

#### ATTORNEYS AT LAW

Tel: 619-629-0527 noam@entornolaw.com craig@entornolaw.com jake@entornolaw.com janani@entornolaw.com 225 Broadway, Suite 1900 San Diego, CA 92101

# February 14, 2025

# Via Certified Mail:

Beauty Tech Corp.	International Cosmetic Group Limited
c/o Nataliia Iaromenko	c/o Registered Agent
18975 Collins Ave Unit 4204	Suite 3.15, One Fetter Lane
Sunny Isles Beach, FL 33160	London EC4A 1BR
	Great Britain
Sally Beauty Supply LLC	Current Chief Executive Officer
c/o 1505 Corporate Creations Network Inc.	Sally Beauty Supply LLC
7801 Folsom Blvd, #202	c/o Denise Paulonis
Sacramento, CA 95826	3001 Colorado Boulevard
	Denton, TX 76210

## **Re:** Proposition 65 Notice of Violation

#### To Whom It May Concern:

We represent Environmental Health Advocates, Inc., an organization in the State of California acting in the interest of the general public. This letter serves as notice that the parties listed above are in violation of Proposition 65, the Safe Drinking Water and Toxic Enforcement Act, commencing with section 25249.5 of the Health and Safety Code ("Proposition 65"). In particular, the violations alleged by this notice consist of types of harm that may potentially result from exposures to the toxic chemical Diethanolamine ("DEA"). This chemical was listed as a carcinogen on June 22, 2012.

The specific type of product that is causing exposures in violation of Proposition 65 is mascara, including but not limited to:

	Product Name	<u>Manufacturer</u>	<u>Distributor/Retailer</u>
1.	Lamel Volume Oversize	Beauty Tech Corp. //	Sally Beauty Supply LLC
	Mascara	International Cosmetic	
		Group Limited	

The routes of exposure for the violations include dermal absorption by consumers. These exposures occur through the reasonably foreseeable use of the product. The sales of this product have been occurring since at least January 2025, are continuing to this day and will continue to occur as long as the product subject to this notice is sold to and used by consumers.

Proposition 65 requires that a clear and reasonable warning is provided with these products regarding the exposures to DEA caused by ordinary use of the product. The Parties are in violation of Proposition 65 by failing to provide such warning to consumers and as a result of the sales of this product, exposures to DEA have been occurring without proper warnings.

Pursuant to Proposition 65, notice and intent to sue shall be provided to violators 60-days before filing a complaint. This letter provides notice of the alleged violation to the parties listed above and the appropriate governmental authorities. A summary of Proposition 65 is attached.

EHA identifies Allan Cate as a responsible individual within the entity, 888 Prospect Street, Suite 200, La Jolla, CA 92037; 858-692-1035. Mr. Cate requests all communications be sent to EHA's attorneys.

If you have any questions or wish to discuss any of the above, please contact me at jake@entornolaw.com and include clerks@entornolaw.com in the email.

ENTORNO LAW, LLP

Jake Schulte

Noam Glick Craig M. Nicholas Janani Natarajan Gianna Tirrell

Enclosures

#### **CERTIFICATE OF MERIT**

# I, Jake Schulte, 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 and Safety Code section 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 listedchemical 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 plaintiffs' case can be established andthe 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 factualinformation 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 withand relied on by the certifier, and (2) the facts, studies, or other data reviewed by those persons.

Dated: February 14, 2025

Jake Schulte, Attorney at Law

Jalan Sch He

#### **CERTIFICATE OF SERVICE**

I, Madeline Walsh, declare that I am over the age of 18 years, and am not a party to the within action. I am employed in the County of San Diego, California, where the mailing occurs; and my business address is 225 Broadway, 19th Floor, San Diego, California 92101.

