

1 Mark N. Todzo, State Bar No. 168389  
2 Howard Hirsch, State Bar No. 213209  
3 LEXINGTON LAW GROUP  
4 503 Divisadero Street  
5 San Francisco, CA 94117  
6 Telephone: (415) 913-7800  
7 Facsimile: (415) 759-4112  
8 mtodzo@lexlawgroup.com  
9 hhirsch@lexlawgroup.com

6 Counsel for Plaintiff  
7 CENTER FOR ENVIRONMENTAL HEALTH

9 SUPERIOR COURT OF THE STATE OF CALIFORNIA  
10 COUNTY OF ALAMEDA

12 Coordination Proceeding Special Title: ) Judicial Council Coordination  
13 PROPOSITION 65 COCAMIDE DEA CASES ) Proceeding  
14 ) Case No. 4765  
15 )  
16 This Document Relates To: ) **[PROPOSED] CONSENT**  
17 *Center for Environmental Health v. Accessory* ) **JUDGMENT AS TO OUIDAD**  
18 *Zone, LLC, et al., A.C.S.C. Case No. RG 13-* ) **HOLDINGS LLC AND OUIDAD**  
 ) **PRODUCTS, LLC**  
 )

20 **1. INTRODUCTION**

21 1.1 The parties to this Consent Judgment (“Parties”) are the Center for  
22 Environmental Health (“CEH”) and defendants Ouidad Holdings LLC and Ouidad Products, LLC  
23 (“Settling Defendants”). CEH and Settling Defendants are referred to collectively as the  
24 “Parties.”

25 1.2 Settling Defendants are corporations that employs ten (10) or more persons  
26 and that manufacture, distribute, and/or sell shampoo and liquid soaps that contain coconut oil  
27 diethanolamine condensate (cocamide diethanolamine) (hereinafter, “cocamide DEA”) in the  
28 State of California or has done so in the past.

1           1.3           On July 15, 2013, CEH served a 60-Day Notice of Violation under Proposition  
2 65 (The Safe Drinking Water and Toxic Enforcement Act of 1986, California Health & Safety  
3 Code §§ 25249.5, *et seq.*) (“Notice”) to Settling Defendants, the California Attorney General, the  
4 District Attorneys of every County in the State of California, and the City Attorneys for every  
5 City in the State of California with a population greater than 750,000. The Notice alleges  
6 violations of Proposition 65 with respect to the presence of cocamide DEA in shampoo and liquid  
7 soaps that are manufactured, distributed, and/or sold by Settling Defendants.

8           1.4           On October 18, 2013, CEH filed the action entitled *Center for Environmental*  
9 *Health v. Accessory Zone, LLC, et al.*, A.C.S.C. Case No. RG 13-699752, in the Superior Court  
10 of California for Alameda County. On December 4, 2013, the *Accessory Zone* action was  
11 coordinated with several other related Proposition 65 actions in the *Proposition 65 Cocamide*  
12 *DEA Cases*, Case No. JCCP 4765, currently pending before this Court. On May 29, 2014, CEH  
13 named Settling Defendants as defendants in that action pursuant to California Code of Civil  
14 Procedure § 474.

15           1.5           For purposes of this Consent Judgment only, the Parties stipulate that: (i) this  
16 Court has jurisdiction over the allegations of violations contained in the operative Complaint  
17 applicable to Settling Defendants (“Complaint”) and personal jurisdiction over Settling  
18 Defendants as to the acts alleged in the Complaint; (ii) venue is proper in the County of Alameda;  
19 and (iii) this Court has jurisdiction to enter this Consent Judgment.

20           1.6           Nothing in this Consent Judgment is or shall be construed as an admission by  
21 the Parties of any fact, conclusion of law, issue of law, or violation of law, nor shall compliance  
22 with the Consent Judgment constitute or be construed as an admission by the Parties of any fact,  
23 conclusion of law, issue of law, or violation of law. Nothing in this Consent Judgment shall  
24 prejudice, waive, or impair any right, remedy, argument, or defense the Parties may have in any  
25 other legal proceeding. This Consent Judgment is the product of negotiation and compromise and  
26 is accepted by the Parties for purposes of settling, compromising, and resolving issues disputed in  
27 this action.  
28

1     **2.     DEFINITIONS**

2             2.1             “Covered Products” means shampoo and liquid soaps.

