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13 SUPERIOR COURT OF THE STATE OF CALIFORNIA  
14 COUNTY OF ALAMEDA  
15

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17 Coordination Proceeding Special Title: ) Judicial Council Coordination Proceeding  
)  
18 PROPOSITION 65 COCAMIDE DEA CASES ) Case No. 4765  
)  
19 \_\_\_\_\_ )  
)  
20 This Document Relates To: ) **[PROPOSED] CONSENT**  
) **JUDGMENT AS TO STRAIGHT**  
21 *CEH v. Alberto-Culver USA, Inc., et al.,* ) **ARROW PRODUCTS, INC.**  
22 *A.C.S.C. Case No. RG 13-697455* )  
)  
23 \_\_\_\_\_ )

24 **1. INTRODUCTION**

25 1.1 The parties to this Consent Judgment (“Parties”) are the Center for  
26 Environmental Health (“CEH”) and defendant Straight Arrow Products, Inc. (“Settling  
27 Defendant”). CEH and Settling Defendant are referred to collectively as the “Parties.”  
28

1           1.2           Settling Defendant is a corporation that employs ten (10) or more persons and  
2 that, prior to reformulating “Covered Products” as hereafter defined, manufactured and supplied  
3 shampoo that contained coconut oil diethanolamine condensate (cocamide diethanolamine)  
4 (hereinafter, “cocamide DEA”) which was sold in the State of California in the past. Settling  
5 Defendant has reformulated the Covered Products and recalled Covered Products containing  
6 cocamide DEA . As of the Effective Date as hereafter defined the Covered Products have been  
7 reformulated.

8           1.3           On June 24, 2013, CEH served a 60-Day Notice of Violation under  
9 Proposition 65 (The Safe Drinking Water and Toxic Enforcement Act of 1986, California Health  
10 & Safety Code §§ 25249.5, *et seq.*) (the “Notice”) to Settling Defendant, the California Attorney  
11 General, the District Attorneys of every County in the State of California, and the City Attorneys  
12 for every City in the State of California with a population greater than 750,000. The Notice  
13 alleges violations of Proposition 65 with respect to the presence of cocamide DEA in shampoo  
14 manufactured, distributed and/or sold by Settling Defendant.

15           1.4           On August 27, 2013, CEH filed the action entitled *CEH v. Lake Consumer*  
16 *Products, Inc., et al.*, Case No. RG 13-693280, in the Superior Court of California for Alameda  
17 County. On September 4, 2013, CEH named Settling Defendant as a defendant in that action  
18 pursuant to California Code of Civil Procedure §474. On December 4, 2013, the *Lake Consumer*  
19 *Product* action was coordinated with several other related Proposition 65 actions in the  
20 *Proposition 65 Cocamide DEA Cases*, Case No. JCCP 4765, currently pending before this Court.

21           1.5           For purposes of this Consent Judgment only, the Parties stipulate that: (i) this  
22 Court has jurisdiction over the allegations of violations contained in the operative Complaint  
23 applicable to Settling Defendant (the “Complaint”) and personal jurisdiction over Settling  
24 Defendant as to the acts alleged in the Complaint; (ii) that venue is proper in the County of  
25 Alameda; and (iii) that this Court has jurisdiction to enter this Consent Judgment.

26           1.6           Nothing in this Consent Judgment is or shall be construed as an admission by  
27 the Parties of any fact, conclusion of law, issue of law or violation of law, nor shall compliance  
28 with the Consent Judgment constitute or be construed as an admission by the Parties of any fact,

1 conclusion of law, issue of law, or violation of law. Nothing in this Consent Judgment shall  
2 prejudice, waive or impair any right, remedy, argument or defense the Parties may have in any  
3 other legal proceeding. This Consent Judgment is the product of negotiation and compromise and  
4 is accepted by the Parties for purposes of settling, compromising and resolving issues disputed in  
5 this action.

6 **2. DEFINITIONS**

7 2.1 “Covered Products” means shampoo.

8 2.2 “Effective Date” means the date on which this Consent Judgment is entered by  
9 the Court.

