

## SETTLEMENT AND RELEASE AGREEMENT

### 1. INTRODUCTION

#### 1.1. Ecological Alliance, LLC and Impressions Vanity Company

This Settlement Agreement is entered into by and between Ecological Alliance, LLC ("Alliance"), on the one hand, and Impressions Vanity Company ("Impressions"), on the other hand, with Alliance and Impressions collectively referred to as the "Parties."

#### 1.2. General Allegations

Alliance alleges that Impressions manufactured and/or distributed and/or offered for sale in the State of California makeup mirrors that allegedly contain Di(2-ethylhexyl) phthalate ["DEHP"] ("Products") 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 DEHP under Proposition 65 as a chemical known to the State of California to cause cancer, birth defects or other reproductive harm. Impressions denies Alliance's allegations.

#### 1.3. Product Description

The Products that are covered by this Settlement Agreement are defined as makeup mirrors that allegedly contain DEHP that Impressions, its subsidiaries, affiliates, related companies, or distributors have sold, offered for sale or distributed in California through The TJX Companies, Inc. and Homegoods, Inc. stores (collectively "TJX") and/or any other entity.

#### 1.4. Notice of Violation

On February 20, 2025, Alliance served Impressions, TJX and the requisite public enforcement agencies eligible to initiate Proposition 65 actions on behalf of the People of the State of California with documents entitled "60-Day Notice of Violation" ("Notice") that

provided Impressions and such public enforcers with notice that Impressions was allegedly in violation of California Health & Safety Code section 25249.6 for failing to warn consumers and customers that the Product exposed users in California to DEHP. 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 Impressions' compliance with Proposition 65. Specifically, Impressions denies the material factual and legal allegations contained in Alliance's Notice. Nothing in this Settlement Agreement shall be construed as an admission by Impressions 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 Impressions of any fact, finding, conclusion, issue of law, or violation of law, such being specifically denied by Impressions. Impressions enters into this Agreement merely to avoid the expense of litigation.

**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: REFORMULATION & WARNINGS**

**2.1. Reformulation of Products**

Commencing within ninety (90) days of the Effective Date, and continuing thereafter, Impressions shall use commercially reasonable efforts to manufacture, import, or otherwise source for authorized sale in California only Reformulated Products, as defined pursuant to Section 2.2 below, unless such Products are labeled with a clear and reasonable Proposition 65

warning pursuant to Section 2.3 below, provided that Current Products shall be deemed exempted from the requirements of this Section 2 and shall be permitted to be sold through as previously manufactured, packaged and labeled.

**2.2. Reformulation Standards**

“Reformulated Products” are defined as those Products containing DEHP in concentrations less than 0.1 percent (1,000 parts per million) when analyzed pursuant to U.S. Environmental Protection Agency testing methodologies 3580A and 8270C, or any other scientifically validated methodology reasonably acceptable to both Parties for the purpose of determining the DEHP content in a solid substance.

**2.3. Warning Language**

Where required, Impressions shall provide Proposition 65 warnings as follows on the Products:

(a) Impressions may use any of the following warning statements in full compliance with this Section:

(1)  **WARNING:** This product can expose you to Di(2-ethylhexyl) phthalate [DEHP], which is known to the State of California to cause cancer and birth defects or other reproductive harm. For more information go to [www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov).

(2)  **WARNING:** Risk of Cancer and Reproductive Harm from exposure to Di(2-ethylhexyl) phthalate [DEHP]. See [www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov).

(b) 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) Foreign Languages. Additionally, if a Product's labeling is provided in a language other than English, the warning will be provided in that language in addition to English.

(e) Online Sales. If Impressions sells Products via an internet website it controls to customers located in California, the warning requirements of this section shall be satisfied if the foregoing warning appears either: (a) on the same web page on which a Product is displayed and/or described; (b) on the same page as the price for the Products; (c) on one or more web pages displayed to a California purchaser prior to purchase during the checkout process; or (d) via a hyperlink taking the customer to a separate page containing the warning language, provided that the hyperlink appears on the same page as either the product description or product price are displayed, or appears prior to completion of the sale at checkout. Alternatively, a symbol consisting of a black exclamation point in a yellow or white equilateral triangle may appear adjacent to or immediately following the display, description, price, or checkout listing of the Products, if the warning statement appears elsewhere on the same web page in a manner that

clearly associates it with the product(s) to which the warning applies. This provision does not apply to any products sold through a website that Impressions does not control.

(f) If Proposition 65 warnings for DEHP should no longer be required, Impressions 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, Impressions shall pay a total of Two Hundred Dollars (\$200) 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 Alliance. Alliance's counsel shall be responsible for delivering OEHHA's portion of any penalty payment made under this Settlement Agreement within ten (10) business days of receipt and shall provide Impressions' counsel with written confirmation of such delivery, including proof of payment, within five (5) business days of making such delivery.

