Violators and Public Enforcement Agencies:

Keep America Safe and Beautiful (“KASB”), serves this Notice of Violation (“Notice”) on My Obvi, Inc.; and Amazon.com Services, LLC (collectively “Violators”) pursuant to and in compliance with Proposition 65. KJT Law Group, LLP represents Keep America Safe and Beautiful (KASB). This Notice satisfies a prerequisite for KASB to commence an action against Violators in any Superior Court of California to enforce Proposition 65. The violations addressed by this Notice occurred at numerous locations in each county in California as reflected in the district attorney addresses listed in the attached distribution list. KASB is serving this Notice upon each person or entity responsible for the alleged violations, the California Attorney General, the district attorney for each county where alleged violations occurred, and the City Attorney for each city with a population (according to the most recent decennial census) of over 750,000 located within counties where the alleged violations occurred.

KASB is a California nonprofit corporation acting in the interest of the general public, pursuant to California Health & Safety Code § 25249.7(d). KASB’s contact information is the following: 14891 Booney Street, Westminster, California 92683 | 714.227.7269. KASB’s Chief Executive Officer is Ngoc Bich Hoang Vo. KASB seeks to promote awareness of exposures to toxic chemicals in products sold in California and, if possible, to improve human health by eliminating hazardous substances contained in such items, promoting corporate responsibility.

This Notice concerns violations of the warning prong of Proposition 65, which states 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 cancer or reproductive toxicity without first giving clear and reasonable warning to such individual . . .” *Cal. Health & Safety Code § 25249.6.*

Pursuant to § 25249.7(d) of the statute, KASB intends to bring an enforcement action against the Violators sixty (60) days after the effective service of this notice unless public enforcement agencies have commenced and are diligently prosecuting an action to rectify these violations. A summary of the statute and its implementing regulations, which was prepared by the Office of Environmental Hazard Assessment, the lead agency designated under the State, is enclosed with the copy of this notice served upon the violators (“Proposition 65: A Summary”). The specific details of the violations that are the subject of this notice are provided below.

Consumer Product and Chemical(s) Involved

KASB has discovered that Superfood Pinks contains lead. Lead is known to the State of California to cause cancer. “Lead and lead compounds” have been listed as carcinogens since October 1, 1992 and “lead” has been listed as a developmental toxicant for males and females since February 27, 1987. 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.

Identifiers for the Superfood Pinks include but are not limited to: **“Obvi. – Superfood Pinks – Immunity & Probiotic Defense Blend – UPC #: X003C9BR9F.”**

This Notice addresses consumer products exposures. A “[c]onsumer products exposure’ is an exposure which results from a person’s acquisition, purchase, storage, consumption, or other reasonably foreseeable use of a consumer good, or any exposure that results from receiving a consumer service.” Cal. Code Regs. 27 tit. § 25602(b).

Description of Violation

Violators caused consumer product exposures in violation of Proposition 65 by producing or making available Superfood Pinks for distribution or sale in California to consumers. The packaging for Superfood Pinks (meaning any label or other written, printed or graphic matter affixed to or accompanying the product or its container or wrapper) contains no Proposition 65-compliant warning. Nor did Violator, with regard to Superfood Pinks, provide a system of signs, public advertising identifying the system and toll-free information services, or any other system, which provided clear and reasonable warnings. Nor did Violator, with regard to Superfood Pinks, provide identification of the product at retail outlets in a manner that provided a warning through shelf labeling, signs, menus, or a combination thereof.

Route of Exposure

Use of the product identified above results in human exposure to lead. The primary route of lead exposure to consumers is through direct ingestion when consumers eat the Superfood Pinks. These exposures take place throughout the State of California. No clear and reasonable warning is provided with regards to the carcinogenic and/or reproductive hazard of lead as required by State law.

Duration of Violations

These violations have been occurring every day between since at least October 9, 2022, and every day since the products were introduced into the California marketplace, and will continue every day until clear and reasonable warnings are provided with regards to the carcinogenic and/or reproductive hazard of lead as required by State law or until these known toxic chemicals are removed or reduced to allowable levels in the products.

Counsel

KASB is represented in connection with this matter and may be contacted through:

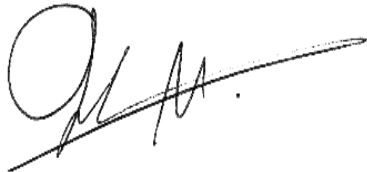
Tro Krikorian, Esq.
KJT Law Group, LLP
230 N. Maryland Avenue, Suite 306, Glendale, CA 91206
Telephone: (818) 507-8525
Email: Tro@KJTLawGroup.com

In keeping with the public interest goals of the statute and the objective of protecting individuals and the community at-large from further toxic exposures, KJT Law Group, LLP is interested in seeking a constructive and immediate resolution of this matter in order to avoid continuing unwarned exposure to listed chemicals.

