

# 60-DAY NOTICE OF VIOLATION OF CALIFORNIA HEALTH & SAFETY CODE § 25249.7(d) (PROPOSITION 65)

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Date: August 23, 2024  
To: Trinity Mouzon Wofford, Chief Executive Officer, Golde Wellness Inc.;  
Andrew R. Jassy, President and CEO, Amazon.com, Inc.;  
California Attorney General’s Office;  
District Attorney’s Office for 58 Counties; and  
City Attorneys for San Francisco, San Diego, San Jose, Sacramento & Los Angeles  
From: Keep America Safe and Beautiful

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## **I. INTRODUCTION**

Keep America Safe and Beautiful is a California nonprofit corporation acting in the public interest pursuant to California Health & Safety Code § 25249.7(d). Keep America Safe and Beautiful 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 60-Day Notice of Violation (“**Notice**”) is being provided to the alleged violators, Golde Wellness Inc. and Amazon.com, Inc. (“**Notice Recipients**”), as well as the California Attorney General’s Office, the District Attorney’s Offices for 58 Counties, and City Attorneys for San Francisco, San Diego, San Jose, Sacramento and Los Angeles.

Keep America Safe and Beautiful provides this Notice after identifying violations of California’s Safe Drinking Water and Toxic Enforcement Act of 1986, codified at California Health & Safety Code § 25249.5 *et seq.* (“**Proposition 65**”), based on the failure to provide a clear and reasonable health hazard warning in connection with the sale or use of the products, listed below, in the State of California. The Notice Recipients are hereby given notice they violated and continue to violate Proposition 65 with respect to the warning requirement, codified at California’s Health & Safety Code § 25249.6: “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 a clear and reasonable warning to such individual.” Without proper warnings about the toxic effects of exposures to listed chemicals, citizens in California lack the information necessary to make an informed decision as to whether or how to eliminate or reduce their risk of exposure from the reasonably foreseeable use of products containing listed chemicals.

## **II. NATURE OF ALLEGED VIOLATIONS**

**Product.** The specific type or category of products (“**Products**”) that are the subject of this Notice are as follows:

| <b>Exemplar Product</b>  | <b>Category/Type</b> | <b>Retailer</b> | <b>Manufacturer/Distributor</b> |
|--|----------------------|-----------------|---------------------------------|
| Golde Pure Matcha Ceremonial Grade Matcha Powder<br>Green Tea Superfood with L-Theanine & Antioxidants (40g Tin)<br>UPC: 8 50021 35800 6<br>ASIN: B09GT4K3HC | Matcha Powder        | Amazon.com      | Golde Wellness Inc.             |

Identified above is a specific example of Products recently purchased and witnessed as being available for sale or use in the State of California, within the *category* of offending products covered by this Notice. The identified retailers, manufacturers and/or distributors of the Products are based on publicly available information.

The Exemplar Product is identified for the Notice Recipients' benefit to assist in their investigation into the alleged violations that are the subject of this Notice. The specific identified Exemplar Product is not intended to be an exhaustive list of all such products potentially in violation of Proposition 65. The Notice Recipients are now obligated to conduct a good faith investigation into other products within the category or of the type, identified above, that were manufactured, imported, sold or distributed for sale, or that have otherwise been in the Notice Recipients' custody or control during the relevant period, identified below, to ensure the requisite health hazard warnings are provided to individuals in California prior to purchase.

**Listed Chemical.** The chemical that is the subject of this Notice is the heavy metal, Lead. The State of California listed Lead as a chemical known to cause developmental toxicity, male reproductive toxicity, and female reproductive toxicity on February 27, 1987, and as a chemical known to cause cancer on October 1, 1992.

**Routes of Exposure.** The exposures subject to this Notice result from ingesting the Products containing Lead. Exposures occur when individuals, including women of childbearing age, eat, consume, or otherwise ingest matcha powder containing Lead in accordance with the Products' reasonably foreseeable and intended uses, resulting in exposures through ingestion.

**Violations and Time Period of Exposure.** Keep America Safe and Beautiful alleges the Notice Recipients knowingly and intentionally exposed, and continue to knowingly and intentionally expose, individuals within the State of California to Lead without first giving a health hazard warning regarding the chemical's toxic effects, as required by Proposition 65, by failing to provide clear and reasonable warnings to consumers and users that the Products can expose users to Lead.

