

# 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.



**AGREXCO**

Half owned by the Israeli government and the largest exporter of Israeli dates & other produce. Claims 60-70% of the export market for West Bank settlement produce. Brands include Carmel, Carmel Bio-Top, Alesia, Jordan Plains, and Jordan Valley.

Global brands that profit from Israeli apartheid



**MOTOROLA**

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Supplies Israel with the communications infrastructure to sustain the occupation, including a cellular network for settlements, metal detection gates for checkpoints, and surveillance systems.



**HEWLETT PACKARD (HP)**

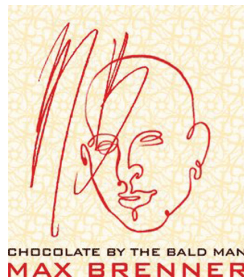
Owens Electronic Data Systems, which provides an automated access control system and other technology for Israel's pass system for Palestinians at West Bank and Gaza checkpoints.

**L'ORÉAL**

**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 builds settlements on the lands of Palestinian villages Bill'in and Jayyous in the occupied West Bank, and supports the Land Redemption Fund, a settler organization colonizing East Jerusalem.



**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.

**FOR MORE INFORMATION, VISIT [WWW.ADALAHNY.ORG](http://WWW.ADALAHNY.ORG) OR EMAIL US AT [INFO@ADALAHNY.ORG](mailto:INFO@ADALAHNY.ORG)**

To learn more:

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[www.stolenbeauty.org](http://www.stolenbeauty.org)

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