

# 60-DAY NOTICE OF VIOLATION

SENT IN COMPLIANCE WITH

*Cal. Health & Safety Code § 25249.5, et seq.*

Proposition 65 & Demand for Supply Chain Identification

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**DATE:** May 23, 2024

**TO:** **Mamma Chia, LLC**  
California Attorney General's Office  
District Attorney's Office for All California Counties; and  
City Attorneys for San Francisco, San Diego, San Jose, Sacramento, and Los Angeles

**FROM:** Consumer Rights Advocates, LLC

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## **I. INTRODUCTION**

Consumer Rights Advocates, LLC ("CRA" or "Noticing Party") is an organization dedicated to protecting the public from environmental health hazards and toxic exposures. CRA has identified violations of California's Safe Drinking Water and Toxic Enforcement Act of 1986 ("Proposition 65"), which is codified in California Health & Safety Code § 25249.5 et seq., with respect to the products identified below. CRA serves this Notice of Violation ("Notice") on MAMMA CHIA, LLC ("Violators"), and the appropriate public enforcement agencies pursuant to California Health & Safety Code § 25249.6 et seq. CRA intends to initiate a private enforcement action in the public interest 60 days after the effective service of this Notice unless the public enforcement agencies have commenced and are diligently prosecuting an action to redress these violations.

This Notice contains a summary of Proposition 65, a statement of violation, details regarding the number and duration of the violations, product information, the carcinogen or toxin causing the exposure (referred to as the "Listed Chemical"), routes of exposure, the type of harm resulting from exposure to the Listed Chemical, demand for the preservation of evidence, and a demand for supply chain identification.

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|---------------------|--|
| Product Exposure:   | See Sections VI. and VII.                |
| Listed Chemical:    | Lead                                     |
| Routes of Exposure: | Ingestion and Dermal Absorption          |
| Type of Harm:       | Birth Defect and other Reproductive Harm |

## **II. PROPOSITION 65 INFORMATION – SUMMARY**

A summary of Proposition 65 and its implementing regulations, prepared by the Office of Environmental Health Hazard Assessment, the lead agency designated under Proposition 65, is enclosed as Appendix A and served on the Violators. For more information concerning the provisions of Proposition 65, please feel free to contact the Office of Environmental Health Hazard Assessment's ("OEHHA") Proposition 65 Implementation Office at (916) 445-6900.

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## **III. STATEMENT OF VIOLATIONS**

The Exemplar Product causing consumer exposure in violation of Proposition 65 is listed under section VI ("Covered Product"). The specific toxin causing the exposure is set forth in section VII. Exposures to the Listed Chemical from the ordinary and foreseeable use of the Covered Product have been occurring without the "clear and reasonable warning" required by Proposition 65. Without proper warnings regarding the toxic effects and implications of exposure to the Listed Chemical, California citizens lack the information necessary to make informed decisions as to whether and how to eliminate or reduce the risk of being exposed to the Listed Chemical.

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## **IV. NUMBER AND DURATION OF VIOLATIONS**

Each sale of the Covered Product to a consumer in California without a clear and reasonable warning is a violation, including transactions made over the counter, through the Internet, or via catalog. These violations have been occurring since at least May 23, 2023, and every day since the Covered Product was first introduced and sold in the State of California. These violations will continue until "clear and reasonable warnings" are provided prior to exposing California consumers to the Listed Chemicals.

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## **V. ROUTE OF EXPOSURE**

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California consumers are exposed to the Listed Chemical through the ordinary and foreseeable use and consumption of the Covered Product. Consumers ingest the Listed Chemical by eating the Covered Product or when they touch and handle the Covered Product, transfer the Listed Chemical from the Covered Product onto their fingers and hands, and transfer the Listed Chemical from their fingers and hands to their mouths through hand-to-mouth activities that may continue to occur for a significant period after contact with the Covered Product.

For example, exposures occur when Californian citizens use the Covered Product as an ingredient, eat, sample, or otherwise ingest the product. These acts cause consumers to be exposed to the Listed Chemical through the routine consumption of all or a portion of the product containing the Listed Chemical. People likely to be exposed include both children and adults, including women of childbearing age.

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## **VI. COVERED PRODUCT**

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Identified below is a specific example of the product recently purchased and witnessed as being available for purchase in California (the “Exemplar Product”). Based on publicly available information, information regarding the retailers, distributors, importers, and/or manufacturers of the Exemplar Product is also provided.

