

FOR IMMEDIATE RELEASE [DATE OF RELEASE] CONTACT:
[PRIMARY CONTACT], [ORGANIZATION] [POSITION TITLE] [PHONE NUMBER]
[SECONDARY CONTACT IF AVAILABLE]:

[HEADLINE/TITLE]

WHAT: [DESCRIBE THE EVENT TAKING PLACE]
WHEN: [TIME] TODAY, [DAY, MONTH, DATE]
WHERE: [LOCATION, ADDRESS]

City, State – [DESCRIBE EVENT, PROTEST, OR ACTION TAKING PLACE] to expose the **dirty truth** of the Israeli cosmetics company, Ahava Dead Sea Laboratories: that it profits from its exploitation and illegal practices in the Occupied West Bank.

The action, which follows others in Israel, the United Kingdom, the Netherlands, and the United States, is part of the "Stolen Beauty" boycott campaign against the Israeli company -- which sells its products in upscale shops, spas and salons worldwide -- designed to pressure the company to end its illegal practices. [YOUR GROUP] also plans to educate consumers about Ahava's dirty secrets and encourage consumers to boycott Ahava products.

[QUOTE FROM LOCAL ACTIVIST]

Ahava labels its beauty products as “Made in Israel”. However, the mud and minerals used by Ahava are actually taken from the West Bank shores of the Dead Sea, an occupied Palestinian territory. Not only is Ahava's “Made in Israel” claim misleading, but it is a violation of international law and the Fourth Geneva Convention for an Occupying Power to use and exploit an Occupied Territory's natural resources. The Dutch Foreign Ministry has recently begun an investigation to determine if Ahava is falsely claiming its products are produced in Israel, thereby skirting import tariffs in the European Union.

”**Stolen Beauty**,” a project of CODEPINK is endorsed by the US Campaign to End the Israeli Occupation, a national coalition of more than 325 organizations working to change to U.S. policy toward Israel/Palestine to support human rights, international law, and equality. For more information about the US Campaign, please [click here](#).

For more information and exact schedule, please call [PRIMARY CONTACT], [ORGANIZATION and POSITION TITLE], at [PHONE NUMBER].