Exposures caused by the use of the Products have occurred each day since the Products were introduced into the California marketplace, but, at a minimum, since August 23, 2023 and, potentially, as far back as August 23, 2021. Because the Products lack clear and reasonable warnings regarding the toxic effects of exposures to Lead, each Product sold during this period and not accompanied by a warning constitutes a violation by the Notice Recipients and/or other sellers of the Products, whether sold directly through retailers located in, or with locations in, California, via the internet, or through catalog purchases by customers and individuals located in California. Moreover, these exposures are ongoing and will continue either until clear and reasonable warnings are provided to protect consumers and users or until these known toxic chemicals are removed from the Products or reduced to allowable levels.

### **III. RESOLUTION OF NOTICED CLAIMS**

Consistent with the public interest goals of Proposition 65, Keep America Safe and Beautiful seeks to pursue a constructive resolution of this matter to quickly rectify ongoing violations of California law. To that end, based on the allegations set forth in this Notice and pursuant to Health & Safety Code § 25249.7(d), Keep America Safe and Beautiful intends to file a private enforcement action in the public interest sixty (60) days after effective service of this Notice, unless the appropriate public enforcement agencies have commenced and are diligently prosecuting an action to rectify these allegations. If the Notice Recipients seek to resolve the

claims alleged in this Notice without litigation, they may contact Keep America Safe and Beautiful's counsel at the address listed below.

It should be noted neither Keep America Safe and Beautiful or its counsel can: (1) finalize any settlement until after the expiration of the 60-day Notice period; or (2) speak for the California Attorney General or any District or City attorney in receipt of this Notice. Therefore, while reaching an agreement with Keep America Safe and Beautiful will satisfy its claims, the agreement may not satisfy any public prosecutors.

**IV. GENERAL INFORMATION AND SUMMARY OF PROPOSITION 65**

A copy of a summary of Proposition 65's provisions, prepared by the Office of Environmental Health Hazard Assessment ("OEHHA") is enclosed with the copy of the Notice served on the Notice Recipients for their reference. For further general information concerning Proposition 65, contact OEHHA's Proposition 65 Implementation Office at (916) 445-6900.

**V. CERTIFICATE OF MERIT**

Pursuant to Health & Safety Code § 25249.7(d) and Cal. Code. Regs. tit 11, § 3100, a Certificate of Merit is attached hereto. A copy of the Notice and Certificate of Merit is served on the California Attorney General and marked "Attorney General Copy: Contains Official Information Pursuant to Evidence Code Section 1040" with all supporting documentation, as required by Cal. Code. Regs. tit 11, § 3102, attached thereto.

**VI. CONTACT INFORMATION**

Please direct all questions, issues or communications regarding this 60-Day Notice of Violation and its potential resolution to Keep America Safe and Beautiful's counsel at the following address:

Keep America Safe and Beautiful  
c/o Laralei Paras, Esq.  
Seven Hills LLP  
4 Embarcadero Center, Suite 1400  
San Francisco, California 94111  
Telephone: (415) 926-7247  
Email: laralei@sevenhillsllp.com

Represented private enforcer's  
contact information:  
Lance Nguyen, CEO  
Keep America Safe and Beautiful  
10512 Sycamore Avenue  
Stanton, California 90680  
Telephone: (657) 621-3809

*Attachments: Certificate of Merit; Proof of Service; Appendix A: The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary (to Violator only); and Additional Confidential Supporting Information for Certificate of Merit (to Attorney General only.)*

Printed on 100% Post-Consumer Recycled Paper.

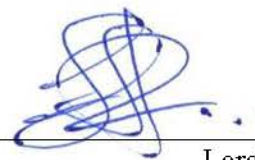
**CERTIFICATE OF MERIT**  
Health and Safety Code § 25249.7(d)

Re: Keep America Safe and Beautiful's Notice of Proposition 65 Violations

I, Laralei Paras, hereby 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 § 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 has reviewed facts, studies or other data regarding the alleged exposure to the listed chemical that is 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 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. 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 California Health & Safety Code § 25249.7(h)(2), i.e., 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 23, 2024



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Laralei Paras



**PROOF OF SERVICE**

I, the undersigned, declare under penalty of perjury:

I am over the age of 18 years of age and not a party to this case. Seven Hills LLP's business address is 4 Embarcadero Center, Suite 1400, San Francisco, CA 94111.

