



US Campaign to
End the Israeli Occupation

"We aim to change those US policies that both sustain Israel's 42-year occupation of the Palestinian West Bank, Gaza, and East Jerusalem, and deny equal rights for all."

How to Engage Retailers: Stolen Beauty



Engaging cosmetics retailers is an important way to build our boycott against Ahava. Most retailers are 'soft' targets for this boycott; we want them to join us as allies. We want them to communicate to Ahava that they are appalled by Ahava's support for Israeli settlements and occupation and discontinue their sales of Ahava products until Ahava meets our demands.

<p>1</p>	<p>Build a Coalition</p> <p>We have a louder voice when we all speak together. Successful <i>Stolen Beauty</i> coalitions will include prominent individuals, everyday consumers, local and national groups, business organizations, and especially other retailers. If the local chamber of commerce or other retailers are already supporting our boycott, make sure that the store you are reaching out to knows about it.</p>
<p>2</p>	<p>Educate Yourself</p> <p>Learn about Ahava's practices on stolenbeauty.org and familiarize yourself with the relevant sections of international law, such as the 4th Geneva Convention. Once you're comfortable talking about why Ahava should be boycotted, find out where Ahava is sold in your community.</p>
<p>3</p>	<p>Ask the Store to Stop Carrying Ahava</p> <p>Try to get a meeting with the store manager. Remember to begin with a friendly tone; our goal is to bring retailers on board with our boycott, not to alienate them. During your meeting deliver our "letter to store managers" and explain why it is in the store's interest to join our boycott. If you can't get a meeting with the store manager, then just mail our letter to the manager or deliver it to a clerk at the store. Follow up on the meeting with a phone call or in-person visit to the store.</p> <p>If the store honors your request, thank them! If the store continues selling Ahava products then gradually escalate your actions. You may want to deliver petitions to the store demanding they stop selling Ahava or organize your supporters to call the store until they meet your demand. If the store doesn't respond to the petition drive then you may want to step up your actions by protesting the store.</p>
<p>4</p>	<p>Assemble a Protest Team</p> <p>Ideally your team will have at least three people. One person will need to talk to management and/or store security. Another person should take video or photographs of your protest. At least one person should be taking action and someone else should be educating shoppers and passersby with leaflets about Ahava.</p>
<p>5</p>	<p>Scout the Location</p> <p>Get to know the store's set up, including where Ahava products are displayed. Determine what kind of action could be most effective and what you are comfortable doing. Possible protest actions include:</p> <ul style="list-style-type: none"> • No Business as Usual: holding banners, chanting, wearing mud in stores that sell Ahava. • Leafleting: handing out information to consumers, employees, etc. • Re-labeling: labeling products as made in occupied territories, you may choose to tuck an informational leaflet into Ahava boxes.

	<ul style="list-style-type: none"> • De-shelving: Without leaving the store, take Ahava products off the shelves. Some people choose to gather Ahava products in a basket and leave them somewhere in the store with leaflets about Ahava. Others prefer to take all of the Ahava products to the register and then 'suddenly realize' that they can't buy them because Ahava exploits illegal occupation.
6	<p>Invite the Media</p> <p>Ultimately, it's more important to educate people about Israel's occupation and human rights violations than it is to prevent individuals from purchasing Ahava. Make sure that your message reaches more people than are in the store by getting it into the media. Use our sample media release to let local media know about your action in advance. It's a good idea to make a round of follow-up phone calls after sending your release to local media. After your action, be sure to follow up with invited media and let them know that you have video and photos for their use.</p>
7	<p>Devise a Plan</p> <p>If your action is well planned, you will be more confident and have a better chance of success. Everyone should have an overall picture of the action and how they specifically fit in. Decide what roles everyone will be playing in advance of your action. Specific people should be responsible for carrying supplies, talking to the media, and dealing with store staff and security. Have a plan for when security arrives.</p> <p>For help planning your action, you may want to watch past Ahava protests on YouTube. You can also email Nancy Kricorian at CODEPINK for advice (codepinknyc@gmail.com).</p>
8	<p>Prepare Yourself</p> <p>Gather your props and prepare yourselves ahead of time!</p> <ul style="list-style-type: none"> • Create eye-catching signs and/or banners to get your message across. • Print leaflets and invite the media. • You may want to coordinate what you're wearing to indicate that you are part of the same group. • Remember to charge the battery for the camera that you will use. • If you are going to put mud on your bodies, you may want to do so in a restroom near the store. Write "No Ahava" or another message in the mud, then allow time for the mud to dry. If you plan to wear a bikini to display your muddy message, wear loose fitting clothes over it; buttons and layers are bad for this, elastic waists, jersey-knit dresses, and shawls are all good choices. • Prepare yourself mentally. There will likely be people who vehemently disagree with your action. Some people may call you anti-Semitic or evil. Know your facts, stay focused on your goals, and don't let others' emotional, uninformed responses ruffle your feathers.
9	<p>Take Action!</p>
10	<p>Follow up</p> <p>Share your action with the world! Send pictures, video, and written accounts of your action to media@endtheoccupation.org. We'll add your video to our Ahava playlist on YouTube and you may be able to post about your experience on our blog. Use social media, such as Facebook and Twitter, to tell the world about what your group did. Also, remember to follow up with community and mainstream media. Call the media outlets that you invited to the action and offer interviews to accompany photos and video footage and coordinate letters to the editor about your campaign.</p> <p>Keep pressuring the retailer. One action can be educational and inspiring, but actions are more effective if tied to an ongoing campaign. Make sure that people continue talking to management about removing Ahava products.</p> <p>You may want to consider repeated or regular actions, at the same location or at different stores in the same chain. Remember to follow up with the store's corporate office, making sure that store managers are reporting your concerns.</p>