The Exemplar Product is identified for the Notice Recipient’s benefit to assist in their investigation of the allegations set forth in this Notice. The Exemplar Product is not meant to be an exhaustive or comprehensive identification of products falling within the specific category of the Covered Product. The Exemplar Product is a representative of a class of products called “**MAMMA CHIA SQUEEZE WILD RASPBERRY.**” It is the CRA’s position that the Violators are obligated to conduct a good-faith investigation into other products falling within the category of the Covered Product, including variations thereof, which have been distributed, shipped, stored, or sold in the State of California.

| <u>Exemplar Product</u>   | <u>Violator(s)</u> |
|---|--------------------|
| Chia Squeeze Wild Raspberry<br>UPC No.: 8-5651600229-4<br>Lot No.: 11163X08 | Mamma Chia, LLC    |

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## **VII. EXHIBIT A – LISTED CHEMICAL**

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| <u>Product Category</u>         | <u>Carcinogen</u> |
|---------------------------------|-------------------|
| Juice Drink<br>Mamma Chia Brand | Lead              |

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## **VIII. PRESERVATION OF EVIDENCE**

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This Notice also serves as a demand that the Violator 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 Covered Product from or during the storage, shipment, purchases, and sales information for such products; communications with any person relating to actual or potential exposures to the Listed Chemical from the use of the Covered Product since May 23, 2023; the content of internet displays for the products causing the violations; efforts to comply with Proposition 65 with respect to the Covered Product, and all communications regarding the alleged violations.

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## **IX. CERTIFICATE OF MERIT**

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Pursuant to Health & Safety Code §25249.6 and Title 11, California Code of Regulations, section 3100, a Certificate of Merit is attached hereto. Additionally, a second copy of the entire notice and Certificate of Merit, along with the supporting documentation required by section 3102, including laboratory testing and analytical data, as well as exposure evaluation, are served to the California Attorney General.

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## **X. DEMAND FOR SUPPLY CHAIN INFORMATION**

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Pursuant to California Code of Regulations Title 27, article 6, section 25600.2, subdivision (g), you are required to promptly provide our office with the names and contact information for the manufacturers, producers, packagers, importers, suppliers, and distributors of the Covered Product. **We expect to receive this information from you or your counsel within fourteen (14) days from the date of this Notice.**

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## **XI. PARTIES CONTACT INFORMATION**

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This Notice is provided on behalf of Consumer Rights Advocates, LLC, which identifies Faraz Adjnasian as a responsible individual with the entity at 856 S. Robertson Blvd. Los Angeles, CA 90035; (424) 355-8505. The Noticing Party can be contacted through counsel as identified below:

Davar Danialpour, Esq.  
Cornerstone Law Firm, PC  
357 S. Robertson Blvd. 2<sup>ND</sup> Floor  
Beverly Hills, CA 90211  
Telephone: (310) 444-0055  
Facsimile: (310) 444-0066  
Email: David@davarlaw.com

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## **XII. RESOLUTION OF CLAIMS**

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Based on the allegations outlined in this Notice, CRA intends to file a citizen enforcement lawsuit against the Violator unless the Violator agrees to remedy the violations. If you are interested in resolving this matter without resorting to protracted litigation, please contact us at the law office address, phone number, or email indicated above.

Sincerely,



Davar Danialpour, Esq.  
CORNERSTONE LAW FIRM, PC  
Attorneys for Consumer Rights Advocates, LLC

Dated: May 23, 2024

Attachments:

- Certificate of Merit;
- Certificate of Service;
- The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary;
- Confidential Information in Support of Certificate of Merit (Attorney General Only)

## CERTIFICATE OF MERIT

Health and Safety Code Section 25249.7(d)

I, Davar Danialpour, 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 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) the facts, studies, or other data reviewed by those persons).

Dated: 05/23/2024

  
\_\_\_\_\_  
Davar Danialpour

**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 over the age of 18 and not a party to this case. I am a resident or employed in the county where the mailing occurred. My business address is 357 S. Robertson Blvd. 2<sup>ND</sup> Floor Beverly Hills, CA 90211.

