

AHAVA

Stolen Beauty FAQs from <http://www.codepinkalert.org/article.php?id=5015>

What is the Stolen Beauty Campaign?

Stolen Beauty, a boycott campaign against Ahava Dead Sea Laboratories, is CODEPINK's contribution to the Boycott, Divestment and Sanctions (BDS) Movement against institutions and corporations that give tacit or material support to the Israeli government's continued violations of international human rights law.

What is AHAVA and why call for a boycott?

Ahava Dead Sea Laboratories is a privately held Israeli cosmetics company that manufactures products using minerals and mud from the Dead Sea. 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 public law, the West Bank cannot be considered to be part of the State of Israel.

Ahava uses in its products mud 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.



Why boycott AHAVA?

Don't let the "Made in Israel" sticker fool you—when you buy Ahava products you help finance the destruction of hope for a peaceful and just future for both Israelis and Palestinians. By joining CODEPINK's Stolen Beauty Campaign, you will be sending a clear message to AHAVA and to your community that you are against the continued flouting of international law and the exploitation of Palestinian resources.

What products does AHAVA sell and where are they sold?

Ahava's products—such as body wash, Dead Sea Mineral Mud, and creams—are widely available in department stores and pharmacies, such as Macy's, Nordstrom's, Target, Lord and Taylor, and Ulta throughout the United States and in Europe. 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. The company's practices are against international law.



(You can read more about AHAVA on the [Who Profits site](#), which is a project of the Israeli Coalition of Women for Peace.)

How can my group take part?

If your organization would like to cosponsor this campaign, email stolenbeauty@codepinkalert.org. Your local group can participate by locating retailers that carry AHAVA in your community, approaching store managers or owners with our letter ([scroll here to see letter](#)) asking them to stop stocking these products from Occupied Palestine. If the store refuses, you can organize a "muddy" picket action on the sidewalk outside. [Click here](#) for our local action step-by-step guide. We welcome activist groups, religious institutions, and community organizations of all issues and denominations to join us in this effort for justice.