Proposition 65 requires that notice of intent to sue be given to the violator(s) sixty (60) days before the suit is filed. *Cal. Health & Safety Code* § 25249.7(d)(1). With this letter, KASB gives notice of the alleged violations to Violator and the appropriate governmental authorities. In absence of any action by the appropriate governmental authorities within sixty (60) calendar days of the sending of this notice (plus ten (10) calendar days because the place of address is beyond the State of California but within the United States), KASB may file suit. *See Cal. Code Civ. Proc.* § 1013; *Cal. Health & Safety Code* § 25249.7(d)(1); and *Cal. Code Regs.* tit. 27 § 25903(d)(1). KASB remains open and willing to discussing the possibility of resolving its grievances short of formal litigation.

All communications regarding this notice can be made to Tro Krikorian, Esq. at the above listed firm address and telephone number.

Regards,



Tro Krikorian, Esq.
KJT Law Group, LLP

Attachments:

Certificate of Merit
Supporting Documentation for Certificate of Merit (to Attorney General Only)
Proposition 65: A Summary
Proof of Service (including DA Service List)

**Superfood Pinks containing Lead
CERTIFICATE OF MERIT
Health & Safety Code § 25249.5 et. seq.**

I, Tro Krikorian, hereby declare:

- 1) This Certificate of Merit accompanies the attached sixty (60) 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 parties.
- 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 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.

Dated: October 9, 2023



Tro Krikorian, Esq.
KJT Law Group, LLP

PROOF 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 action. I am employed in the County of Los Angeles, State of California; my business address is 230 N. Maryland Avenue, Suite 306, Glendale, CA 91206.

On **October 9, 2023** I served the following documents:

60-DAY NOTICE OF VIOLATIONS; 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 the party listed below and depositing it in a US Postal Service Office with the postage fully prepaid for delivery by **Certified Mail**:

Entity Address: My Obvi, Inc. Attn: Legal Department 78 John Miller Way, Suite 427 Kearny, NJ 07032	Registered Agent for Service of Process: My Obvi, Inc. c/o The Corporation Trust Company Corporation Trust Center 1209 Orange Street Wilmington, DE 19801
Entity Address: Amazon.com Services, LLC 410 Terry Avenue North Seattle, WA 98109	Registered Agent for Service of Process: Amazon.com Services, LLC c/o Corporation Service Company 2710 Gateway Oaks Drive, Suite 150N Sacramento, CA 95833

On **October 9, 2023** I served the following documents:

60-DAY NOTICE OF VIOLATIONS; CERTIFICATE OF MERIT; SUPPORTING DOCUMENTATION FOR CERTIFICATE OF MERIT; THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY

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 Post Office Box 70550 Oakland, California 94612-0550 https://oag.ca.gov/prop65/add-60-day-notice
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On **October 9, 2023** I served the following documents:

60-DAY NOTICE OF VIOLATIONS; CERTIFICATE OF MERIT; THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY

by sending a true and correct copy via electronic mail to the address listed below:

Alameda County District Attorney's Office The Honorable Pamela Y. Price 1225 Fallon Street, Suite 900, Oakland, CA 94612 CEPDProp65@acgov.org

Executed under penalty of perjury pursuant to the laws of the State of California in Glendale, California on **October 9, 2023**.

Vache Thomassian

PROOF OF SERVICE AFFIDAVIT
CCP 1013(a), CCP 1013(b), and CCP 1013a(3)

STATE OF CALIFORNIA, COUNTY OF LOS ANGELES

My name is Rachael Acosta.

I am over the age of 18 and not a party to the related cause(s).

I am employed at DocuCents in the county of Los Angeles, State of California, which is where the mailing occurred.

My business address is: 960 S Village Oaks Dr, Covina, CA 91724, which is where I placed the correspondence described herein for deposit in the United States Postal Service unless otherwise stated.

I am readily familiar with the business' practice for collection and processing of correspondence for mailing with the United States Postal Service.

The following correspondence will be deposited with the United States Postal Service this same day in the ordinary course of business.

Each envelope was sealed and placed for collection and mailing on 10/09/2023, following ordinary business practices.