ON THE DATE SHOWN BELOW, I SERVE THE FOLLOWING DOCUMENTS:

- 1) 60-Day Notice of Violation of Health & Safety Code § 25249.5, *ET SEQ.*
- 2) The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary
- 3) Certificate of Merit pursuant to Health & Safety Code § 25249.7(d)  
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 at a U.S. Postal Service Office by Certified Mail:

|   |
|---|
| Janie Hoffman, CEO<br>Mamma Chia, LLC<br>6790 Embarcadero Lane # 100<br>Carlsbad, CA 92011-3278 |
|---|

Additionally,

ON THE DATE SHOWN BELOW, I SERVE THE FOLLOWING DOCUMENTS:

- 1) 60-Day Notice of Violation of Health & Safety Code § 25249.5, *ET SEQ.*
- 2) The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary
- 3) Certificate of Merit pursuant to Health & Safety Code § 25249.7(d)
- 4) Supporting Factual Information Sufficient to establish the basis for Certificate of Merits  
on the following party when a true and correct copy thereof was uploaded on the California Attorney General's website, at: <https://oag.ca.gov/prop65/add-60-day-notice>

**Office of the California Attorney General**

Proposition 65 Enforcement  
1515 Clay Street, Suite 2000  
Oakland, CA 94612-0550

Additionally,

ON THE DATE SHOWN BELOW, I SERVE THE FOLLOWING DOCUMENTS:

- 1) 60-Day Notice of Violation of Health & Safety Code § 25249.5, *ET SEQ.*
- 2) Certificate of Merit pursuant to Health & Safety Code § 25249.7(d)  
on each of the parties on the "Distribution List" attached, and depositing it at a U.S. Postal Service office with postage fully prepaid for delivery by First Class Mail, and on each of the parties listed on the "Electronic Service" when a true and correct copy thereof was sent via electronic mail.

Executed on 05/23/2024 in Beverly Hills, California.

  
Azadeh Amanollahi

### SERVICE BY U.S MAIL

|  |   |  |
|--|---|--|
| Honorable Robert Priscaro<br>Alpine County District Attorney<br>PO Box 248<br>Markleeville, CA 96120                               | Honorable Susan J. Krones<br>Lake County District Attorney<br>255 N. Forbes Street<br>Lakeport, CA 95453                            | Honorable Nora Frimann<br>San Jose City Attorney's Office<br>200 East Santa Clara Street, 16 <sup>th</sup> Floor<br>San Jose, CA 95113 |
| Honorable Todd Riebe<br>Amador County District Attorney<br>708 Court Street, Suite 202<br>Jackson, CA 95642                        | Honorable George Gascon<br>Los Angeles County District Attorney<br>211 West Temple Street, Suite 1200<br>Los Angeles, CA 90012      | Honorable Clint Curry<br>Yuba County District Attorney<br>215 Fifth Street, Suite 152<br>Marysville, CA 95901                          |
| Honorable Michael L. Ramsey<br>Butte County District Attorney<br>25 County Center Drive<br>Oroville, CA 95965                      | Honorable Hydee Feldstein Soto<br>Los Angeles City Attorney's Office<br>200 N. Main Street Suite 800<br>Los Angeles, CA 90012       | Honorable Stephanie A. Bridgett<br>Shasta County District Attorney<br>1355 West Street<br>Redding, CA 96001                            |
| Honorable Brendan Farrell<br>Colusa County District Attorney<br>346 Fifth Street Suite 101<br>Colusa, CA 95932                     | Honorable Sally O. Moreno<br>Madera County District Attorney<br>209 West Yosemite Avenue<br>Madera, CA 93637                        | Honorable Sandra Groven<br>Sierra County District Attorney<br>PO Box 457<br>Downieville, CA 95936                                      |
| Honorable Katherine Nell Micks<br>Del Norte County District Attorney<br>450 H Street, Suite 171<br>Crescent City, CA 95531         | Honorable Cassandra Jenecke<br>Tuolumne County District Attorney<br>423 N. Washington Street<br>Sonora, CA 95370                    | Honorable Kirk Andrus<br>Siskiyou County District Attorney<br>PO Box 986<br>Yreka, CA 96097  |
| Honorable David M. Brady<br>Trinity County District Attorney<br>PO Box 310<br>Weaverville, CA 96093                                | Honorable David C. Eyster<br>Mendocino County District Attorney<br>PO Box 1000<br>Ukiah, CA 95482                                   | Honorable Krishna A. Abrams<br>Solano County District Attorney<br>675 Texas Street, Suite 4500<br>Fairfield, CA 94533                  |
| Honorable Dwayne R. Stewart<br>Glenn County District Attorney<br>PO Box 430<br>Willows, CA 95988                                   | Honorable Cynthia Louise Campbell<br>Modoc County District Attorney<br>204 S. Court Street, Suite 202<br>Alturas, CA 96101          | Honorable Jeff Laugero<br>Stanislaus County District Attorney<br>832 12 <sup>th</sup> Street, Suite 300<br>Modesto, CA 95354           |
| Honorable Stacey Eads<br>Humboldt County District Attorney<br>825 5 <sup>th</sup> Street 4 <sup>th</sup> Floor<br>Eureka, CA 95501 | Honorable Jason Anderson<br>San Bernardino County District Attorney<br>303 West Third Street<br>San Bernardino, CA 92415            | Honorable Jennifer Dupre-Tokos<br>Sutter County District Attorney<br>463 Second Street<br>Yuba City, CA 95991                          |
| Honorable George Marques<br>Imperial County District Attorney<br>940 West Main Street Suite 102<br>El Centro, CA 92243             | Honorable Tim Kendall<br>Mono County District Attorney<br>PO Box 617<br>Bridgeport, CA 93517  | Honorable Matt Rogers<br>Tehama County District Attorney<br>PO Box 519<br>Red Bluff, CA 96080  |
| Honorable Cynthia Zimmer<br>Kern County District Attorney<br>1215 Truxtun Avenue, 4 <sup>th</sup> Floor<br>Bakersfield, CA 93301   | Honorable Todd Spitzer<br>Orange County District Attorney<br>PO Box 808<br>Santa Ana, CA 92702                                      | Honorable Farimah Faiz Brown<br>Berkeley City Attorney's Office<br>2180 Milvia St, 4 <sup>th</sup> Floor<br>Berkeley, CA 94704         |
| Honorable Eric Gonzalez<br>Kings County District Attorney<br>1400 West Lacey Boulevard, Building # 4<br>Hanford, CA 93230          | Honorable Joel Buckingham<br>San Benito County District Attorney<br>419 Fourth Street, 2 <sup>nd</sup> Floor<br>Hollister, CA 95023 | Honorable Barbara J. Parker<br>Oakland City Attorney's Office<br>1 Frank Ogawa Plaza 6 <sup>th</sup> FL<br>Oakland, CA 94612           |