10 **3. INJUNCTIVE RELIEF**

11 3.1 **Reformulation of Covered Products.** As of the Effective Date, Settling  
12 Defendant shall not manufacture, distribute, sell or offer for sale any Covered Product that  
13 contains cocamide DEA and that will be sold or offered for sale to California consumers. For  
14 purposes of this Consent Judgment, a product “contains cocamide DEA” if cocamide DEA is an  
15 intentionally added ingredient in the product and/or part of the product formulation.

16 3.2 **Specification to Suppliers.** Settling Defendant is the manufacturer and  
17 supplier of the Covered Products. , Settling Defendant shall use reasonable efforts to eliminate  
18 Covered Products containing cocamide DEA on a nationwide basis.

19 3.3 **Action Regarding Specific Products.**

20 3.3.1 On or before the Effective Date, Settling Defendant shall cease selling the  
21 Mane n’ Tail And Body Shampoo, UPC No. 0-71409-54364-1 (the “Section 3.3 Product”) in  
22 California which has not been reformulated. Settling Defendant has ceased shipping the Section  
23 3.3 Product which has not been reformulated to any of its customers that resell the Section 3.3  
24 Product in California, and (ii) has sent instructions to its customers that resell the Section 3.3  
25 Product in California instructing them either to return all the Section 3.3 Product to Settling  
26 Defendant for destruction.

27 3.3.2 Any destruction of Section 3.3 Product shall be in compliance with all  
28 applicable laws.

1                   3.3.3 Within sixty days of the Effective Date, Settling Defendant shall provide  
2 CEH with written certification from Settling Defendant confirming compliance with the  
3 requirements of this Section 3.3.

4           **4. ENFORCEMENT**

5           4.1 CEH may, by motion or application for an order to show cause before the  
6 Superior Court of Alameda County, enforce the terms and conditions contained in this Consent  
7 Judgment. Prior to bringing any motion or application to enforce the requirements of Section 3  
8 above, CEH shall provide Settling Defendant with a Notice of Violation and a copy of any test  
9 results which purportedly support CEH's Notice of Violation. The Parties shall then meet and  
10 confer regarding the basis for CEH's anticipated motion or application in an attempt to resolve it  
11 informally, including providing Settling Defendant a reasonable opportunity of at least thirty (30)  
12 days to cure any alleged violation. Should such attempts at informal resolution fail, CEH may  
13 file its enforcement motion or application. The prevailing party on any motion to enforce this  
14 Consent Judgment shall be entitled to its reasonable attorney's fees and costs incurred as a result  
15 of such motion or application. This Consent Judgment may only be enforced by the Parties.

16           **5. PAYMENTS**

17           5.1 **Payments by Settling Defendant.** Within five (5) business days of the Effective  
18 Date, Settling Defendant shall pay the total sum of \$15,000 as a settlement payment. The total  
19 settlement amount for Settling Defendant shall be paid in four separate checks delivered to  
20 counsel for CEH at the address set forth in Section 8.1 below. The funds paid by Settling  
21 Defendant shall be allocated between the following categories:

22                   5.1.1 \$1,650 as a civil penalty pursuant to Health & Safety Code § 25249.7(b),  
23 such money to be apportioned by CEH in accordance with Health & Safety Code § 25249.12  
24 (25% to CEH and 75% to the State of California's Office of Environmental Health Hazard  
25 Assessment). The civil penalty check shall be made payable to the Center For Environmental  
26 Health.

27                   5.1.2 \$2,250 as a payment in lieu of civil penalty to CEH pursuant to Health &  
28 Safety Code § 25249.7(b), and California Code of Regulations, Title 11, § 3203(b). CEH will use

1 such funds to continue its work educating and protecting people from exposures to toxic  
2 chemicals. CEH may also use a portion of such funds to monitor compliance with this Consent  
3 Judgment and to purchase and test Settling Defendant's products to confirm compliance. In  
4 addition, as part of its Community Environmental Action and Justice Fund, CEH will use four  
5 percent (4%) of such funds to award grants to grassroots environmental justice groups working to  
6 educate and protect people from exposures to toxic chemicals. The method of selection of such  
7 groups can be found at the CEH web site at [www.ceh.org/justicefund](http://www.ceh.org/justicefund). The payment pursuant to  
8 this Section shall be made payable to the Center For Environmental Health.

9 5.1.3 \$11,100 as reimbursement of a portion of CEH's reasonable attorneys' fees  
10 and costs. A check for \$9,600 shall be made payable to the Lexington Law Group, and a check  
11 for \$1,500 shall be made payable to the Center For Environmental Health.