3             2.2             “Effective Date” means the date on which this Consent Judgment is entered by  
4 the Court.

5     **3.     INJUNCTIVE RELIEF**

6             3.1             **Reformulation of Covered Products.** As of the Effective Date, Settling  
7 Defendants shall not manufacture, distribute, sell, or offer for sale any Covered Product that  
8 contains cocamide DEA and that will be sold or offered for sale to California consumers. For  
9 purposes of this Consent Judgment, a product “contains cocamide DEA” if cocamide DEA is an  
10 intentionally added ingredient in the product and/or part of the product formulation.

11            3.2             **Specification to Suppliers.** No more than thirty (30) days after the Effective  
12 Date, Settling Defendants shall issue specifications to their suppliers of Covered Products  
13 requiring that Covered Products not contain any cocamide DEA, and shall instruct each supplier  
14 to use reasonable efforts to eliminate Covered Products containing cocamide DEA on a  
15 nationwide basis.

16            3.3             **Action Regarding Specific Products.**

17                    3.3.1    On or before the Effective Date, Settling Defendants shall cease selling the  
18 Ouidad Climate Control Defrizzing Shampoo, SKU No. 8-14591-01079-5 (“Section 3.3  
19 Product”). On or before the Effective Date, Settling Defendants shall also: (i) cease shipping the  
20 Section 3.3 Product to any of their stores and/or customers that resell the Section 3.3 Product in  
21 California; and (ii) send instructions to their stores and/or customers that resell the Section 3.3  
22 Product in California instructing them either to: (a) return all the Section 3.3 Product to Settling  
23 Defendants for destruction, or (b) directly destroy the Section 3.3 Product.

24                    3.3.2    Any destruction of the Section 3.3 Product shall be in compliance with all  
25 applicable laws.

26                    3.3.3    Within sixty (60) days of the Effective Date, Settling Defendants shall  
27 provide CEH with written certification from Settling Defendants confirming compliance with the  
28 requirements of this Section 3.3.

1     **4.     ENFORCEMENT**

2             4.1             CEH may, by motion or application for an order to show cause before the  
3 Superior Court of Alameda County, enforce the terms and conditions contained in this Consent  
4 Judgment. Prior to bringing any motion or application to enforce the requirements of Section 3  
5 above, CEH shall provide Settling Defendants with a Notice of Violation and a copy of any test  
6 results which purportedly support CEH’s Notice of Violation. The Parties shall then meet and  
7 confer regarding the basis for CEH’s anticipated motion or application in an attempt to resolve it  
8 informally, including providing Settling Defendants a reasonable opportunity of at least thirty  
9 (30) days to cure any alleged violation. Should such attempts at informal resolution fail, CEH  
10 may file its enforcement motion or application. This Consent Judgment may only be enforced by  
11 the Parties.

12     **5.     PAYMENTS**

13             5.1             **Payments by Settling Defendants.** Within five (5) business days of the  
14 Effective Date, Settling Defendants shall pay the total sum of \$15,000 as a settlement payment.  
15 The total settlement amount for Settling Defendants shall be paid in four separate checks  
16 delivered to counsel for CEH at the address set forth in Section 8.1 below. The funds paid by  
17 Settling Defendants shall be allocated between the following categories:

18                     5.1.1     \$1,650 as a civil penalty pursuant to Health & Safety Code § 25249.7(b),  
19 such money to be apportioned by CEH in accordance with Health & Safety Code § 25249.12  
20 (25% to CEH and 75% to the State of California’s Office of Environmental Health Hazard  
21 Assessment). The civil penalty check shall be made payable to the Center for Environmental  
22 Health.

23                     5.1.2     \$2,250 as a payment in lieu of civil penalty to CEH pursuant to Health &  
24 Safety Code § 25249.7(b), and California Code of Regulations, Title 11, § 3203(b). CEH will use  
25 such funds to continue its work educating and protecting people from exposures to toxic  
26 chemicals. CEH may also use a portion of such funds to monitor compliance with this Consent  
27 Judgment and to purchase and test Settling Defendants’s products to confirm compliance. In  
28 addition, as part of its Community Environmental Action and Justice Fund, CEH will use four

1 percent (4%) of such funds to award grants to grassroots environmental justice groups working to  
2 educate and protect people from exposures to toxic chemicals. The method of selection of such  
3 groups can be found at the CEH web site at [www.ceh.org/justicefund](http://www.ceh.org/justicefund). The payment pursuant to  
4 this Section shall be made payable to the Center for Environmental Health.

