



Ahava Fact Sheet

Who is Ahava?

Ahava is a private Israeli cosmetics corporation that manufactures and sells skin care products in more than 30 countries. The Ahava factory and visitors' centre is located in the Mitzpe Shalem settlement, on the shore of the Dead Sea in the occupied Palestinian territory of the West Bank. A large percentage of Ahava shares are held by Kibbutz Mitzpe Shalem and Kibbutz Kalia, another settlement. Ahava has no production facilities outside the West Bank.



What's wrong with Ahava manufacturing goods in a settlement?

The settlement of Mitzpe Shalem was built as a part of the Israeli government's plan to de facto annex the occupied Jordan Valley (in Area C), which makes up one of the largest areas of the West Bank and is also one of the most fertile. Israel established settlements in the Jordan Valley immediately after its occupation of the West Bank in 1967. The Jordan Valley now is one of the least populated with Palestinians, since the vast majority of around 100,000 were expelled by the Israeli army during the 1967 war and became refugees, mainly in the neighbouring country of Jordan.

- 1** Israel has occupied Palestinian territory since 1967, in part by building a network of residential settlements on Palestinian land that are open only to Jews. Settlements are illegal under the Fourth Geneva Convention, which prohibits an occupying power from transferring civilian populations to, and extracting resources from, occupied territory.
- 2** Canadian foreign policy opposes the existence of settlements, calling them "a violation of the Fourth Geneva Convention" and "a serious obstacle to achieving a comprehensive, just and lasting peace." The International Criminal Court and the International Court of Justice have both issued rulings stating that the settlements are a violation of the Fourth Geneva Convention.

- 3 Only Jewish Israelis are allowed to live in Israel's settlements. Palestinians, whose land was confiscated to build these settlements, cannot live in them.
- 4 Settlements are a major obstacle to peace. They prevent the creation of a viable, territorially contiguous Palestinian state.

What does Ahava make?

Ahava makes skin care products such as moisturizing creams, sunscreen, and bath salts. To see the full range of Ahava products, visit www.Ahava.com.

How can Ahava products be recognized?

Ahava products are clearly branded with a logo that highlights the Ahava company name. Ahava does not manufacture for other companies or use other brand names.

Where are Ahava products sold in Canada?

Ahava products are sold at The Bay, Sears, and online.

How does buying an Ahava product hurt people?

Buying an Ahava product brings revenue to the settlement of Mitzpe Shalem, where Ahava makes its products. Ahava is central to the economy of the settlement, and taxes paid by Ahava support the existence and expansion of the settlement.

Settlements have displaced Palestinians from their own land and serve to restrict the movement of Palestinians around the West Bank, among other hardships.

What is Unsettling Goods?

Unsettling Goods is a church-wide campaign of education and economic action for peace in Palestine and Israel. For more information, see www.united-church.ca/getinvolved/unsettling-goods.

For more information on Ahava

- www.stolenbeauty.org
- www.ahava.com



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