On August 23, 2024, I caused to be served the following:

**60-DAY NOTICE OF VIOLATION SENT IN COMPLIANCE WITH  
HEALTH & SAFETY CODE § 25249.7(d);  
THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF  
1986 (PROPOSITION 65): A SUMMARY; and  
CERTIFICATE OF MERIT**

XXXX by **Certified First Class Mail** through the United States Postal Service by placing true and correct copies of the above documents in a sealed envelope, individually addressed to each alleged violator listed below and providing such envelope to a United States Postal Service Representative:

Trinity Mouzon Wofford, CEO  
Golde Wellness Inc.  
217 Centre Street  
New York, NY 10013

Andrew R. Jassy, President and CEO  
Amazon.com, Inc.  
410 Terry Ave. North  
Seattle, WA 98109-5210

Trinity Mouzon Wofford, CEO  
Golde Wellness Inc.  
371 Caroline Street  
Saratoga Springs, NY 12866

On August 23, 2024, I caused to be served true and correct copies of the following documents:

**60-DAY NOTICE OF VIOLATION SENT IN COMPLIANCE WITH  
HEALTH & SAFETY CODE § 25249.7(d); and  
CERTIFICATE OF MERIT**

XXXX by **First Class Mail** through the United States Postal Service by placing copies of the above documents in a sealed envelope, addressed to each entity on the attached "Service List" and providing such envelope to a United States Postal Representative, with correct postage.

XXXX via **Electronic Mail**, by sending copies of the above documents, addressed individually, to the Recipients listed on the attached "Electronic Mail Service List".

On August 23, 2024, I caused to be served true and correct copies of the following documents:

**60-DAY NOTICE OF VIOLATION SENT IN COMPLIANCE WITH  
HEALTH & SAFETY CODE § 25249.7(d);  
CERTIFICATE OF MERIT; and  
CERTIFICATE OF MERIT ATTACHMENTS**

XXXX via **Electronic Mail**, by uploading the documents, addressed to California Attorney General at their website address, listed under the "Electronic Upload Service List".

Executed on the 23<sup>rd</sup> day of August, 2024, at Folsom, California.