5 5.1.3 \$11,100 as reimbursement of a portion of CEH's reasonable attorneys' fees  
6 and costs. A check for \$9,600 shall be made payable to the Lexington Law Group, and a check  
7 for \$1,500 shall be made payable to the Center for Environmental Health.

## 8 **6. MODIFICATION**

9 6.1 **Written Consent.** This Consent Judgment may be modified from time to time  
10 by express written agreement of the Parties with the approval of the Court, or by an order of this  
11 Court upon motion and in accordance with law.

12 6.2 **Meet and Confer.** Any Party seeking to modify this Consent Judgment shall  
13 attempt in good faith to meet and confer with all affected Parties prior to filing a motion to  
14 modify the Consent Judgment.

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

16 7.1 This Consent Judgment is a full, final, and binding resolution between CEH on  
17 behalf of itself and the public interest and Settling Defendants, and their parents, subsidiaries,  
18 affiliated entities that are under common ownership, directors, officers, employees, and attorneys  
19 ("Defendant Releasees"), and each entity to whom they directly or indirectly distribute or sell  
20 Covered Products, including but not limited to distributors, wholesalers, customers, retailers,  
21 franchisees, cooperative members, licensors, and licensees ("Downstream Defendant Releasees"),  
22 of any violation of Proposition 65 that was or could have been asserted in the Complaint against  
23 Settling Defendants, Defendant Releasees, and Downstream Defendant Releasees, based on  
24 failure to warn about alleged exposure to cocamide DEA contained in Covered Products that were  
25 sold by Settling Defendants prior to the Effective Date.

26 7.2 Compliance with the terms of this Consent Judgment by Settling Defendants  
27 and Defendant Releasees shall constitute compliance with Proposition 65 by Settling Defendants,  
28 Defendant Releasees, and Downstream Defendant Releasees with respect to any alleged failure to

1 warn about cocamide DEA in Covered Products manufactured, distributed, or sold by Settling  
2 Defendants after the Effective Date.

3 7.3 Nothing in this Section 7 affects CEH's right to commence or prosecute an  
4 action under Proposition 65 against any person other than Settling Defendants, Defendant  
5 Releasees, or Downstream Defendant Releasees.

6 **8. NOTICE**

7 8.1 When CEH is entitled to receive any notice under this Consent Judgment, the  
8 notice shall be sent by first class and electronic mail to:

9 Mark Todzo  
10 Lexington Law Group  
11 503 Divisadero Street  
12 San Francisco, CA 94117  
13 mtodzo@lexlawgroup.com

14 8.2 When Settling Defendants is entitled to receive any notice under this Consent  
15 Judgment, the notice shall be sent by first class and electronic mail to:

16 Daniel J. Herling  
17 Mintz Levin  
18 44 Montgomery Street, 36th Floor  
19 San Francisco, CA 94104  
20 djherling@mintz.com

21 8.3 Any Party may modify the person and address to whom the notice is to be sent  
22 by sending the other Party notice by first class and electronic mail.

23 **9. COURT APPROVAL**

24 9.1 This Consent Judgment shall become effective upon entry by the Court. CEH  
25 shall prepare and file a Motion for Approval of this Consent Judgment and Settling Defendants  
26 shall support entry of this Consent Judgment.

27 9.2 If this Consent Judgment is not entered by the Court, it shall be of no force or  
28 effect and shall never be introduced into evidence or otherwise used in any proceeding for any  
purpose other than to allow the Court to determine if there was a material breach of Section 9.1.

**10. ATTORNEYS' FEES**

10.1 Should CEH prevail on any motion, application for an order to show cause, or

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

9           10.2       Except as otherwise provided in this Consent Judgment, each Party shall bear  
10 its own attorneys' fees and costs.

11           10.3       Nothing in this Section 10 shall preclude a Party from seeking an award of  
12 sanctions pursuant to law.

