

## SETTLEMENT AND RELEASE AGREEMENT

### 1. INTRODUCTION

#### 1.1. Ecological Alliance, LLC and Reaction Retail, LLC

This Settlement Agreement is entered into by and among Ecological Alliance, LLC ("Ecological"), on the one hand, and Reaction Retail, LLC ("Reaction") and Ulta Salon, Cosmetics & Fragrance, Inc. ("Ulta"), on the other hand, with Ecological, Reaction, and Ulta collectively referred to as the "Parties."

#### 1.2. General Allegations

Ecological alleges that Reaction and/or Ulta distributed and offered for sale in the State of California grooming kits containing Diisononyl phthalate [DINP] and that such sales have not included warnings pursuant to the Safe Drinking Water and Toxic Enforcement Act of 1986, California Health & Safety Code sections 25249.6 *et seq.* ("Proposition 65"). California has identified and listed DINP under Proposition 65 as a chemical known to the State of California to cause cancer.

#### 1.3. Product Description

The products that are covered by this Settlement Agreement are defined as grooming kits, labeled "Essential Grooming Care" kits and identified by Ulta with SPC Code 817016019625, that Reaction manufactured for sale or distribution in California by Ulta and that contain DINP. All such items shall be referred to herein as the "Products."

#### 1.4. Notice of Violation

On August 6, 2019, Ecological served Ulta, and the requisite public enforcement agencies eligible to initiate Proposition 65 actions on behalf of the People of the State of California with a document entitled "60-Day Notice of Violation" ("Notice") that provided Ulta

and such public enforcers with notice that Ulta was allegedly in violation of California Health & Safety Code section 25249.6 for failing to warn consumers and customers that the Products exposed users in California to DINP. To the best of the Parties' knowledge, no public enforcer has commenced or is diligently prosecuting the allegations set forth in the Notice.

**1.5. No Admission**

The parties enter into this Settlement Agreement to settle disputed claims between them as set forth herein and in the Notice concerning Ulta's and/or Reaction's compliance with Proposition 65. Specifically, Ulta and Reaction deny the material factual and legal allegations contained in Ecological's Notice and maintains that all products that it has manufactured for sale and distribution in California, including the Products, have been and are in compliance with Proposition 65 and any other statutory, regulatory, common law or equitable doctrine. Nothing in this Settlement Agreement shall be construed as an admission by Ulta or by Reaction of any fact, finding, issue of law, or violation of law; nor shall compliance with this Settlement Agreement constitute or be construed as an admission by Ulta or by Reaction of any fact, finding, conclusion, issue of law, or violation of law, such being specifically denied by Ulta and by Reaction. However, nothing in this section shall diminish or otherwise affect the obligations, responsibilities, and duties of Ulta and/or Reaction under this Settlement Agreement.

**1.6. Effective Date**

For purposes of this Settlement Agreement, the term "Effective Date" shall mean the date this Settlement Agreement is fully executed.

## 2. INJUNCTIVE RELIEF: WARNING

### 2.1. Warning

No later than 90 days after the Effective Date, Ulta and Reaction shall only sell or offer for sale the Product in California if it is accompanied by a warning as described in Section 2.2 below, unless the Product contains no more than 1,000 parts per million DINP. The warning requirement shall not apply to Products that are already in the stream of commerce as of the Effective Date or that Ulta or Reaction place into the stream of commerce within 90 days of the Effective Date.

### 2.2. Warning Language

Where required, Ulta and/or Reaction shall provide Proposition 65 warnings as follows:

(a) Ulta and/or Reaction may use any of the following warning statements in full compliance with this Section:

(1) **WARNING:** This product can expose you to chemicals including Diisononyl phthalate (DINP), which is known to the State of California to cause cancer. For more info go to [www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov).

(2) **WARNING:** Cancer– [www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov).

(b) The warning shall also include a symbol consisting of a black exclamation point in a yellow equilateral triangle with a bold black outline. Where the sign, label or shelf tag for the product is not printed using the color yellow, the symbol may be printed in black and white. The symbol shall be placed to the left of the text of the warning, in a size no smaller than the height of the word "WARNING".

