



Stolen Beauty

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Dear Store Manager,

Your store carries products made by Ahava Dead Sea Laboratories, an Israeli company that is currently the target of an international boycott because it profits from the illegal occupation of the Palestinian West Bank. This letter is a request from the US Campaign to End the Israeli Occupation and CODEPINK Women for Peace that you stop stocking Ahava products.

Ahava Dead Sea Laboratories (www.ahava.co.il) is a privately held Israeli cosmetics company that manufactures products using minerals and mud from the Dead Sea. The Hebrew word “Ahava” means love, but there is nothing to love about what the company is doing in the Occupied Palestinian Territory of the West Bank. According to international law and relevant UN Security Council Resolutions, the Palestinian West Bank where Ahava resources and manufactures its products is occupied territory, not part of the State of Israel. There are three primary ways that Ahava products, labeled as of ‘Israeli origin,’ contribute to Israel’s illegal settlements in the occupied Palestinian West Bank.

1. Ahava’s **main factory and visitors’ center** are located in the Israeli settlement of Mitzpe Shalem in the West Bank. The Fourth Geneva Convention outlaws the settlement of civilian populations in occupied territory. The land that Mitzpe Shalem is located on is rightfully owned by the Palestinian village of Arab et Ta’amira and has been occupied for over 30 years.
2. Ahava excavates the mud and minerals for their products at the Israeli settlement of Kalya on the shores of the Dead Sea. Again, the Fourth Geneva Convention prohibits an occupying power from removing captured natural resources for its own use. Even though the shores currently excavated by Ahava belong to the Palestinian village of Nabi Musa, Palestinians are prohibited from even visiting the area.
3. 44% of Ahava Dead Sea Laboratories stock is collectively owned by the settlements of Mitzpe Shalem and Kalya. Because of this, **Ahava sales mean a direct financial gain for Israel’s illegal settlement project in occupied Palestinian territory.**

We hope that you will show your support for international law and human rights by choosing to no longer stock Ahava Dead Sea Laboratories products in your store and letting the company know why you have made this decision.

Thank you for your attention and consideration. I eagerly await your response to this important issue.

Sincerely,