**4. REIMBURSEMENT OF FEES AND COSTS**

The Parties reached an accord on the compensation due to Alliance and its counsel under the private attorney general doctrine and principles of contract law. Under these legal principles, Impressions shall reimburse Alliance's counsel for fees and costs, incurred because of investigating and bringing this matter to Impressions' attention. Impressions shall pay Alliance's counsel \$7,800 for all attorneys' fees, expert and investigation fees, and related costs associated with this matter and the Notice.

**5. PAYMENT INFORMATION**

Within thirty (30) days of the Effective Date, Impressions shall make a total payment of Eight Thousand Dollars (\$8,000) for the civil penalties and attorney's fees / costs by wire transfer to Alliance's counsel Custodio & Dubey LLP:

Bank: Bank of America, N.A.

Routing No.: 026009593

Account No.: 325149324377

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 Impressions, TJX, Downstream Customers and Upstream**

**Vendors**

In further consideration of the promises and agreements herein contained, including but not limited to the payments to be made pursuant to Sections 3 and 4 above, Alliance, 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 Impressions and each entity to whom Impressions directly or indirectly distributes or sells the Products, including distributors, wholesalers, vendors, licensors, licensees, auctioneers, retailers, franchisees, dealers, shareholders, cooperative members,

customers, owners, purchasers, users, including but not limited to, The TJX Companies, Inc. and Homegoods, Inc. stores (collectively with Impressions, the "Releasees"), as well as each of the Releasees' respective sister and parent entities, subsidiaries, affiliated entities, shareholders, marketplaces, directors, officers, agents, employees, attorneys, successors, and assignees.

Alliance 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 the Releasees. Alliance acknowledges that it is familiar with California Civil Code section 1542, which provides as follows:

**A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY.**

Alliance, 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. Intentionally Omitted.**

**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 of any dispute arising under this Agreement, the Parties agree that the exclusive venue and jurisdiction for such dispute shall be in the state or federal courts located in Los Angeles County, California. If Proposition 65 is repealed or is otherwise rendered inapplicable by reason of law generally, or as to the Products, then Impressions shall have no further obligations pursuant to this Settlement Agreement with respect to reformulation or warnings, but all other provisions including the releases and payment obligations shall remain in full force and effect.

**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: (a) first-class, (registered or certified mail) return receipt requested; (ii.) email; or (iii) overnight courier on any party by the other party at the following addresses:

For Impressions:       Manoj N. Shah, Esq.  
                                  Brand Counsel PC  
                                  177 E. Colorado Blvd., 2<sup>nd</sup> Floor  
                                  Pasadena, CA 91105

manoj@brandcounselpc.com

For Alliance:           Vincet Dubey, Esq.  
                                  Custodio & Dubey LLP  
                                  445 S. Figueroa St., Suite 2520  
                                  Los Angeles, CA 90071

dubey@cd-lawyers.com

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)**

Alliance agrees to comply with the reporting form requirements referenced in California Health & Safety Code § 25249.7(f), and shall provide written confirmation of such compliance to Impressions Vanity Company within thirty (30) days of the execution of this Agreement.

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 supersedes all related prior discussions, negotiations, commitments, understandings, and agreements, whether written or oral. No other agreements, oral or otherwise, exist to bind either of the Parties with respect to the subject matter of this Agreement.

12. **MODIFICATION**

This Settlement Agreement may be modified only by a written agreement signed by authorized representatives of both Parties. Any purported modification not executed in accordance with this provision shall be void and of no effect.

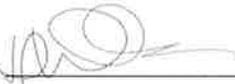
13. **AUTHORIZATION**

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. Each Party represents and warrants that it has full power and authority to enter into this Agreement and that the execution and performance of this Agreement has been duly authorized by all necessary corporate or organizational action.

<b>AGREED TO:</b>	<b>AGREED TO:</b>
Date: December __, 2025	Date: December <sup>16</sup> , 2025
By: _____	By: <u>Kevin Choi</u> <small>Kevin Choi (Dec 16, 2025 16:54:05 PST)</small>
Name: _____	Name: <u>Kevin Choi</u>
Title: _____	Title: <u>CEO</u>
On Behalf of Ecological Alliance, LLC	On Behalf of Impressions Vanity Company

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AGREED TO:	AGREED TO:
Date: December 16 2025	Date: December __, 2025
By: 	By: _____
Name: <u>Harmony Welsh</u>	Name: _____
Title: <u>Managing member</u> On Behalf of Ecological Alliance, LLC	Title: _____ On Behalf of Impressions Vanity Company