



## Stolen Beauty

# Why Boycott Ahava?

## Made In Israel? Not Quite...

Israeli cosmetics maker Ahava promises “Beauty Secrets from the Dead Sea.” And wait until you hear about those secrets! Ahava is **hiding the ugly truth**—its products actually come from stolen Palestinian natural resources in the occupied West Bank.

Ahava extracts the minerals for its cosmetics from the Dead Sea at the illegal settlement of Kalya, which is built upon land belonging to the Palestinian village of Nabi Musa. Ahava's production facilities are located in **Mitzpe Shalem**, an Israeli settlement built upon land that belongs to the Palestinian village of Arab et Ta'amira.

Additionally, **Mitzpe Shalem and Kalya collectively own 44% of Ahava's stock**. These settlements directly profit from Ahava sales.



*A view of the Dead Sea near Ahava's production facility in the West Bank.*

## Don't buy Ahava's theft of Palestinian land and resources!

Don't let the “Made in Israel” sticker fool you—when you buy Ahava products, you are supporting Israel's illegal settlements on occupied Palestinian land and destroying hope for a just peace between Israelis and Palestinians.

## Get involved!

First, **sign the pledge not to buy Ahava**, so it knows why you're boycotting its products.

Then, **start a local Ahava boycott** by ordering campaign materials from the US Campaign to End the Israeli Occupation. Simply email the US Campaign's National Organizer at [organizer@endtheoccupation.org](mailto:organizer@endtheoccupation.org).

## What's Wrong with Settlements?

There are several problems with Israeli settlements such as Mitzpe Shalem and Kalya.

1. Settlements in the Palestinian West Bank and East Jerusalem, which Israel has occupied since 1967, are **illegal under the Fourth Geneva Convention**, which prohibits transferring civilian populations to occupied territory. The Convention also **prohibits an occupying power from extracting resources from occupied territory**. Ahava's Dead Sea minerals are exactly that -- resources extracted from occupied territory.
2. **United States foreign policy is opposed to Israel's settlements** in the West Bank. A 1978 State Department legal memo, which still stands as official U.S. policy, deemed Israel's settlements to be “inconsistent with international law.” In June 2009, President Obama stated that “The United States does not accept the legitimacy of continued Israeli settlements.”
3. Only Jewish Israelis are allowed to live in Israel's settlements. Palestinians, whose land was confiscated to build these settlements, cannot live in them. **Ethnically segregated housing**, which prevails in Israeli settlements such as Mitzpe Shalem and Kalya, is also illegal under international law. The United Nations Convention on the Punishment and Suppression of the Crime of Apartheid outlaws housing discrimination based on race and/or ethnicity.
4. Israel's settlements, through a slow process of ethnic cleansing, have **displaced thousands of indigenous Palestinians**, moving them out of their ancestral homes and preventing them from accessing the fields that provide their livelihoods.
5. Settlements are a **major impediment to peace**. Israel's settlements prevent the creation of a territorially-contiguous Palestinian state.