



## **Your Guide to Organizing Holiday Caroling at a store that carries Ahava products**

Thank you for volunteering to organize a holiday caroling action at a store near you that carries Ahava products! During the holidays, stores in your area may be carrying Ahava's holiday gift packages – all the more reason to carol outside! The goal of doing a local action is to highlight the illegal occupation of Palestine and continue to build public support in opposition to the blatantly exploitative practices of Ahava. Below is a step-by-step guide to organizing your action.

### **1. FIND OUT WHERE IS CARRIED IN YOUR CITY**

Shortly after we launched the Stolen Beauty boycott campaign, Ahava removed the listing of stores from their US site. Email us at [locals@codepinkalert.org](mailto:locals@codepinkalert.org) for a listing of stores in your area.

### **2. GET THE CHOIR TOGETHER**

An ideal team has three or more participants. Of course, don't be limited by the three people minimum! There may be a CODEPINK group in your area that wants to help, email [locals@codepinkalert.org](mailto:locals@codepinkalert.org) to find out or see our online listing. Don't worry if you don't have an operatic voice! Our carols are fun and easy to sing!

### **3. ASK STORE TO STOP CARRYING AHAVA**

You can either bring our letters to store managers with you to your action or deliver or mail them in advance of your action.

To deliver, go to the store and ask to speak with the manager; arrange a meeting if the manager is not available. Tailor our manager and letter to retailers in response to Ahava CEO Yaakov Ellis's Dubious Claims for the specific store and person you meet with, and print. At your meeting, give the manager the letters and explain your concerns about carrying this product. If you can't get a meeting with the manager, serve the letters to a clerk or mail it. Negotiating for change is an important step of this action.

If the store honors your request, congratulations! In discontinuing sales of this product, this store is sending AHAVA a message that their business is being threatened if they continue status quo. You will want to thank the store and possibly draw public attention to this brave stand.

If the store refuses to honor your request within the time given, or doesn't respond, it's time for continued direct action.

#### **4. GAME PLAN**

Choose a day and location.

Print out the songsheets, sign up sheets, and ¼ page flyers we've sent you.

Create signs with messages like "Ahava = Stolen Beauty! Products Made in Occupied Palestine" Don't forget to include stolenbeauty.org on your signs.

For help planning your action contact Rae at [locals@codepinkalert.org](mailto:locals@codepinkalert.org) and Nancy at [nancy@stolenbeauty.org](mailto:nancy@stolenbeauty.org)

You can download our Action Checklist for ease in action planning at:

<http://bit.ly/cAmJZS>

#### **TELL THE MEDIA**

We've prepared a sample press release for you below – edit and then send this release to local reporters.

Please contact [dana@codepink.org](mailto:dana@codepink.org) for help sending out your press release.

Visit CODEPINK's Media Resources page for more help: <http://bit.ly/9T0p7X>

Read our talking points at: <http://bit.ly/9TqOUU>

Be the media! Don't forget to designate someone to take video and photos of your action. Recording on a flip camera allows you to post your footage quickly on youtube to get the action out fast!

#### **REPORT BACK**

When you are done, share it! We want to know how it went. Report your action to the Local Spotlight on our website.

Send any photos or videos to [info@codepinkalert.org](mailto:info@codepinkalert.org).

Share your action with your friends on Facebook or Twitter. Include links to your photos or StolenBeauty.org.

Keep up the pressure! A one-time action is great, and repeated actions are even better. Consider organizing a weekly vigil outside the store to hand out flyers; create a letter for customers going in to shop at the store to give over to the employees and keep track of how many you hand out; invite people in your community to call the store and ask them to stop carrying AHAVA (this is a simple action to do from home). Stay visible and focused on raising awareness about the illegality of Ahava products. Follow up with the corporate or head office of the store or chain about removing the products.

## **SAMPLE PRESS RELEASE YOU CAN USE FOR YOUR ACTION:**

### **FOR IMMEDIATE RELEASE**

#### **CONTACTS**

Your Name, Your Organization, Your-Phone-Number  
Nancy Kricorian, CODEPINK Women for Peace, 646-234-8529

### **Your City Residents Organize Holiday Caroling outside STORE as part of International Boycott of Ahava Organizers Say: "There's Nothing Beautiful About the Occupation of Palestine!"**

Where: Store, Address

When: Day, Date, Time

Visuals: List any creative visuals that may attract photographer or TV media

YOUR CITY – On DATE, YOUR ORGANIZATION, and other local groups will bring the international Stolen Beauty Ahava boycott campaign to YOUR CITY. Local activists, some dressed in spa attire, will gather at PLACE to tell STORE: No More Ahava Cosmetics. Activists won't just be holding signs and chanting, as the event will feature original parodies of "Jingle Bells" and "Chanukah oh Chanukah" sung by caroling demonstrators.

Local activist, NAME, said, "Ahava means love in Hebrew but there's nothing loving about an illegal occupation! We'll be singing outside STORE to ask customers not to buy Ahava's "Christmas Gifts of Love" holiday collection, or any of their products."

Since June, 2009, activists have been pressuring stores around the world to stop carrying products made by the Israeli cosmetics manufacturer Ahava Dead Sea Laboratories because of the Ahava's illegal practices. Ahava Dead Sea Laboratories is an Israeli cosmetics company that has its manufacturing plant and visitors center near the shores of the Dead Sea in the illegal Israeli settlement of Mitzpe Shalem in the Occupied Palestinian West Bank. All Israeli settlements in the West Bank are illegal under international law. All Israeli settlements in the West Bank are illegal under international law. The Israeli High Court of Justice affirmed in 2005 that the West Bank is "held by the State of Israel in belligerent occupation" and that the

Fourth Geneva Convention, under which an occupying power is prohibited from transferring citizens from its own territory to the occupied territory, applies to the West Bank. Ahava is 44% owned by Mitzpe Shalem and another settlement, Kalia, so that the company's profits are subsidizing these illegal colonies. Although its goods are manufactured in the West Bank, Ahava labels them as "products of Israel," a practice that is illegal under European Union law and is currently being investigated in the UK and Holland.

To date, the Stolen Beauty Ahava Boycott ([www.stolenbeauty.org](http://www.stolenbeauty.org)) has scored a number of successes. The first victory came after pressure on Oxfam, an international human rights organization, which had publicly condemned all Israeli settlement products, to suspend its Goodwill Ambassador Kristin Davis from publicity work for the duration of her contract as Ahava spokeswoman. Davis, best known for her work on HBO's *Sex and the City*, allowed her contract to expire a few months later. Abroad, coalition partners in London engaged the UK's Camden Trading Standards Office to investigate the legality of Ahava's labeling. Dutch activists and a Minister of the Parliament succeeded in convincing the Dutch Foreign Ministry to launch its own investigation of Ahava's business methods. Partners in Paris have recently filed suit against the cosmetics chain Sephora for carrying Ahava products.

For more info visit [www.stolenbeauty.org](http://www.stolenbeauty.org).

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