## 12 **6. MODIFICATION**

13 6.1 **Written Consent.** This Consent Judgment may be modified from time to  
14 time by express written agreement of the Parties with the approval of the Court, or by an order of  
15 this Court upon motion and in accordance with law.

16 6.2 **Meet and Confer.** Any Party seeking to modify this Consent Judgment shall  
17 attempt in good faith to meet and confer with all affected Parties prior to filing a motion to  
18 modify the Consent Judgment.

## 19 **7. CLAIMS COVERED AND RELEASED**

20 7.1 This Consent Judgment is a full, final and binding resolution between CEH on  
21 behalf of itself and the public interest and Settling Defendant, and its parents, subsidiaries,  
22 affiliated entities that are under common ownership, directors, officers, employees, and attorneys  
23 ("Defendant Releasees"), and each entity to whom they directly or indirectly distribute or sell  
24 Covered Products, including but not limited to Sally Beauty Supply LLC, Sally Beauty Supply  
25 Holdings LLC, Save Mart Supermarkets and distributors, wholesalers, customers, retailers,  
26 franchisees, cooperative members, licensors and licensees ("Downstream Defendant Releasees")  
27 of any violation of Proposition 65 that was or could have been asserted in the Complaint against  
28 Settling Defendant, Defendant Releasees, and Downstream Defendant Releasees, based on failure

1 to warn about alleged exposure to cocamide DEA contained in Covered Products that were sold  
2 by Settling Defendant prior to the Effective Date.

3 7.2 Compliance with the terms of this Consent Judgment by Settling Defendant  
4 and the Defendant Releasees shall constitute compliance with Proposition 65 by Settling  
5 Defendant, its Defendant Releasees and their Downstream Defendant Releasees with respect to  
6 any alleged failure to warn about cocamide DEA in Covered Products manufactured, distributed,  
7 or sold by Settling Defendant after the Effective Date.

8 7.3 Nothing in this Section 7 affects CEH's right to commence or prosecute an  
9 action under Proposition 65 against any person other than Settling Defendant, Defendant  
10 Releasees, or Downstream Defendant Releasees.

11 **8. NOTICE**

12 8.1 When CEH is entitled to receive any notice under this Consent Judgment, the  
13 notice shall be sent by first class and electronic mail to:

14 Mark Todzo  
15 Lexington Law Group  
16 503 Divisadero Street  
17 San Francisco, CA 94117  
18 mtodzo@lexlawgroup.com

19 8.2 When Settling Defendant is entitled to receive any notice under this Consent  
20 Judgment, the notice shall be sent by first class and electronic mail to:

21 Michael E. Delehunt  
22 Megan Curran  
23 Foley & Lardner, LLP  
24 555 California Street, Suite 1700  
25 San Francisco, CA 94104-1520  
26 mdelehunt@foley.com  
27 mcurran@foley.com

28 8.3 Any Party may modify the person and address to whom the notice is to be sent  
by sending the other Party notice by first class and electronic mail.

29 **9. COURT APPROVAL**

30 9.1 This Consent Judgment shall become effective upon entry by the Court. CEH

1 shall prepare and file a Motion for Approval of this Consent Judgment and Settling Defendant  
2 shall support entry of this Consent Judgment.

3 9.2 If this Consent Judgment is not entered by the Court, it shall be of no force or  
4 effect and shall never be introduced into evidence or otherwise used in any proceeding for any  
5 purpose other than to allow the Court to determine if there was a material breach of Section 9.1.

6 **10. ATTORNEYS' FEES**

7 10.1 Should CEH prevail on any motion, application for an order to show cause or  
8 other proceeding to enforce a violation of this Consent Judgment, CEH shall be entitled to its  
9 reasonable attorneys' fees and costs incurred as a result of such motion or application. Should  
10 Settling Defendant prevail on any motion application for an order to show cause or other  
11 proceeding, Settling Defendant may be awarded its reasonable attorneys' fees and costs as a result  
12 of such motion or application upon a finding by the Court that CEH's prosecution of the motion  
13 or application lacked substantial justification. For purposes of this Consent Judgment, the term  
14 substantial justification shall carry the same meaning as used in the Civil Discovery Act of 1986,  
15 Code of Civil Procedure §§ 2016, *et seq.*

16 10.2 Except as otherwise provided in this Consent Judgment, each Party shall bear  
17 its own attorneys' fees and costs.