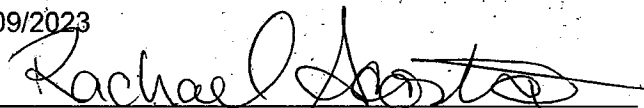
The exact TITLE of the document(s) served and the name(s) and address(s) of the people or entities being served are listed on the following attached Service List(s). This affidavit may include multiple Service Lists for documents which were mailed to many different parties on unrelated causes as part of the ordinary course of services.

I declare under penalty of perjury under the laws of the State of California that the foregoing and all information contained in the attached Service List(s) is true and correct.

Printed name: Rachael Acosta

Dated: 10/09/2023

X



Rachael Acosta

Attachments: Service List(s) included as part of this affidavit.

SERVICE LIST

ALPINE COUNTY

The Honorable Michael Atwell
District Attorney
P.O. Box 248
Markleeville, CA 96120

AMADOR COUNTY

The Honorable Todd Riebe
District Attorney
708 Court Street
Jackson, CA 95642

BUTTE COUNTY

The Honorable Michael Ramsey
District Attorney
25 County Center Drive
Oroville, CA 95965

CALAVERAS COUNTY

The Honorable Barbara Yook
District Attorney
891 Mountain Ranch Road
San Andreas, CA 95249

COLUSA COUNTY

The Honorable Matthew Beauchamp
District Attorney
310 6th Street
Colusa, CA 95932

CONTRA COSTA COUNTY

The Honorable Diana Becton
District Attorney
900 Ward Street
Martinez, CA 94553

DEL NORTE COUNTY

The Honorable Krishna A. Abrams
District Attorney
450 H Street, Room 171
Crescent City, CA 95531

EL DORADO COUNTY

The Honorable Vernon Pierson
District Attorney
778 Pacific Street
Placerville, CA 95667

FRESNO COUNTY

The Honorable Lisa Smittcamp
District Attorney
2220 Tulare Street, Suite 1000
Fresno, CA 93721

GLENN COUNTY

The Honorable Dwayne Stewart
District Attorney
P.O. Box 430
Willows, CA 95988

HUMBOLDT COUNTY

The Honorable Maggie Fleming
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825 5th Street
Eureka, CA 95501

IMPERIAL COUNTY

The Honorable Gilbert G. Otero
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940 W. Main Street, Suite 102
El Centro, CA 92243

INYO COUNTY

The Honorable Thomas L. Hardy
District Attorney
168 N. Edwards
Independence, CA 93526

KERN COUNTY

The Honorable Cythia Zimmer
District Attorney
1215 Truxtum Avenue
Bakersfield, CA 93301

KINGS COUNTY

The Honorable Keith Fagundes
District Attorney
1400 W. Lacey Boulevard
Hanford, CA 93230

LAKE COUNTY

The Honorable Susan Kronen
District Attorney
255 N. Forbes Street
Lakeport, CA 95453

LASSEN COUNTY

The Honorable Melyssah Rios
District Attorney
2950 Riverside Drive, Suite 102
Susanville, CA 96130

LOS ANGELES COUNTY

The Honorable Jackie Lacey
District Attorney
211 W. Temple Street, Suite 1200
Los Angeles, CA 90012

MADERA COUNTY

The Honorable Sally Moreno
District Attorney
209 W. Yosemite Avenue
Madera, CA 93637

MARIN COUNTY

The Honorable Lori Frugoli
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3501 Civic Center Drive, Room 130
San Rafael, CA 94903

MARIPOSA COUNTY

The Honorable Walter Wall
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P.O. Box 730
Mariposa, CA 95338

MENDOCINO COUNTY

The Honorable C. David Eyster
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MERCED COUNTY

The Honorable Nicole A. Silveira
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550 W. Main Street
Merced, CA 95340

MODOC COUNTY

The Honorable Jordan Funk
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204 S. Court Street, Room 202
Alturas, CA 96101

MONO COUNTY

The Honorable Samuel Kylo
District Attorney
P.O. Box 2053
Mammoth Lakes, CA 93546

MONTEREY COUNTY

The Honorable Jeannine Pacioni
District Attorney
1200 Aguajito Rd. Room 301
Monterey, CA 93940

NAPA COUNTY

The Honorable Allison Haley
District Attorney
1127 First Street, Suite C
Napa, CA 94559

NEVADA COUNTY

The Honorable Clifford Newell
District Attorney
201 Commercial Street
Nevada City, CA 95959

ORANGE COUNTY

The Honorable Todd Spitzer
District Attorney
300 North Flower St.
Santa Ana, CA 92703

