

## SETTLEMENT AGREEMENT

This Settlement Agreement (Agreement) is entered into by and between the California Air Resources Board (ARB), with its principal office at 1001 I Street, Sacramento, California, and Alterna, Inc. (Alterna) with its principal place of business at 2029 Century Park East, Suite 1300, Century City, California.

### RECITALS

1. ARB alleges that between July 1, 2009 and February 22, 2013, Alterna sold, supplied, and offered for sale in California two sizes of "**Bamboo Root Blast**" subject to the volatile organic compound (VOC) limit for Hair Styling Products: Aerosols and Pump Sprays category in Title 17, California Code of Regulations (CCR), section 94509(a).
2. ARB alleges that the "**Bamboo Root Blast**" referenced in recital paragraph 1 contained concentrations of VOC exceeding the 6 percent VOC limit for Hair Styling Products: Aerosols and Pump Sprays category specified in Title 17, CCR, section 94509(a).
3. ARB alleges that Alterna failed to provide records within the 90-day time limit as required in Title 17, CCR, Section 94513.
4. ARB alleges that if the allegations described in recital paragraphs 1, 2 and 3 were proven, civil penalties could be imposed against Alterna as provided in Health and Safety Code sections 42402 *et seq.* for each and every unit involved in the violations.
5. Alterna admits the allegations described in recital paragraphs 1, 2 and 3, but denies any liability resulting from said allegations.
6. The parties agree to resolve this matter completely by means of this Agreement, without the need for formal litigation.

Therefore, the parties agree as follows:

### TERMS AND CONDITIONS

1. Except as set forth in paragraph 2, Alterna shall not sell, supply or offer for sale for use in California any consumer products in violation of ARB consumer products regulations set forth in Title 17, CCR, Section 94500 *et seq.* however, the terms and conditions set forth in this agreement will remain valid and enforceable notwithstanding any future violations that may occur.
2. The parties agree that the prohibition set forth in paragraph 1 under these terms and conditions shall not apply to the following Root Blast inventory for which a penalty has already been assessed:

Item #45410 (full size) – Last PO filled #P8322  
Batch codes: 13051, 13052, and 13053  
Date – On or before February 20, 21, 22, 2013

Item # 45411 (mini) – Last PO filled #P8327  
Batch code: 13021  
Dated – On or before January 21, 2013.

3. Alterna in settlement of the above-described violations of Title 17, CCR, section 94509(a) agrees to pay a penalty to ARB in the amount of \$12,850.00 payable to the California Air Pollution Control Fund, concurrent with the execution of this Agreement.
4. This settlement shall apply to and be binding upon Alterna and its officers, directors, receivers, trustees, employees, successors and assignees, subsidiary and parent corporations and upon ARB and any successor agency that may have responsibility for and jurisdiction over the subject matter of this settlement.
5. The parties stipulate that this Agreement shall be the final resolution of ARB claims regarding the above-described violations and shall have the same *res judicata* effect as a judgment in terms of acting as bar to any civil action by ARB against Alterna, its officers, directors, receivers, trustees, employees, successors and assignees, subsidiary and parent corporations. This Agreement shall be deemed the recovery of civil penalties for purposes of precluding subsequent criminal action as provided in Health and Safety Code section 42400.7(a).
6. This Agreement shall be interpreted and enforced in accordance with the laws of the State of California, without regard to California's choice of law rules.
7. This Agreement constitutes the entire agreement and understanding between ARB and Alterna concerning the claims and settlement in this Agreement, and this Agreement fully supersedes and replaces any and all prior negotiations and agreement of any kind or nature, whether written or oral, between the ARB and Alterna concerning these claims.
8. No agreement to modify, amend, extend, supersede, terminate, or discharge this Agreement, or any portion thereof, shall be valid or enforceable unless it is in writing and signed by all parties to this Agreement.
9. Each of the undersigned represents and warrants that he or she has full power and authority to enter into this Agreement.
10. **SB 1402 Statement.** California Health and Safety Code (HSC) section 39619.7 (Senate Bill 1402 - Dutton, Chapter 413, statutes of 2010) requires

ARB to provide information on the basis for the penalties it seeks. This Settlement Agreement includes this information, which is also summarized here.

