

Bay Area Campaign to End Israeli Apartheid

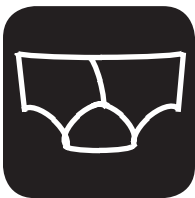
Top Ten Brands to Boycott

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.



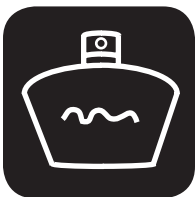
2. Delta Galil Industries

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** and many others. Its founder and chairman Dov Lautman is a close associate of former Israeli Prime Minister Ehud Barak.



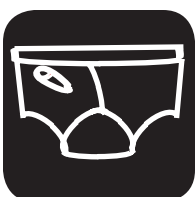
3. Motorola

While many of us know this brand for its stylish cellphones, did you know that it also develops and manufactures missile guidance systems? Motorola components are also used in communications and surveillance systems used in settlements, checkpoints, and to patrol the 490 mile apartheid wall. Motorola "virtual fences" are used at all of the settlements in al-Khalil/Hebron city. The US Campaign to End the Israeli Occupation has launched the "Hang Up on Motorola" campaign: 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. Pampers

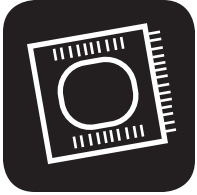
Pampers' parent company **Proctor & Gamble** is the biggest client of **Avgol Nonwoven Industries**, one of the world's leading diaper makers which supplies diaper fabrics. Avgol's lead manufacturing plant is located in the Barkan industrial zone, an **illegal Israeli settlement** in the occupied West Bank. According to international law, it is illegal for Israel, as an occupying power, to use occupied Palestinian territory for profit.

(Source: *Who Profits*)



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.



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.



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. *Tribe* hummus is ALSO owned by an Israeli company so it is not a good alternative.



9. Hewlett Packard

One would hope that apartheid was a thing of the past, but this high-tech company provides the tools to keep it going into the future. HP developed and supports the biometric ID system installed in Israeli checkpoints that prevent freedom of movement inside the West Bank. HP also manages the IT infrastructure for the Israeli Navy who has repeatedly attacked international vessels carrying humanitarian assistance for the people of Gaza suffering under an illegal Israeli blockade.



10. American Apparel

American Apparel listen up: racism and apartheid are neither hip nor socially conscious. Recently American Apparel opened 3 stores in Israel taking pictures with the Israeli Defense Force along the way. One of their new stores is in the Mamilla district of Jerusalem. The Mamilla district was ethnically cleansed of all non-Jews in 1948 and has been developed on top of an historic Muslim cemetery.

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

END APARTHEID



**BOYCOTT
ISRAELI GOODS**

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