On February 14, 2025, I served the following documents: (1) 60-DAY NOTICE OF VIOLATION SENT IN COMPLIANCE WITH HEALTH & SAFETY CODE SECTION 25249.7(d); (2) CERTIFICATE OF MERIT; (3) PROPOSITION 65: A SUMMARY; and (4) CERTIFICATE OF MERIT ATTACHMENT (served only on the Attorney General) on the parties listed below by placing a true and correct copy thereof in a sealed envelope, addressed to each party and depositing it at my business address with the U.S. Postal Service for delivery by Certified Mail with the postage thereon fully prepaid:

### Via Certified Mail

Beauty Tech Corp.	International Cosmetic Group Limited
c/o Nataliia Iaromenko	c/o Registered Agent
18975 Collins Ave Unit 4204	Suite 3.15, One Fetter Lane
Sunny Isles Beach, FL 33160	London EC4A 1BR
	Great Britain
Sally Beauty Supply LLC	Current Chief Executive Officer
c/o 1505 Corporate Creations Network Inc.	Sally Beauty Supply LLC
7801 Folsom Blvd, #202	c/o Denise Paulonis
Sacramento, CA 95826	3001 Colorado Boulevard
	Denton, TX 76210

On February 14, 2025, I served the California Attorney General (via website Portal) by uploading a trueand correct copy thereof as a PDF file via the California Attorney General's website.

On February 14, 2025, I transmitted via electronic mail the above-listed documents to the electronic mail addresses of the City and/or District Attorneys who have specifically authorized e-mail serviceand the authorization appears on the Attorney General's web site.

#### **See Attached Service List**

On February 14, 2025, I served the following persons and/or entities at the last known address by placing a true and correct copy thereof in a sealed envelope and depositing it at my business address with the U.S.Postal Service for delivery with the postage thereon fully prepaid, and addressed as follows:

## **See Attached Service List**

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

Executed on February 14, 2025, at San Diego, California.

Madeline Walsh

Madeline Walsh

#### 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.

The text of Proposition 65 (Health and Safety Code Sections 25249.5 through 25249.13) 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 27001.¹ These implementing regulations are available online at: http://oehha.ca.gov/prop65/law/P65Regs.html.

#### WHAT DOES PROPOSITION 65 REQUIRE?

**The "Proposition 65 List."** Under Proposition 65, the lead agency (OEHHA) publishes a list of chemicals that are known to the State of California to cause cancer and/or reproductive toxicity. 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

<sup>&</sup>lt;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.

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: <a href="http://www.oehha.ca.gov/prop65/prop65\_list/Newlist.html">http://www.oehha.ca.gov/prop65/prop65\_list/Newlist.html</a>.

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.

**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 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.

-

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

#### **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.

A private party may not file an enforcement action based on certain exposures if the alleged violator meets specific conditions. For the following types of exposures, the Act provides an opportunity for the business to correct the alleged violation:

- An exposure to alcoholic beverages that are consumed on the alleged violator's premises to the extent onsite consumption is permitted by law;
- An exposure to a Proposition 65 listed chemical in a food or beverage prepared and sold on the alleged violator's premises that is primarily intended for immediate consumption on- or off-premises. This only applies if the chemical was not intentionally added to the food, and was formed by cooking or similar preparation of food or beverage components necessary to render the food or beverage palatable or to avoid microbiological contamination;
- An exposure to environmental tobacco smoke caused by entry of persons (other than employees) on premises owned or operated by the alleged violator where smoking is permitted at any location on the premises;
- An exposure to listed chemicals in engine exhaust, to the extent the exposure occurs inside a facility owned or operated by the alleged violator and primarily intended for parking non-commercial vehicles.

If a private party alleges that a violation occurred based on one of the exposures described above, the private party must first provide the alleged violator a notice of special compliance procedure and proof of compliance form.

A copy of the notice of special compliance procedure and proof of compliance form is included in Appendix B and can be downloaded from OEHHA's website at: http://oehha.ca.gov/prop65/law/p65law72003.html.

## 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.

Revised: May 2017

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.