(c) The requirements for warnings, set forth in subsection (a) above are imposed pursuant to the terms of this Settlement Agreement. The Parties recognize that these are not the exclusive methods of providing a warning under Proposition 65 and its implementing regulations.

(d) If Proposition 65 warnings for DINP or the Products should no longer be required, Ulta and Reaction shall have no further obligations pursuant to this Settlement Agreement.

**3. PENALTIES PURSUANT TO HEALTH & SAFETY CODE SECTION 25249.7(b)**

In settlement of all the claims referred to in this Settlement Agreement, Reaction shall pay a total of \$900 in civil penalties in accordance with this Section. The penalty payment will be allocated in accordance with California Health & Safety Code section 25249.12(c)(1) & (d), with 75% of the funds remitted to the California Office of Environmental Health Hazard Assessment ("OEHHA") and the remaining 25% of the penalty remitted to Ecological. Ecological's counsel shall be responsible for delivering OEHHA's and Ecological's portions of any penalty payment made under this Settlement Agreement.

**4. REIMBURSEMENT OF FEES AND COSTS**

The Parties reached an accord on the compensation due to Ecological and its counsel under the private attorney general doctrine and principles of contract law. Under these legal principles, Reaction shall reimburse Ecological's counsel for fees and costs, incurred as a result of investigating and bringing this matter to Ulta's and Reaction's attention. Reaction shall pay Ecological's counsel \$25,000 for all attorneys' fees, expert and investigation fees, and related costs associated with this matter and the Notice.

5. **PAYMENT INFORMATION**

By December 13, 2019, Reaction shall make a total payment of Twenty-Five Thousand Nine Hundred Dollars (\$25,900) for the civil penalties and attorney's fees / costs by wire transfer to Plaintiff's counsel Custodio & Dubey LLP:

Bank: Bank of America, N.A.

Routing No.: 026009593

Account No.: 325104702031

Beneficiary: Custodio & Dubey LLP

Other than this payment, each side is to bear its own attorneys' fees and costs.

6. **RELEASE OF ALL CLAIMS**

6.1. **Release of Reaction, Downstream Customers and Upstream Vendors**

In further consideration of the promises and agreements herein contained, and for the payments to be made pursuant to Sections 3 and 4 above, Ecological, in its representative capacity, and on behalf of itself, its past and current agents, representatives, attorneys, successors and/or assignees, hereby waives all rights to institute or participate in, directly or indirectly, any form of legal action and releases all claims relating to the Products, including, without limitation, all actions, and causes of action, in law or in equity, suits, liabilities, demands, obligations, damages, costs, fines, penalties, losses or expenses (including, but not limited to, investigation fees, expert fees and attorneys' fees) of any nature whatsoever, whether known or unknown, fixed or contingent (collectively "Claims"), against (a) Reaction, (b) each of Reaction's downstream distributors (including but not limited to Ulta), wholesalers, vendors, licensors, licensees, auctioneers, retailers, franchisees, dealers, shareholders, cooperative members, customers, owners, purchasers, users, and (c) Reaction's parent companies, corporate affiliates,

subsidiaries, and their respective officers, directors, attorneys, representatives, shareholders, agents, and employees, and sister and parent entities. (collectively "Releasees").

Ecological also, in its capacity, on behalf of itself, its past and current agents, representatives, attorneys, successors, and/or assignees and *not* in its representative capacity, provides a general release herein which shall be effective as a full and final accord and satisfaction, as a bar to all actions, causes of action, obligations, costs, expenses, attorneys' fees, damages, losses, claims, liabilities and demands of any nature, character or kind, known or unknown, suspected or unsuspected, against Ulta, Reaction, and the Releasees. Ecological acknowledges that it is familiar with California Civil Code section 1542, which provides as follows:

A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR.

Ecological, in its capacity only, and on behalf of itself, its past and current agents, representatives, attorneys, successors, and/or assignees expressly waives and relinquishes any and all rights and benefits which it may have under, or which may be conferred on it by the provisions of California Civil Code section 1542 as well as under any other state or federal statute or common law principle of similar effect, to the fullest extent that it may lawfully waive such rights or benefits pertaining to the released matters.