**The provision of law the penalty is being assessed under and why that provision is most appropriate for that violation.**

The penalty provision being applied in this case is HSC section 42402, *et seq.* because Alterna sold, supplied, offered for sale, or manufactured for sale consumer products for commerce in California in violation of the Consumer Products Regulations (Title 17 California Code of Regulations (CCR) section 94507, *et seq.*). The penalty provisions of HSC section 42402, *et seq.* apply to violations of the Consumer Products Regulations because these regulations were adopted under authority of HSC section 41712 which is in Part 4 of Division 26 of the Health and Safety Code.

**The manner in which the penalty amount was determined, including aggravating and mitigating factors and per unit or per vehicle basis for the penalty.**

Penalties must be set at levels sufficient to discourage violations. ARB considered all relevant circumstances in determining the penalty in this case, including the eight factors specified in HSC section 42403.

Under HSC section 42402, *et seq.* the penalties for strict liability violations of the Consumer Product Regulations are a maximum of \$1,000.00 per day of violation, with each day being a separate violation. In cases like this one involving unintentional first time violations of the Consumer Products Regulations, ARB has sought and obtained penalties of approximately \$17,000.00 per ton of excess emissions of VOCs attributable to the violation. This represents an average cost to retire a ton of VOC emission credits and reformulate a product to comply with the Consumer Product Regulations. In addition, ARB has obtained further penalties for procedural violations and for investigative costs. In this case the penalty for this portion of the settlement was \$5,350.00 and there were 0.5 tons of excess VOC attributable to the violation. This represents a penalty of approximately \$9,000.00 per ton of excess emissions plus the investigative costs. This portion of the penalty in this case was reduced because Alterna manufactured the products prior to the release of ARB Enforcement Advisory #422 which clarified the requirements for hair styling products and cooperated with the investigation.

In addition ARB has sought and obtained penalties of \$10,000.00 per violation for the failure to provide records. In this case an additional penalty of \$7,500.00 was attributable to the procedural violation for failing to provide records. This portion of the penalty in this case was reduced because the company provided the records, demonstrated that the failure was not

intentional and was due in part to a relocation of the company. Penalties in future cases might be higher or lower on a per ton basis.

**Is the penalty being assessed under a provision of law that prohibits the emission of pollution at a specified level, and, if so a quantification of excess emissions, if it is practicable to do so.**

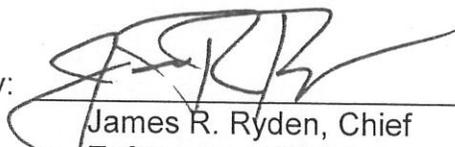
The Consumer Product Regulations do not prohibit emissions above a specified level, but they do limit the concentration of VOCs in regulated products. In this case a quantification of the excess emissions attributable to the violations was practicable because Alterna made the product formulation and sales data necessary to make this quantification available to the ARB. Based upon this information (which Alterna has designated as confidential), the violations were calculated to have caused 0.5 tons of excess emissions of volatile organic chemicals to be emitted to the atmosphere in California.

11. Alterna acknowledges that ARB has complied with SB1402 in investigating, prosecuting and settling this case. Specifically, ARB has considered all relevant facts, including those listed at HSC sections 42403, has explained the manner in which the penalty amount was calculated, has identified the provision of law under which the penalty is being assessed and has considered and determined that while this penalty is not being assessed under a provision of law that prohibits the emission of pollutants at a specified level, it is practicable for ARB to quantify the excess emissions from the alleged violations, has done so and has included this information in this Settlement Agreement.
12. Final penalties were determined based on the unique circumstances of this matter, considered together with the need to remove any economic benefit from noncompliance, the goal of deterring future violations and obtaining swift compliance, the consideration of past penalties in similar negotiated cases, and the potential costs and risk associated with litigating these particular violations. The penalty reflects violations extending over a number of days resulting in quantifiable harm to the environment considered together with the complete circumstances of this case. Penalties in future cases might be smaller or larger on a per ton or per unit basis.
13. The final penalty in this case was based in part on confidential financial information or confidential business information provided by Alterna that is not retained by ARB in the ordinary course of business. The penalty in this case was also based on confidential settlement communications between ARB and Alterna that ARB does not retain in the ordinary course of business. The penalty also reflects ARB's assessment of the relative strength of its case against Alterna the desire to avoid the uncertainty, burden and expense of

litigation, obtain swift compliance with the law and remove any unfair advantage that Alterna may have secured from its actions.

**CALIFORNIA AIR RESOURCES BOARD**

Dated: 12/2/13

By:   
James R. Ryden, Chief  
Enforcement Division

**ALTERNA, INC.**

Dated: \_\_\_\_\_

By:   
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Name: Kenneth R. Stern  
Title: CFO