### ELECTRONIC SERVICE

|   |   |   |
|---|---|---|
| Honorable Pamela Y. Price<br>Alameda County District Attorney<br>CEPDP65@acgov.org                | Honorable Allison Haley<br>Napa County District Attorney<br>CEPD@countyofnapa.org                       | Honorable Eric J. Dobroth<br>San Luis Obispo Deputy District Attorney<br>edobroth@co.slo.ca.us            |
| Honorable Barbara Yook<br>Calaveras County District Attorney<br>Prop65Env@co.calaveras.ca.us      | Honorable Clifford H. Newell<br>Nevada District Attorney<br>DA.Prop65@co.nevada.ca.us                   | Honorable Christopher Dalbey<br>Santa Barbara Deputy District Attorney<br>DAProp65@co.santa-barbara.ca.us |
| Honorable Stacey Grassini<br>Contra Costa Deputy District Attorney<br>sgrassini@contracostada.org | Honorable Morgan Briggs Gire<br>Placer County District Attorney<br>Prop65@placer.ca.gov                 | Honorable Nora V. Frimann<br>Santa Clara City Attorney<br>Proposition65notices@sanjoseca.gov              |
| Honorable James Clinchard<br>El Dorado District Attorney<br>EDCDAPROP65@edcda.us                  | Honorable David Hollister<br>Plumas County District Attorney<br>davidhollister@countyofplumas.com       | Honorable Bud Porter<br>Santa Clara Supervising Deputy District Attorney<br>EPU@da.sccgov.org             |
| Honorable Lisa A. Smittcamp<br>Fresno District Attorney<br>consumerprotection@fresnocountyca.gov  | Honorable Paul E. Zellerbach<br>Riverside County District Attorney<br>Prop65@rivcoda.org                | Honorable Jeffrey S. Rosell<br>Santa Cruz County District Attorney<br>Prop65DA@santacruzcounty.us         |
| Honorable Thomas L. Hardy<br>Inyo County District Attorney<br>inyoda@inyocounty.us                | Honorable Anne Marie Schubert<br>Sacramento County District Attorney<br>Prop65@sacda.org                | Honorable Jill Ravitch<br>Sonoma District Attorney<br>Jeannie.Barnes@sonoma-county.org                    |
| Honorable Devin Chandler<br>Lassen County Program Coordinator<br>DChandler@co.lassen.ca.us        | Honorable Summer Stephan<br>San Diego County District Attorney<br>SanDiegoDAProp65@sdacda.org           | Honorable Phillip J. Cline<br>Tulare District Attorney<br>Prop65@co.tulare.ca.us                          |
| Honorable Lori E. Frugoli<br>Marin County District Attorney<br>consumer@marincounty.org           | Honorable Mark Ankcorn<br>San Diego Deputy City Attorney<br>CityAttyProp65@sandiego.gov                 | Honorable Gregory D. Totten<br>Ventura County District Attorney<br>daspecialops@ventura.org               |
| Honorable Walter W. Wall<br>Mariposa County District Attorney<br>mcda@mariposacounty.org          | Honorable Henry Lifton<br>San Francisco Deputy City Attorney<br>Prop65@sfcityatty.org                   | Honorable Jeff W. Reising<br>Yolo County District Attorney<br>cfepd@yolocounty.org                        |
| Honorable Kimberly Lewis<br>Merced County District Attorney<br>Prop65@countyofmerced.com          | Honorable Alexandra Grayner<br>San Francisco Assistant District Attorney<br>alexandra.grayner@sfgov.org | Honorable Stephen M. Wagstaffe<br>San Mateo District Attorney<br>Prop65@smcgov.org                        |
| Honorable Jeannine M. Pacioni<br>Monterey County District Attorney<br>Prop65DA@co.monterey.ca.us  | Honorable Tori Verber Salazar<br>San Joaquin District Attorney<br>DAConsumer.Environmental@sjcda.org    |   |

