

# APARTHEID: WE DON'T BUY IT

# BOYCOTT ISRAEL

**"If apartheid [in South Africa] ended, so can this occupation, but the moral force and international pressure will have to be just as determined. The current divestment effort is the first, though certainly not the only, necessary move in this direction."**

**—NOBEL LAUREATE ARCHBISHOP DESMOND TUTU, OCTOBER 2002**

Boycott, Divestment, and Sanctions (BDS) are moral and nonviolent actions to pressure Israel to comply with basic principles of justice and international law.

The BDS movement will continue until Israel:

- ends its occupation and colonization of Arab lands
- ensures equal rights for Palestinian citizens of Israel
- facilitates the right of Palestinian refugees to return

Take action now and hold Israel accountable for its violations of Palestinian rights. Boycott products made in Israel or made by companies that profit from Israel's illegal acts. See the other side of this flyer for information on some of these products and companies.

## Israeli brands sold in the US



### AHAVA

Makes beauty products in the illegal West Bank settlement of Mitzpe Shalem using minerals from the Dead Sea, which Israel prohibits Palestinians from accessing.



### SABRA HUMMUS

Half-owner Strauss Group has 'adopted' Israel's Golani Brigade, which has committed numerous human rights abuses according to Breaking the Silence, a group of former Israeli soldiers.

### TRIBE HUMMUS

Fully owned by Osem Investments, which holds multi-million dollar food supply contracts with the Israeli military.



### SodaStream

Makes home carbonation devices and flavorings out of its plant in Mishor Adumim Industrial Park, part of the illegal settlement of Maale Adumim, built on land taken from Palestinian villages in the occupied West Bank. SodaStream pays taxes to the settlement, helping sustain it.

## Global brands that profit from Israeli apartheid



### MOTOROLA SOLUTIONS

Supplies Israel with surveillance systems around Israeli settlements, checkpoints, and military camps in the West Bank. Also supplies communications infrastructure to the Israeli army.



### HEWLETT PACKARD (HP)

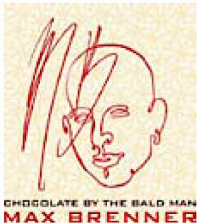
Owns Electronic Data Systems, which provides an automated access control system and other technology for Israel's pass system for Palestinians at West Bank and Gaza checkpoints.



### L'OREAL

Its Natural Sea Beauty products use minerals from the Dead Sea, which Israel prohibits Palestinians from accessing. L'Oreal Israel's factory is in Migdal Haemek, established in 1952 on lands belonging to the Palestinian village of al-Mujaydil, whose original inhabitants are denied the right to return to their homes.

## Israeli businesses right here in NYC



### MAX BRENNER

Owner Strauss Group, Israel's second largest food and beverage company, emphasizes its support for the Israeli army "to enhance their quality of life and service conditions, and sweeten their special moments."



### AROMA

With over a hundred stores in Israel alone, this growing Israeli franchise has a café in the illegal settlement of Maale Adumim in the occupied West Bank.



### LEVIEV

Israeli diamond and real estate mogul Lev Leviev has built settlements in the occupied West Bank, and supported settler organizations colonizing the West Bank and East Jerusalem. He currently is developing settlements on the land of the village of Jayyous.



### SABON HEALTH AND BEAUTY PRODUCTS

Exploits minerals from the Dead Sea, which Israel prohibits Palestinians from accessing. Its products are made in the Israeli city of Kiryat Gat, built on land from Palestinian villages al-Faluja and Iraq al-Manshiyya, demolished by Israel in 1949.

**TAKE ACTION NOW AND HOLD ISRAEL ACCOUNTABLE. BOYCOTT PRODUCTS MADE IN ISRAEL AND THE COMPANIES THAT PROFIT FROM ISRAEL'S ILLEGAL ACTS.**

For more on these products and companies see [adalahny.org/consumer-boycott](http://adalahny.org/consumer-boycott)

For more on the BDS (Boycott, Divestment and Sanctions) Movement:

[bdsmovement.net](http://bdsmovement.net)  
[stolenbeauty.org](http://stolenbeauty.org)

**AdalahNY.org**

[whoprofits.org](http://whoprofits.org)  
[endtheoccupation.org](http://endtheoccupation.org)