

COMPANIES TO BOYCOTT

BE A RESPONSIBLE BUYER AND
STOP SUPPORTING APARTHEID



annual recipient of
U.S. economic
and military assistance
since 1976.
Israel receives about
\$3 billion in direct
foreign assistance each year,
roughly 1/5 of the
U.S.'s entire foreign
aid budget.

**BOYCOTT THE
BLOODSHED
DIVEST
FROM ISRAEL**

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WHAT IS THE BDS CAMPAIGN?

The Boycott, Divestment and Sanctions (BDS) campaign is a global movement of boycotting Israel until it complies with international law. The movement was initiated by Palestinian civil society in 2005. BDS is a strategy that allows people of conscience to play an effective role in the Palestinian struggle for justice. For more information, see Veritas Paper #12 or visit the official website of the International Boycott, Divestment, and Sanctions Campaign: www.bdsmovement.net The following is a list of companies for the consumer boycott, where individuals can refuse to support apartheid by boycotting these companies.

COMPANIES TO BOYCOTT



HEWLETT PACKARD has designed biometric computers specifically for the Israeli military in a multi-million dollar deal. The security and services provided to the IDF from HP further entrenches apartheid and causes the Palestinian people to suffer. HP Enterprise Systems also provides services to various levels of the Israeli government and various military projects.

ESTEE LAUDER COMPANIES: Ronald Lauder is a principal share-holder of Estee Lauder and the Chairman of Clinique Laboratories. He is also the president of the World Jewish Congress and the Jewish National Fund (JNF). Both of these organizations have taken an intricate and detailed role in the colonization of Palestine and are involved in several war crimes. In fact, the JNF played a huge role in the ethnic cleansing of Palestine. Notable brands include **Clinique, MAC Cosmetics, Smashbox, Tommy Hilfiger & Coach.**



Limitedbrands

LIMITED Brands include La Senza, Victoria's Secret, Bath & Body Works, PINK, and Henri Bendel. The company was founded by Leslie Wexner who

is also the founder and head of the "Wexner Foundation" which has several programs to strengthen the Israeli identity within America. Of its programs is the "Israel Fellowship Program" aimed to provide Israel's next generation with leadership skills-including within the Israeli government.

Bath
& Body
Works

La SENZA
LINGERIE

VICTORIA'S
SECRET

MOUNTAIN EQUIPMENT CO-OP sells products that are made in Israel, and furthermore creates its own brand products in a few factories in Israel. It is also partnered with "Source Vagabond" for its hydration systems. Source Vagabond is intricately related to the IDF and produces equipment for the military.



**MOUNTAIN
EQUIPMENT
CO-OP®**



MOTOROLA

MOTOROLA has designed the communications system "Mountain Rose" for the Israeli Military. In the past, it has also been caught to create bomb fusers for the army. The company continues to help the Israeli military by advising and making suggestions. The campaign against Motorola has been called "Hang Up on Motorola".

MAX BRENNER is an Israeli chocolate company owned by the Strauss Group. With locations in New York, Boston, Philadelphia, and Las Vegas, this Israeli chain has become quite popular in the US and Australia. The Strauss Group boasts of its support for the Golani and Givaati Brigades of the Israeli army- both responsible for war crimes.



Indigo

Books • Gifts • Kids

Chapters

Indigo

chapters.indigo.ca

CHAPTERS INDIGO AND COLES: The CEO and founder of the bookstore chain, Heather Reisman, has an intimate relationship with Israeli officials and with the Israeli military. She has founded the organization "Heseg" for Lone Soldiers, in which volunteer soldiers for the Israeli military are given full scholarships to live in Israel.

AHAVA

ACTIVE DEADSEA MINERALS

Watch out for these products in several cosmetics stores and ask them to stop carrying Ahava!

AHAVA is an Israeli cosmetics company that labels all of its products as 'Made in Israel' when in fact, they are made from stolen resources in the illegally occupied Palestinian territories (i.e. the Dead Sea).

MORE INFORMATION



For more information on the boycott campaign, its history, and its official call, visit the official website of the International BDS Movement:

www.bdsmovement.net

Also see *Veritas Paper 12* for more on the BDS campaign.

To research companies complicit in Israeli war crimes, see: www.whoprofits.org



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The Veritas Papers is a series of 12 pamphlets designed to shed light on some of the most pressing and controversial issues regarding the longest occupation in modern history. The Veritas Papers were released by *The Veritas Handbook: A Guide to Understanding the Struggle for Palestinian Human Rights*, which is available for a free PDF download on our website.

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