**6.2. Ulta's and Reaction's Release of Ecological**

Ulta and Reaction each waive any and all claims against Ecological, its attorneys and other representatives, for any and all actions taken or statements made (or those that could have been taken or made) by Ecological and its attorneys and other representatives, whether in the

course of investigating claims or otherwise seeking enforcement of Proposition 65 against it in this matter, and/or with respect to the Products.

**7. GOVERNING LAW**

The terms of this Settlement Agreement shall be governed by the laws of the State of California and apply within the State of California. In the event that Proposition 65 is repealed or is otherwise rendered inapplicable by reason of law generally, or as to the Products, then Ulta and/or Reaction shall have no further obligations pursuant to this Settlement Agreement.

**8. NOTICES**

Unless specified herein, all correspondence and notices required to be provided pursuant to this Settlement Agreement shall be in writing and personally delivered or sent by: (i) first-class, (registered or certified mail) return receipt requested; or (ii) overnight courier on any party by the other party at the following addresses:

For Reaction:           Matthew M. May, Esq.  
                                  Miles & Stockbridge  
                                  11 N. Washington Street  
                                  Suite 700  
                                  Rockville, MD 20850-4229

For Ulta:                 Ulta Inc.  
                                  Attn: General Counsel  
                                  1000 Remington Blvd., Suite 120  
                                  Bolingbrook, IL 60440

For Ecological:         Vineet Dubey, Esq.  
                                  Custodio & Dubey LLP  
                                  448 S. Hill St., Suite 615  
                                  Los Angeles, CA 90013

Any party, from time to time, may specify in writing to the other party a change of address to which all notices and other communications shall be sent.

9. **COUNTERPARTS; FACSIMILE/E-SIGNATURES**

This Settlement Agreement may be executed in counterparts and by facsimile or e-signatures, each of which shall be deemed an original, and all of which, when taken together, shall constitute one and the same document.

10. **COMPLIANCE WITH HEALTH & SAFETY CODE SECTION 25249.7(f)**

Ecological agrees to comply with the reporting form requirements referenced in California Health & Safety Code § 25249.7(f).

11. **ENTIRE AGREEMENT**

This Settlement Agreement contains the sole and entire agreement and understanding of the Parties with respect to the entire subject matter hereof, and all related prior discussions, negotiations, commitments and understandings. No other agreements, oral or otherwise, exist to bind either of the Parties.

12. **MODIFICATION**

This Settlement Agreement may be modified only by a written agreement signed by the Parties.


13. **AUTHORIZATION**

The undersigned are authorized to execute this Settlement Agreement on behalf of their respective Parties and have read, understood and agree to all of the terms and conditions of this Settlement Agreement.



<p style="text-align: center;"><b>AGREED TO:</b></p> <p>Date: December __, 2019</p> <p>By: _____ On Behalf of Ecological Alliance, LLC</p>	<p style="text-align: center;"><b>AGREED TO:</b></p> <p>Date: December <u>5</u>, 2019</p> <p>By: _____ On Behalf of Reaction Retail, LLC Janet Carter - CEO</p>
<p style="text-align: center;"><b>AGREED TO:</b></p> <p>Date: December __, 2019</p> <p>By: _____ On Behalf of Ulta Salon, Cosmetics &amp; Fragrance, Inc.</p>	

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<p style="text-align: center;"><b>AGREED TO:</b></p> <p>Date: December <u>4</u>, 2019</p> <p>By: <u><i>Joe Hano</i></u> On Behalf of Uta Salon, Cosmetics &amp; Fragrance, Inc.</p>	

<p style="text-align: center;"><b>AGREED TO:</b></p> <p>Date: December <u>3</u>, 2019</p> <p>By: <u></u> On Behalf of Ecological Alliance, LLC</p>	<p style="text-align: center;"><b>AGREED TO:</b></p> <p>Date: December __, 2019</p> <p>By: _____ On Behalf of Reaction Retail, LLC</p>
<p style="text-align: center;"><b>AGREED TO:</b></p> <p>Date: December __, 2019</p> <p>By: _____ On Behalf of Ulta Salon, Cosmetics &amp; Fragrance, Inc.</p>	