PLACER COUNTY

The Honorable R. Morgan Gire
District Attorney
10810 Justice Center Drive, Suite 240
Roseville, CA 95678

PLUMAS COUNTY

The Honorable David Hollister
District Attorney
520 Main Street, Room 404
Quincy, CA 95971

RIVERSIDE COUNTY

The Honorable Michael Hestrin
District Attorney
3960 Orange Street
Riverside, CA 92501

SACRAMENTO COUNTY

The Honorable Anne Marie Schubert
District Attorney
901 G Street
Sacramento, CA 95812

SAN BENITO COUNTY

The Honorable Joel Buckingham
District Attorney
419 4th Street
Hollister, CA 95023

SAN BERNARDINO COUNTY

The Honorable Jason Anderson
District Attorney
303 W. Third Street
San Bernardino, CA 92415

SAN DIEGO COUNTY

The Honorable Summer Stephan
District Attorney
330 W. Broadway, Suite 1300
San Diego, CA 92101

SAN FRANCISCO COUNTY

The Honorable Chesa Boudin,
District Attorney
350 Rhode Island Street
North Building, Suite 400N
San Francisco, CA 94103

SAN JOAQUIN COUNTY

The Honorable Ron Freitas
District Attorney
P.O. Box 990
Stockton, CA 95202

SAN LUIS OBISPO COUNTY

The Honorable Dan Dow
District Attorney
Courthouse Annex, 4th Floor
San Luis Obispo, CA 93408

SAN MATEO COUNTY

The Honorable Stephen M. Wagstaffe
District Attorney
400 County Center, Third Floor
Redwood City, CA 94063

SANTA BARBARA COUNTY

The Honorable Joyce Dudley
District Attorney
1112 Santa Barbara Street
Santa Barbara, CA 93101

SANTA CLARA COUNTY

The Honorable Jeffrey Rosen
District Attorney
70 W. Hedding Street, West Wing
San Jose, CA 95110

SANTA CRUZ COUNTY

The Honorable Jeff Rosell
District Attorney
701 Ocean Street, Room 200
Santa Cruz, CA 95060

SHASTA COUNTY

The Honorable Stephanie A. Bridgett
District Attorney
1355 West Street
Redding, CA 96001

SIERRA COUNTY

The Honorable Sandra Groven
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100 Courthouse Square
Downieville, CA 95936

SISKIYOU COUNTY

The Honorable James Kirk Andrus
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P.O. Box 986
Yreka, CA 96097

SOLANO COUNTY

The Honorable Krishna A. Abrams
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675 Texas Street, Suite 4500
Fairfield, CA 94533

SONOMA COUNTY

The Honorable Jill Ravitch
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600 Administration Drive, Room 212J
Santa Rosa, CA 95403

STANISLAUS COUNTY

The Honorable Birgit Fladager
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832 12th Street, Suite 300
Modesto, CA 95353

SUTTER COUNTY

The Honorable Amanda L. Hopper
463 Second St,
Yuba City, CA 95991

TRINITY COUNTY

The Honorable Donna Daly
District Attorney
P.O. Box 310
Weaverville, CA 96093

TULARE COUNTY

The Honorable Tim Ward
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221 S. Mooney Boulevard, Suite 224
Visalia, CA 93291

SUTTER COUNTY

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

TUOLUMNE COUNTY

The Honorable Cassandra Ann
Jenecke
District Attorney
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VENTURA COUNTY

The Honorable Gregory Totten
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Ventura, CA 93009

YOLO COUNTY

The Honorable Jeffery Reisig
District Attorney
301 Second Street
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YUBA COUNTY

The Honorable Clint Curry
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Marysville, CA 95901

TEHAMA COUNTY

The Honorable Matthew Rogers
District Attorney
P.O. Box 519
Red Bluff, CA 96800

CITY OF LOS ANGELES

City Attorney's Office
200 N. Main Street, Room 800
Los Angeles, CA 90012

CITY OF SACRAMENTO

Office of the City Attorney
915 I Street, 4th Floor
Sacramento, CA 95814

CITY OF SAN DIEGO

City Attorney's Office
1200 3rd Avenue, Suite 1620
San Diego, CA 92101

CITY OF SAN FRANCISCO

City Attorney's Office
City Hall, Room 234
1 Dr. Carlton B Goodlett Place
San Francisco, CA 94102

CITY OF SAN JOSE

City Attorney's Office
200 E. Santa Clara Street, 16th Floor
San Jose, CA 95113

CITY OF OAKLAND

City Attorney's Office
City Hall, 6th Floor
1 Frank Ogawa Plaza
Oakland, CA 94612