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## SERVICE LIST

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|--|--|---|
| The Honorable Michael Atwell<br>Alpine County District Attorney<br>P.O. Box 248<br>Markleeville, CA 96120                                  | The Honorable Jackie Lacey<br>Los Angeles County District Attorney<br>211 West Temple Street, Ste 1200<br>Los Angeles, CA, 90012   | The Honorable Todd Riebe<br>Amador County District Attorney<br>708 Court Street, #202<br>Jackson, CA 95642              |
| The Honorable Michael Ramsey<br>Butte County District Attorney<br>25 County Center Drive, Suite 245<br>Oroville, CA 95965                  | The Honorable Matthew R. Beauchamp<br>Colusa County District Attorney<br>346 5th Street, Suite 101<br>Colusa, CA 95932   | Del Norte County District Attorney<br>450 H street, Room 171<br>Crescent City, CA 95531                                 |
| The Honorable Vern Pierson<br>El Dorado County District Attorney<br>778 Pacific Street<br>Placerville, CA 95667                            | The Honorable Gilbert Otero<br>Imperial County District Attorney<br>940 West Main Street, Suite 102<br>El Centro, CA 92243   | The Honorable Dwayne Stewart<br>Glenn County District Attorney<br>P.O. Box 430<br>Willows CA 95988                      |
| The Honorable Maggie Fleming<br>Humboldt County District Attorney<br>825 5 <sup>th</sup> Street, 4 <sup>th</sup> Floor<br>Eureka, CA 95501 | The Honorable Donald Anderson<br>Lake County District Attorney<br>255 N. Forbes Street<br>Lakeport, CA 95453   | The Honorable Lisa Green<br>Kern County District Attorney<br>1215 Truxtun Avenue<br>Bakersfield, CA 93301               |
| The Honorable Keith Fagundes<br>Kings County District Attorney 1400<br>West Lacey Blvd.<br>Hanford, CA 93230                               | The Honorable Mike Feuer<br>Office of the City Attorney, Los Angeles<br>Kames K. Hahn Hall East<br>200 North Main Street, 8 <sup>th</sup> Floor<br>Los Angeles, CA 90012 | Sally O. Moreno, District Attorney<br>Madera County Justice Center<br>300 South G Street, Suite 300<br>Madera, CA 93637 |
| The Honorable Jordan Funk<br>Modoc County District Attorney<br>204 S. Court Street Room 202<br>Alturas, CA 96101                           | The Honorable Todd Spitzer<br>Orange County District Attorney<br>300 North Flower Street<br>Santa Ana, CA 92703  | The Honorable C. David Eyster<br>Mendocino County District Attorney<br>P.O. Box 1000<br>Ukiah, CA 9548                  |
| The Honorable Birgit Fladager<br>Stanislaus County District Attorney<br>832 12th street, Suite 300<br>Modesto, CA 95353                    | The Honorable Candace Hooper<br>San Benito District Attorney<br>419 4th Street<br>Hollister, CA 95023  | The Honorable Tim Kendall<br>Mono County District Attorney<br>P.O. Box 2053<br>Mammoth Lakes, CA 93546                  |
| The Honorable Stephen Wagstaffe<br>San Mateo County District Attorney<br>400 County Center, Third Floor<br>Redwood City, CA 94063          | The Honorable Michael Ramos<br>San Bernardino County District Attorney<br>303 W. Third Street<br>San Bernardino, CA 92415  | The Honorable Stephanie Bridgett<br>Shasta County District Attorney<br>1355 West Street<br>Redding, CA 96001            |
| The Honorable James Kirk Andrus<br>Siskiyou County District Attorney<br>P.O. Box 986<br>Redding, CA 96097                                  | The Honorable Krishna Abrams<br>Solano County District Attorney<br>675 Texas Street, Suite 4500<br>Fairfield, CA 94533   | The Honorable Amanda Hopper<br>Sutter County District Attorney<br>446 Second Street, Suite 102<br>Yuba City, CA 95991   |
| The Honorable Laura Krieg<br>Tuolumne County District Attorney<br>423 N. Washington Street<br>Sonora, CA 95370                             | The Honorable James Sanchez<br>Office of the City Attorney, Sacramento<br>915 I Street, 4 <sup>th</sup> Floor<br>Sacramento, CA 95814                                    | The Honorable Eric Heryford<br>Trinity County District Attorney<br>P.O. Box 310<br>Weaverville, CA 96093                |
| The Honorable Lawrence Allen<br>Sierra County District Attorney<br>100 Courthouse Square<br>Downieville, CA 95936                          | The Honorable Gregg Cohen<br>Tehama County District Attorney<br>P.O. Box 519<br>Red Bluff, CA 96080  | The Honorable Patrick McGrath<br>Yuba County District Attorney<br>215 Fifth street, Suite 152<br>Marysville, CA 95901   |

