

## Bay Area Campaign to End Israeli Apartheid

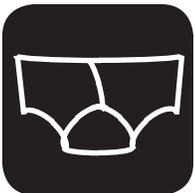
# Top Ten Brands to Boycott

While there are many Israeli and multinational companies that benefit from apartheid, we put together this list to highlight ten specific companies to target. Many of these produce goods in such a way that directly harms Palestinians — exploiting labor, developing technology for military operations, or supplying equipment for illegal settlements. Many are also the targets of boycotts for other reasons, like harming the environment and labor violations.



### 1. AHAVA

This brand's cosmetics are produced using salt, minerals, and mud from the Dead Sea — natural resources that are excavated from the occupied West Bank. The products themselves are manufactured in the illegal Israeli settlement Mitzpe Shalem. AHAVA is the target of CODEPINK's "Stolen Beauty" campaign: [www.stolenbeauty.org](http://www.stolenbeauty.org).



### 2. Delta Galil Industries

Israel's largest textiles manufacturer provides clothing and underwear for such popular brands as **Gap, J-Crew, J.C. Penny, Calvin Klein, Playtex, Victoria's Secret** (see #10) and many others. Its founder and chairman Dov Lautman is a close associate of former Israeli President Ehud Barak. It has also been condemned by Sweatshop Watch for its exploitation of labor in other countries such as Egypt, Jordan, and Turkey.



### 3. Motorola

While many of us know this brand for its stylish cellphones, did you know that it also develops and manufactures bomb fuses and missile guidance systems? Motorola components are also used in unmanned aerial vehicles (UAVs or "drones") and in communications and surveillance systems used in settlements, checkpoints, and along the 490 mile apartheid wall. The US Campaign to End the Israeli Occupation has launched the "Hang Up on Motorola" campaign: [www.hanguponmotorola.org](http://www.hanguponmotorola.org).



### 4. L'Oreal / The Body Shop

This cosmetics and perfume company is known for its investments and manufacturing activities in Israel, including production in Migdal Haemek, the "Silicon Valley" of Israel built on the land of Palestinian village Al-Mujaydil, which was ethnically cleansed in 1948. In 1998, a representative of L'Oreal was given the Jubilee Award by Israeli Prime Minister Netanyahu for strengthening the Israeli economy.



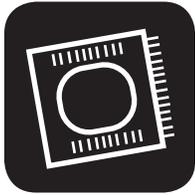
### 5. Dorot Garlic and Herbs

These frozen herbs that are sold at Trader Joe's are shipped halfway around the world when they could easily be purchased locally. Trader Joe's also sells **Israeli Cous Cous** and **Pastures of Eden feta cheese** that are made in Israel. QUIT, South Bay Mobilization, and other groups have targeted Trader Joe's with a "Don't Buy into Apartheid" campaign: [www.quitpalestine.org/dbia](http://www.quitpalestine.org/dbia).



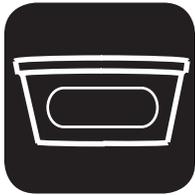
## 6. Estee Lauder

This company's chairman Ronald Lauder is also the chairman of the Jewish National Fund, a quasi-governmental organization that was established in 1901 to acquire Palestinian land and is connected to the continued building of illegal settlements. Estee Lauder's popular brands include **Clinique, MAC, Origins, Bumble & Bumble, Aveda**, fragrance lines for top designers, and many others. They have been the target of QUIT's "Estee Slaughter Killer Products" campaign: [www.quitpalestine.org/esteeslaughter](http://www.quitpalestine.org/esteeslaughter).



## 7. Intel

This technology company that manufactures computer processors and other hardware components employs thousands of Israelis and its exports from Israel total over \$1 billion per year. They are one of Israel's oldest foreign supporters, having established their first development center outside of the US in 1974 in Haifa. Al-Awda (the Palestinian Right to Return Coalition) has urged action against Intel for building a facility on the land of former village Iraq Al Manshiya, which was cleansed in 1949: [www.al-awda.org/alert-intel.html](http://www.al-awda.org/alert-intel.html).



## 8. Sabra

This brand of hummus, baba ghanoush and other foods is co-owned by Israel's second-largest food company The Strauss Group and **Pepsico**. On the "Corporate Responsibility" section of its website, The Strauss Group boasts of its relationship to the Israeli Army, offering food products and political support.



## 9. Sara Lee

Sara Lee holds a 30% stake in Delta Galil (see #2) and is the world's largest clothing manufacturer, which owns or is affiliated with such brands as **Hanes, Playtex, Champion, Leggs, Sara Lee Bakery, Ball Park hotdogs, Wonderbra**, and many others. Similar to L'Oreal (see #4), a representative of Sara Lee received the Jubilee Award from Netanyahu for its commitment to business with Israel.



## 10. Victoria's Secret

Most of Victoria's Secret's bras are produced by Delta Galil (#2), and much of the cotton is also grown in Israel on confiscated Palestinian land. Victoria's Secret has also been the target of labor rights groups for contracting with companies known for labor violations, and by environmental groups for their unsustainable use of paper in their catalogues. That's not sexy! More info: [www.quitpalestine.org/actions/victoria/whoseunder.htm](http://www.quitpalestine.org/actions/victoria/whoseunder.htm)

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**Remember, it's also important to let these companies — and the stores that sell them — know that we will not support them as long as they support Israeli apartheid!**

**To view our complete list of Israeli products, and report new product sightings, visit our website:**

**[www.baceia.org](http://www.baceia.org)**

**END APARTHEID**



**BOYCOTT  
ISRAELI GOODS**

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