



Talking points for the *Stolen Beauty* boycott of Ahava Cosmetics



There is no love in occupation

- The Hebrew word “Ahava” means love, but there is nothing loving about what the company is doing in the Occupied Palestinian territory of the West Bank. Palestinians are routinely discriminated against, including being denied access to the Dead Sea, where Ahava excavates minerals and mud for their beauty products.
- Not only does Ahava illegally use natural resources of Palestine, but it profits from Israel's international law and human rights violations.

Ahava is operating in violation of international law

- The company’s main factory and its visitors’ center are located in the Israeli settlement of Mitzpe Shalem in the Occupied West Bank. Ahava products are labeled as 'of Israeli origin,' but according to international law, the West Bank cannot be considered to be part of the State of Israel.
- Ahava uses in its products mud and minerals from the Dead Sea, excavated in an occupied area, and thus it exploits occupied natural resources for profit, which is a violation of the Fourth Geneva Convention.
- The Fourth Geneva Convention prohibits the transfer of civilians into occupied territory. The Israeli settlements of Mitzpe Shalem and Kalia are both illegal under international law and are profiting from Ahava's business, as 40% shareholders of the company.

Settlements are an impediment to peace

- Palestinian homes, businesses and agricultural land are routinely demolished and confiscated by the Israeli military; this land is then used to build Israeli settlements, which are illegal under the Fourth Geneva Convention.
- The possibility of a peaceful and just future for both Israelis and Palestinians is continually threatened by the growth of these illegal Israeli settlements and the damage that they do to Palestinian society.

American consumers should not be supporting Ahava's operations in occupied territory

- When you buy Ahava products you help finance the destruction of hope for a peaceful and just future for both Israelis and Palestinians.
- The *Stolen Beauty* campaign will send a clear message to AHAVA Dead Sea Laboratories that you are against the continued flouting of international law and the exploitation of Palestinian resources.

Boycott, divestment, and sanctions are a nonviolent response to human rights and international law violations in Israel/Palestine.

- In July 2005 a broad range of Palestinian Civil Society organizations issued a call for Boycott, Divestment and Sanctions against Israel as part of a non-violent campaign to end the Israeli occupation of the Palestinian West Bank, Gaza and East Jerusalem.
- This movement aims to pressure Israel to comply with international law and respect the human rights of Palestinian citizens of Israel, Palestinians living in the occupied territories, and Palestinian refugees. When the profits to be made from occupation diminish, so does support for the occupation.