18 10.3 Nothing in this Section 10 shall preclude a Party from seeking an award of  
19 sanctions pursuant to law.

20 **11. OTHER TERMS**

21 11.1 The terms of this Consent Judgment shall be governed by the laws of the State  
22 of California.

23 11.2 This Consent Judgment shall apply to and be binding upon CEH and Settling  
24 Defendant, and its respective divisions, subdivisions, and subsidiaries, and the successors or  
25 assigns of any of them.

26 11.3 This Consent Judgment contains the sole and entire agreement and  
27 understanding of the Parties with respect to the entire subject matter hereof, and any and all prior  
28 discussions, negotiations, commitments, or understandings related thereto, if any, are hereby

1 merged herein and therein. There are no warranties, representations, or other agreements between  
2 the Parties except as expressly set forth herein. No representations, oral or otherwise, express or  
3 implied, other than those specifically referred to in this Consent Judgment have been made by any  
4 Party hereto. No other agreements not specifically contained or referenced herein, oral or  
5 otherwise, shall be deemed to exist or to bind any of the Parties hereto. No supplementation,  
6 modification, waiver, or termination of this Consent Judgment shall be binding unless executed in  
7 writing by the Party to be bound thereby. No waiver of any of the provisions of this Consent  
8 Judgment shall be deemed or shall constitute a waiver of any of the other provisions hereof  
9 whether or not similar, nor shall such waiver constitute a continuing waiver.

10 11.4 Nothing in this Consent Judgment shall release, or in any way affect any rights  
11 that Settling Defendant might have against any other party, whether or not that party is a Settling  
12 Defendant.

13 11.5 This Court shall retain jurisdiction of this matter to implement or modify the  
14 Consent Judgment.

15 11.6 The stipulations to this Consent Judgment may be executed in counterparts  
16 and by means of facsimile or portable document format (pdf), which taken together shall be  
17 deemed to constitute one document.

18 11.7 Each signatory to this Consent Judgment certifies that he or she is fully  
19 authorized by the Party he or she represents to stipulate to this Consent Judgment and to enter into  
20 and execute the Consent Judgment on behalf of the Party represented and legally to bind that  
21 Party.

22 11.8 The Parties, including their counsel, have participated in the preparation of  
23 this Consent Judgment and this Consent Judgment is the result of the joint efforts of the Parties.  
24 This Consent Judgment was subject to revision and modification by the Parties and has been  
25 accepted and approved as to its final form by all Parties and their counsel. Accordingly, any  
26 uncertainty or ambiguity existing in this Consent Judgment shall not be interpreted against any  
27 Party as a result of the manner of the preparation of this Consent Judgment. Each Party to this  
28 Consent Judgment agrees that any statute or rule of construction providing that ambiguities are to



1 be resolved against the drafting Party should not be employed in the interpretation of this Consent

2

3 Judgment and, in this regard, the Parties hereby waive California Civil Code § 1654.

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5 **IT IS SO STIPULATED:**

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7 **CENTER FOR ENVIRONMENTAL HEALTH**

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10 Charlie Pizarro  
11 Associate Director

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**STRAIGHT ARROW PRODUCTS, INC.**

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\_\_\_\_\_  
Signature

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\_\_\_\_\_  
Printed Name

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\_\_\_\_\_  
Title

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24 **IT IS SO ORDERED:**

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26 Dated: \_\_\_\_\_, 2014

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\_\_\_\_\_  
Judge of the Superior Court

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be resolved against the drafting Party should not be employed in the interpretation of this Consent Judgment and, in this regard, the Parties hereby waive California Civil Code § 1654.

**IT IS SO STIPULATED:**

**CENTER FOR ENVIRONMENTAL HEALTH**

\_\_\_\_\_  
Charlie Pizarro  
Associate Director

**STRAIGHT ARROW PRODUCTS, INC.**

\_\_\_\_\_  
*[Handwritten Signature]* 6/9/14  
Signature

Devon B. Katzev  
Printed Name

President  
Title

**IT IS SO ORDERED:**

Dated: \_\_\_\_\_, 2014

\_\_\_\_\_  
Judge of the Superior Court