



November 25, 2009

**Supporting The Investigation and Boycott of "Ahava Beauty Products":
A Declaration by The Coalition of Women for Peace (Israel)**

The Coalition of Women for Peace declares its full support of Dutch Parliament Member Harry Van Bommel's demand to investigate the Israeli company "Ahava Beauty Products" and its involvement in Israeli settlement products and in the exploitation of Palestinian resources.

The international campaign to boycott Ahava is an important step in the struggle against the occupation of Palestine, against the oppression of the Palestinian people and towards a just peace for all inhabitants of the region.

These "beauty" products in fact conceal a very ugly truth: They are yet another example of Israeli corporations profiting from the ongoing occupation of Palestine. Ahava's involvement in the occupation of Palestinian land is indisputable. This matter has been researched and documented by "Who Profits", an Israeli-based research database initiated by the Coalition of Women for Peace.

Two Israeli settlements – Mitzpe Shalem and Kalia – own 35% of the company, and the company factory and visitor center are located in the Mitzpe Shalem settlement. Both of these settlements are deep inside Palestinian territory. The mud that is used in Ahava products is taken from a site that is in the occupied territories, next to the settlement of Kalia. This is an exploitation of the natural resources of an occupied area. Despite these facts, Ahava marks its products as "Made in Israel", attempting to conceal their true geographic origin.

As Israeli peace activists, we see it as our duty to support the international community in taking boycott, divestment and sanction measures against Israeli companies that are involved in sustaining the occupation. This international pressure is crucial in changing corporate policies and public opinions, leading to an end to the occupation of Palestine.

Therefore, we declare our full support of the investigation of Ahava by the Dutch government, and of the campaign against Ahava products.

The Coalition of Women for Peace – Israel