# **E-Mail Service List**

The Honorable Pamela Price	The Honorable Barbara Yook	The Honorable Stacey Grassini
Alameda County, District Attorney	Calaveras County, 891 Mountain Ranch Rd.	Contra Costa County, Deputy District Attorney 900 Ward Street
7677 Oakport Street, Suite 650 Oakland, CA 94621	San Andreas, CA 95249 Phone: 209-754-6330	Martinez, CA 94553
CEPDProp65@acgov.org	Prop65Env@co.calaveras.ca.us	sgrassini@contracostada.org
The Honorable James Clinchard	The Honorable Lisa A. Smittcamp,	The Honorable Thomas L. Hardy
El Dorado County, Assistant District Attorney	Fresno County, District Attorney	Inyo County, District Attorney
778 Pacific Street	2100 Tulare Street	168 North Edwards Street
Placerville, CA 95667	Fresno, CA 93721	Independence, CA 93526
EDCDAPROP65@edcda.us	Phone: (559) 600-3141	Phone: 760.878.0282
	consumerprotection@fresnocountyca.gov	inyoda@inyocounty.us
The Honorable Michelle Latimer	The Honorable Lori Frugoli	The Honorable Walter W. Wall,
Lassen County, Program Coordinator	Marin County, District Attorney	Mariposa County, District Attorney
220 S. Lassen Street	3501 Civic Center Drive, Room 145	P.O. Box 730
Susanville, CA 96130	San Rafael, CA 94903	Mariposa, CA 95338
Phone: 530-251-8284	consumer@marincounty.gov	Phone: (209) 966-3626
mlatimer@co.lassen.ca.us		mcda@mariposacounty.org
The Honorable Kimberly Lewis,	The Honorable Jeannine M. Pacioni,	The Honorable Allison Haley
Merced County, District Attorney	Monterey County, District Attorney	Napa County, District Attorney
550 West Main Street	1200 Aguajito Road	1127 First Street, Suite C
Merced, CA 95340	Monterey, CA 93940	Napa , CA 94559
Phone: (209) 385-7381	Prop65DA@co.monterey.ca.us	CEPD@countyofnapa.org
Prop65@countyofmerced.com The Honorable Clifford H. Newell	The Heneralle Margan Driver Circ	The Honorabble David Hollister
Nevada County, District Attorney	The Honorable Morgan Briggs Gire Placer County, District Attorney	Plumas County, District Attorney
201 Commercial Street	10810 Justice Center Drive	520 Main St.
Nevada City , CA 95959	Roseville, CA 95678	Quincy, CA 95971
DA.Prop65@co.nevada.ca.us	Phone: 916-543-8000	Phone: (530) 283-6303
	prop65@placer.ca.gov	davidhollister@countyofplumas.com
The Honorable Paul E. Zellerbach	The Honorable Anne Marie Schubert	The Honorable Summer Stephan
Riverside County, District Attorney	Sacramento County, District Attorney	San Diego County, District Attorney
3072 Orange Street	901 G Street	330 West Broadway
Riverside, CA 92501	Sacramento, CA 95814	San Diego, CA 92101
Prop65@rivcoda.org	Prop65@sacda.org	SanDiegoDAProp65@sdcda.org
TI II II I C	THE IN THE STATE OF THE STATE O	m II II II II I
The Honorable Alexander Grayner San Francisco County, Asst. District Attorney	The Honorable Tori Verber Salazar San Joaquin County, District Attorney	The Honorable Eric J. Dobroth San Luis Obispo County, Deputy District Attorney
350 Rhode Island Street	222 E. Weber Avenue, Room 202	County Government Center Annex, 4th Floor
San Francisco, CA 94103	Stockton, CA 95202	San Luis Obispo, CA 93408
alexandra.grayner@sfgov.org	DAConsumer.Environmental@sjcda.org	Phone: 805-781-5800
		edobroth@co.slo.ca.us
The Honorable Christopher Dalbey	The Honorable Bud Porter	The Honorable Jeffrey S. Rosell
Santa Barbara County, Deputy District Attorney	Santa Clara County, Supervising Deputy District	Santa Cruz County, District Attorney
1112 Santa Barbara St.	Attorney 70 W	701 Ocean Street
Santa Barbara, CA 93101	Hedding St San Jose, CA 95110	Santa Cruz, CA 95060
Phone: 805-568-2300	EPU@da.sccgov.org	Phone: 831-454-2400
DAProp65@co.santa-barbara.ca.us		Prop65DA@santacruzcounty.us
The Honorable Jill Ravitch	The Honorable Phillip J. Cline	The Honorable Gregory D. Totten
Sonoma County, District Attorney	Tulare County, District Attorney	Ventura County, District Attorney
600 Administration Drive	221 S Mooney Blvd	800 S Victoria Ave
Santa Rosa, CA 95403 ECLD@sonoma-	Visalia, CA 95370	Ventura, CA 93009 daspecialops@ventura.org
county.org	Prop65@co.tulare.ca.us	
The Honorable Jeff W. Resig	The Honorable Mark Ankcorn	The Honorable Henry Lifton
Yolo County, District Attorney	City of San Diego, Deputy City Attorney 1200 Third	City of San Francisco, Deputy City Attorney
301 Second Street	Avenue	1390 Market Street, 7th Floor
Woodland, CA 95695	San Diego, CA 92101 CityAttyProp65@sandiego.gov	San Francisco, CA 94102 Prop65@sfcityatty.org
cfepd@yolocounty.gov	ChyAnyr10p03@sandiego.gov	1 topos(@stenyany.org
The Honorable Nora V. Frimann		
City of Santa Clara, City Attorney		
200 E. Santa Clara Street, 16th Floor		
San Jose, CA 96113		
Proposition65notices@sanjoseca.gov		
1		ı