## ELECTRONIC MAIL SERVICE LIST

|   |  |  |
|---|--|--|
| The Honorable Nancy O'Malley<br>Alameda County District Attorney<br>7776 Oakport Street, Suite 650<br>Oakland, CA 94621<br>CEPDProp65@acgov.org | The Honorable Tori Verber Salzar<br>San Joaquin County District Attorney<br>222 E. Weber Avenue, Room 202<br>Stockton, CA 95202<br>DAConsumer.Environmental@sjcda.org            | Honorable Anne Marie Schubert<br>Sacramento County District Attorney<br>901 G Street<br>Sacramento, CA 95814<br>Prop65@sacda.org                                       |
| The Honorable Allison Haley<br>Napa County District Attorney<br>1127 First St., Suite C<br>Napa, CA 94559<br>CEPD@countyofnapa.org              | The Honorable Jeffrey S. Rosell<br>Santa Cruz County District Attorney<br>701 Ocean Street<br>Santa Cruz, CA 95060<br>Prop65DA@santacruzcounty.us                                | The Honorable Summer Stephan<br>San Diego County District Attorney<br>300 West Broadway<br>San Diego, CA 92101<br>SanDiegoDAProp65@sdcda.org                           |
| The Honorable Jeff W. Reising<br>Yolo County District Attorney<br>301 Second Street<br>Woodland, CA 95695<br>cfepd@yolocounty.org               | Michelle Latimer, Program Coordinator<br>Lassen County<br>220 S. Lassen Street<br>Susanville, CA 96130<br>mlatimer@co.lassen.ca.us   | Mark Ankcorn, Deputy City Attorney<br>City of San Diego<br>1200 Third Avenue<br>San Diego, CA 92101<br>CityAttyProp65@sandiego.gov                                     |
| Bud Porter<br>Supervising Deputy District Attorney<br>Santa Clara County<br>70 W Hedding Street<br>San Jose, CA 95110<br>EPU@da.sccgov.org      | Alethea M. Sargent<br>Assistant District Attorney<br>San Francisco District Attorney's Office<br>350 Rhode Island Street<br>San Francisco, CA 94103<br>alethea.sargent@sfgov.org | Christopher Dalbey,<br>Deputy District Attorney<br>Santa Barbara County<br>1112 Santa Barbara Street<br>Santa Barbara, CA 93101<br>DAProp65@co.santa-barbara.ca.us     |
| The Honorable Gregory D. Totten,<br>Ventura County District Attorney<br>800 S Victoria Avenue<br>Ventura, CA 93009<br>daspecialops@ventura.org  | The Honorable Barbara Yook<br>Calaveras County District Attorney<br>891 Mountain Ranch Road<br>San Andreas, CA 95249<br>Prop65Env@co.calaveras.ca.us                             | Henry Lifton, Deputy City Attorney<br>Office of the City Attorney<br>1390 Market Street, 7 <sup>th</sup> Floor<br>San Francisco, CA 94102<br>Prop65@sfcityattorney.org |
| Stacey Grassini<br>Deputy District Attorney<br>Contra Costa County<br>900 Ward Street<br>Martinez, CA 94553<br>sgrassini@contracostada.org      | Eric J. Dobroth<br>Deputy District Attorney<br>San Luis Obispo County<br>County Govt Center Annex, 4 <sup>th</sup> Floor<br>San Luis Obispo, CA 93408<br>edobroth@co.slo.ca.us   | Jeannine M. Pacioni<br>Deputy District Attorney<br>Monterey County<br>1200 Aguajito Road<br>Monterey, CA 93940<br>Prop65DA@co.monterey.ca.us                           |
| The Honorable Thomas Hardy<br>Inyo County District Attorney<br>168 N. Edwards Street<br>Independence, CA 93526<br>inyoda@inyocounty.us          | The Honorable Phillip J. Cline<br>Tulare County District Attorney<br>221 S Mooney Blvd<br>Visalia, CA 95370<br>Prop65@co.tulare.ca.us  | The Honorable Clifford Newell<br>Nevada County District Attorney<br>201 Commercial Street<br>Nevada City, CA 95959<br>DA.Prop65@co.nevada.ca.us                        |
| The Honorable Paul E. Zellerbach<br>Riverside County District Attorney<br>3072 Orange Street<br>Riverside, CA 92501<br>Prop65@rivcoda.org       | The Honorable Stephan Passalacqua<br>Sonoma County District Attorney<br>600 Administration Drive<br>Sonoma, CA 95403<br>jbarnes@sonoma-county.org                                | The Honorable David Hollister<br>Plumas County District Attorney<br>520 Main Street, Room 404<br>Quincy, CA 95971<br>davidhollister@countyofplumas.com                 |
| The Honorable Walter W. Wall<br>Mariposa County District Attorney<br>P.O. Box 730<br>Mariposa, CA 95338<br>mcd@mariposacounty.org               | The Honorable Kimberly Lewis<br>Merced County District Attorney<br>550 West Main Street<br>Merced, CA 95340<br>Prop65@countyofmerced.com   | The Honorable Morgan Briggs Gire<br>Placer County District Attorney<br>10810 Justice Center Drive<br>Roseville, CA 95678<br>prop65@placer.ca.gov                       |
| Nora V. Frimann, City Attorney<br>200 E. Santa Clara Street, 16th Floor<br>San Jose, CA 96113<br>Proposition65notices@sanjoseca.gov             | Lisa A. Smittcamp, District Attorney<br>2100 Tulare Street<br>Fresno, CA 93721<br>consumerprotection@fresnocountyca.gov  | The Honorable Edward Berberian<br>Marin County District Attorney<br>3501 Civic Center Drive, Room 130<br>San Rafael, CA 94903<br>consumer@marincounty.org              |

## ELECTRONIC UPLOAD SERVICE LIST

Office of the California Attorney General  
Proposition 65 Enforcement Reporting  
ATTN: Prop 65 Coordinator  
P.O. Box 70550  
Oakland, CA 94612-0550  
<https://oag.ca.gov/prop65/add-60-day-notice>