13 **11. OTHER TERMS**

14           11.1       The terms of this Consent Judgment shall be governed by the laws of the State  
15 of California.

16           11.2       This Consent Judgment shall apply to and be binding upon CEH and Settling  
17 Defendants, and their respective divisions, subdivisions, and subsidiaries, and the successors or  
18 assigns of any of them.

19           11.3       This Consent Judgment contains the sole and entire agreement and  
20 understanding of the Parties with respect to the entire subject matter hereof, and any and all prior  
21 discussions, negotiations, commitments, or understandings related thereto, if any, are hereby  
22 merged herein and therein. There are no warranties, representations, or other agreements between  
23 the Parties except as expressly set forth herein. No representations, oral or otherwise, express or  
24 implied, other than those specifically referred to in this Consent Judgment have been made by any  
25 Party hereto. No other agreements not specifically contained or referenced herein, oral or  
26 otherwise, shall be deemed to exist or to bind any of the Parties hereto. No supplementation,  
27 modification, waiver, or termination of this Consent Judgment shall be binding unless executed in  
28 writing by the Party to be bound thereby. No waiver of any of the provisions of this Consent

1 Judgment shall be deemed or shall constitute a waiver of any of the other provisions hereof  
2 whether or not similar, nor shall such waiver constitute a continuing waiver.

3 11.4 Nothing in this Consent Judgment shall release, or in any way affect any rights  
4 that Settling Defendants might have against any other party, whether or not that party is a settling  
5 defendant.

6 11.5 This Court shall retain jurisdiction of this matter to implement or modify the  
7 Consent Judgment.

8 11.6 The stipulations to this Consent Judgment may be executed in counterparts  
9 and by means of facsimile or portable document format (pdf), which taken together shall be  
10 deemed to constitute one document.

11 11.7 Each signatory to this Consent Judgment certifies that he or she is fully  
12 authorized by the Party he or she represents to stipulate to this Consent Judgment and to enter into  
13 and execute the Consent Judgment on behalf of the Party represented and legally to bind that  
14 Party.

15 11.8 The Parties, including their counsel, have participated in the preparation of  
16 this Consent Judgment and this Consent Judgment is the result of the joint efforts of the Parties.  
17 This Consent Judgment was subject to revision and modification by the Parties and has been  
18 accepted and approved as to its final form by all Parties and their counsel. Accordingly, any  
19 uncertainty or ambiguity existing in this Consent Judgment shall not be interpreted against any  
20 Party as a result of the manner of the preparation of this Consent Judgment. Each Party to this  
21 Consent Judgment agrees that any statute or rule of construction providing that ambiguities are to  
22 be resolved against the drafting Party should not be employed in the interpretation of this Consent  
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1 Judgment and, in this regard, the Parties hereby waive California Civil Code § 1654.

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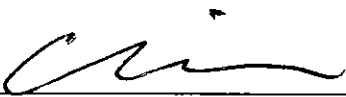
3 **IT IS SO STIPULATED:**

4 **CENTER FOR ENVIRONMENTAL HEALTH**

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Charlie Pizarro  
Associate Director

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10 **QUIDAD HOLDINGS LLC**

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Signature

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Printed Name

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Title

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

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3 **IT IS SO STIPULATED:**

4 **CENTER FOR ENVIRONMENTAL HEALTH**

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Charlie Pizarro  
Associate Director

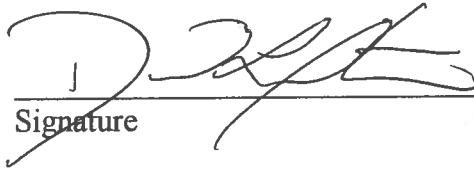
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10 **OIDAD HOLDINGS LLC**

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Signature

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\_\_\_\_\_  
DAVID L. STERN

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Printed Name

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CEO

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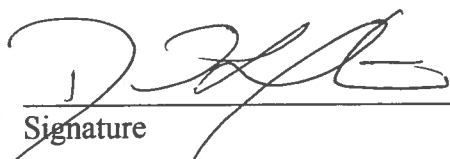
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**OIDAD PRODUCTS, LLC**

  
Signature

DAVID L. STERN  
Printed Name

CEO  
Title

**IT IS SO ORDERED:**

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

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