# MAIL SERVICE LIST

The Honorable Robert Priscaro Alpine County, District Attorney P.O. Box 248 Markleeville, CA 96120	The Honorable Todd Riebe Amador County, District Attorney 708 Court Street, #202 Jackson, CA 95642	The Honorable Michael L. Ramsey Butte County, District Attorney 25 County Center Drive - Administrative Building Oroville, CA 95965
The Honorable Brenden Farrell	The Honorable Katherine Micks	The Honorable Dwayne Stewart Glenn
Colusa County, District Attorney	Del Norte County, District Attorney	County, District Attorney
310 6 <sup>th</sup> Street	450 H Street, Room 171	P.O. Box 430
Colusa, CA 95932	Crescent City, CA 95531	Willows, CA 95988
The Honorable Stacey Eads Humboldt	The Honorable George Marquez	The Honorable Cynthia Zimmer
County, District Attorney	Imperial County, District Attorney	Kern County, District Attorney
825 5th Street	940 West Main Street, Suite 102	1215 Truxtun Avenue
Eureka, CA 95501	El Centro, CA 92243	Bakersfield, CA 93301
The Honorable Sarah Hacker Kings County, District Attorney 1400 West Lacey Blvd. Hanford, CA 93230	The Honorable Susan Krones Lake County, District Attorney 255 N. Forbes Street Lakeport, CA 95453	The Honorable George Gascon Los Angeles County, District Attorney 211 W. Temple Street, Suite 1200 Los Angeles, CA 90012
The Honorable Sally O. Moreno, District Attorney 300 South G Street, Suite 300 Madera, CA 93637	The Honorable C. David Eyster Mendocino County, District Attorney P.O. Box 1000 Ukiah, CA 95482	The Honorable Cynthia Campbell Modoc County, District Attorney 204 S. Court Street, Room 202 Alturas, CA 96101
The Honorable David Anderson	The Honorable Todd Spitzer	The Honorable Joel Buckingham
Mono County, District Attorney	Orange County, District Attorney	San Benito County, District Attorney
P.O. Box 2053	300 N. Flower Street	419 4th Street
Mammoth Lakes, CA 93546	Santa Ana, CA 92703	Hollister, CA 95023
The Honorable Jason Anderson	The Honorable Stephen M. Wagstaffe	The Honorable Stephanie A. Bridgett
San Bernardino County, District Attorney	San Mateo County, District Attorney	Shasta County, District Attorney
303 W. Third Street	400 County Center, Third Floor	1355 West Street
San Bernardino, CA 92415	Redwood City, CA 94063	Redding, CA 96001
The Honorable Sandra Groven	The Honorable James Kirk Andrus	The Honorable Krishna A. Abrams
Sierra County, District Attorney	Siskiyou County, District Attorney	Solano County, District Attorney
100 Courthouse Square	P.O. Box 986	675 Texas Street, Suite 4500
Downieville, CA 95936	Yreka, CA 96097	Fairfield, CA 94533
The Honorable Jeff Laugero Stanislaus County, District Attorney 832 12th Street, Suite 300 Modesto, CA 95353	The Honorable Jennifer Dupre Sutter County, District Attorney 463 2nd Street, Suite 102 Yuba City, CA 95991	The Honorable Matthew Rogers Tehama County, District Attorney P.O. Box 519 Red Bluff, CA 96080
The Honorable David Brady	The Honorable Cassandra Jenecke	The Honorable Clint Curry
Trinity County, District Attorney	Tuolumne County, District Attorney	Yuba County, District Attorney
P.O. Box 310	2 S. Green St.	215 Fifth Street, Suite 152
Weaverville, CA 96093	Sonora, CA 95370	Marysville, CA 95901
The Honorable Mike Feuer City of Los Angeles, City Attorney 200 N. Main Street Los Angeles, CA 90012		