## APPENDIX A

### OFFICE OF ENVIRONMENTAL HEALTH HAZARD ASSESSMENT CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY

#### THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY

The following summary has been prepared by the California Office of Environmental Health Hazard Assessment (OEHHA), the Lead agency for the implementation of the Safe Drinking Water and Toxic Enforcement Act of 1986 (commonly known as "Proposition 65"). A copy of this summary must be included as an attachment to any notice of violation served upon an alleged violator of the Act. The summary provides basic information about the provisions of the law, and is intended to serve only as a convenient source of general information. It is not intended to provide authoritative guidance on the meaning or application of the law. The reader is directed to the statute and OEHHA implementing regulations (see citations below) for further information.

FOR INFORMATION CONCERNING THE BASIS FOR THE ALLEGATIONS IN THE NOTICE RELATED TO YOUR BUSINESS, CONTACT THE PERSON IDENTIFIED ON THE NOTICE.

Proposition 65 appears in California law as Health and Safety Code Sections 25249.5 through 25249.13. The statute is available online at: <http://oehha.ca.gov/prop65/law/P65law72003.html>. Regulations that provide more specific guidance on compliance, and that specify procedures to be followed by the State in carrying out certain aspects of the law, are found in Title 27 of the California Code of Regulations, sections 25102 through 27001.<sup>1</sup> These implementing regulations are available online at: <http://oehha.ca.gov/prop65/law/P65Regs.html>.

#### WHAT DOES PROPOSITION 65 REQUIRE?

**The "Governor's List."** Proposition 65 requires the Governor to publish a list of chemicals that are known to the State of California to cause cancer and/or reproductive toxicity. This means that chemicals are placed on the Proposition 65 list if they are known to cause cancer and/or birth defects or other reproductive harm, such as damage to female or male reproductive systems or to the developing fetus. This list must be updated at least once a year. The current Proposition 65 list of chemicals is available on the OEHHA website at: [http://www.oehha.ca.gov/prop65/prop65\\_list/Newlist.html](http://www.oehha.ca.gov/prop65/prop65_list/Newlist.html).

Only those chemicals that are on the list are regulated under Proposition 65. Businesses that produce, use, release or otherwise engage in activities involving listed chemicals must comply with the following:

**Clear and reasonable warnings.** A business is required to warn a person before "knowingly and intentionally" exposing that person to a listed chemical unless an exemption applies. The warning given must be "clear and reasonable." This means that the warning must: (1) clearly make known that the chemical involved is known to cause cancer, or birth defects or other reproductive harm; and (2) be given in such a way that it will effectively reach the person before he or she is exposed to that chemical. Some exposures are exempt from the warning requirement under certain circumstances discussed below.

**Prohibition from discharges into drinking water.** A business must not knowingly discharge or release a listed chemical into water or onto land where it passes or probably will pass into a source of drinking water. Some discharges are exempt from this requirement under certain circumstances discussed below.

#### DOES PROPOSITION 65 PROVIDE ANY EXEMPTIONS?

Yes. You should consult the current version of the statute and regulations (<http://www.oehha.ca.gov/prop65/law/index.html>) to determine all applicable exemptions, the most common of which are the following:

**Grace Period.** Proposition 65 warning requirements do not apply until 12 months after the chemical has been listed. The Proposition 65 discharge prohibition does not apply to a discharge or release of a chemical that takes place less than 20 months after the listing of the chemical.

