



Dear _____,

As a customer of your store and someone who is affiliated with The United Church of Canada, I want to make buying decisions that support peace, justice, and human rights. I am writing to you to express my concern about products made by Ahava Dead Sea Laboratories, which are sold in your store.

Ahava (www.ahava.co.il) is a privately held Israeli cosmetics company that manufactures products using minerals and mud from the Dead Sea. The company's main factory and visitors' centre are located in the Israeli settlement of Mitzpe Shalem, one of more than 200 illegal Israeli settlements in the occupied Palestinian territory of the West Bank. International law prohibits an occupying power from transferring its own civilians into occupied territory, and the International Criminal Court and the International Court of Justice have ruled that Israeli settlements in Palestinian territories are a violation of the Fourth Geneva Convention. Both the United Nations and the Canadian government state that the settlements are a serious obstacle to peace in the region.

The United Church of Canada has identified the occupation as a major contributor to the injustice that underlies the violence in the region, and is encouraging its members to avoid purchasing products produced in the settlements. Companies such as Ahava that operate in settlements provide economic support for the government of Israel's practice of establishing settlements in Palestinian territory. That's why The United Church of Canada is joining other churches and non-governmental organizations around the world to support peace in Israel and Palestine by taking economic action against products made in Israeli settlements.

I don't want to buy products that are produced in or related to the settlements. In light of _____'s commitment to corporate social responsibility, I urge you to stop selling all Ahava products, which are made in the settlements. I also encourage you to ask Ahava to label its products as being made in Israeli settlements, and invite you to join The United Church of Canada in asking the Canadian government to require all settlement-made products that are sold in this country to be labelled clearly. Unfortunately, Ahava currently labels its products as "Made in Israel," making it difficult for concerned consumers and retailers to make purchasing and sourcing decisions that support peace.

Thank you for your attention to this important issue. I would welcome an opportunity to discuss my concerns with you in person or by telephone. You can contact me at _____.

Sincerely,

For more information on The United Church of Canada Unsettling Good campaign, please visit www.united-church.ca/getinvolved/unsettling-goods.

For more information on Ahava Dead Sea Laboratories and its involvement in the occupation, please see the following website, a project of the Israeli Coalition of Women for Peace: www.whoprofits.org/company/ahava-dead-sea-laboratories.