**Governmental agencies and public water utilities.** All agencies of the federal, state or local government, as well as entities operating public water systems, are exempt.

<sup>1</sup> All further regulatory references are to sections of Title 27 of the California Code of Regulations unless otherwise indicated. The statute, regulations and relevant case law are available on the OEHHA website at: <http://www.oehha.ca.gov/prop65/law/index.html>.

**Businesses with nine or fewer employees.** Neither the warning requirement nor the discharge prohibition applies to a business that employs a total of nine or fewer employees. This includes all full and part-time employees, not just those present in California.

**Exposures that pose no significant risk of cancer.** For chemicals that are listed under Proposition 65 as known to the State to cause cancer, a warning is not required if the business causing the exposure can demonstrate that the exposure occurs at a level that poses “no significant risk.” This means that the exposure is calculated to result in not more than one excess case of cancer in 100,000 individuals exposed over a 70- year lifetime. The Proposition 65 regulations identify specific “No Significant Risk Levels” (NSRLs) for many listed carcinogens. Exposures below these levels are exempt from the warning requirement. See OEHHA’s website at: <http://www.oehha.ca.gov/prop65/getNSRLs.html> for a list of NSRLs, and Section 25701 et seq. of the regulations for information concerning how these levels are calculated.

**Exposures that will produce no observable reproductive effect at 1,000 times the level in question.** For chemicals known to the State to cause reproductive toxicity, a warning is not required if the business causing the exposure can demonstrate that the exposure will produce no observable effect, even at 1,000 times the level in question. In other words, the level of exposure must be below the “no observable effect level” divided by 1,000. This number is known as the Maximum Allowable Dose Level (MADL). See OEHHA’s website at: <http://www.oehha.ca.gov/prop65/getNSRLs.html> for a list of MADLs, and Section 25801 et seq. of the regulations for information concerning how these levels are calculated.

**Exposures to Naturally Occurring Chemicals in Food.** Certain exposures to chemicals that naturally occur in foods (i.e., that do not result from any known human activity, including activity by someone other than the person causing the exposure) are exempt from the warning requirements of the law. If the chemical is a contaminant<sup>2</sup> it must be reduced to the lowest level feasible. Regulations explaining this exemption can be found in Section 25501.

**Discharges that do not result in a “significant amount” of the listed chemical entering any source of drinking water.** The prohibition from discharges into drinking water does not apply if the discharger is able to demonstrate that a “significant amount” of the listed chemical has not, does not, or will not pass into or probably pass into a source of drinking water, and that the discharge complies with all other applicable laws, regulations, permits, requirements, or orders. A “significant amount” means any detectable amount, except an amount that would meet the “no significant risk” level for chemicals that cause cancer or that is 1,000 times below the “no observable effect” level for chemicals that cause reproductive toxicity, if an individual were exposed to that amount in drinking water.

**HOW IS PROPOSITION 65 ENFORCED?**

Enforcement is carried out through civil lawsuits. These lawsuits may be brought by the Attorney General, any district attorney, or certain city attorneys. Lawsuits may also be brought by private parties acting in the public interest, but only after providing notice of the alleged violation to the Attorney General, the appropriate district attorney and city attorney, and the business accused of the violation. The notice must provide adequate information to allow the recipient to assess the nature of the alleged violation. The notice must comply with the information and procedural requirements specified in Section 25903 of Title 27 and Sections 3100-3103 of Title 11. A private party may not pursue an independent enforcement action under Proposition 65 if one of the governmental officials noted above initiates an enforcement action within sixty days of the notice.

A business found to be in violation of Proposition 65 is subject to civil penalties of up to \$2,500 per day for each violation. In addition, the business may be ordered by a court to stop committing the violation.

**FOR FURTHER INFORMATION ABOUT THE LAW OR REGULATIONS:**

Contact the Office of Environmental Health Hazard Assessment’s Proposition 65 Implementation Office at (916) 445-6900 or via e-mail at [P65Public.Comments@oehha.ca.gov](mailto:P65Public.Comments@oehha.ca.gov).

NOTE: Authority cited: Section 25249.12, Health and Safety Code. Reference: Sections 25249.5, 25249.6, 25249.7, 25249.9, 25249.10 and 25249.11, Health and Safety Code

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<sup>2</sup> See Section 25501(a)(4).