



“The abuses the Palestinians face are real, and no person should be offended by principled, morally consistent, non-violent acts to oppose them. It is no more wrong to call out Israel in particular for its abuses than it was to call out the Apartheid regime in South Africa in particular for its abuses.”

ARCHBISHOP TUTU, 2010



## BOYCOTT APARTHEID ISRAEL

### PALESTINIAN CIVIL SOCIETY BOYCOTT CALL TO THE WORLD

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

- (1) ends its occupation and colonisation of Arab lands;
- (2) ensures equal rights for Palestinian citizens of Israel; and
- (3) 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.**

### WHY BOYCOTT SEACRET DEAD SEA BEAUTY PRODUCTS?

- **SEACRET** uses minerals exploited from the Dead Sea in the Israeli-occupied Jordan Valley in the Palestinian West Bank which has been declared off limits to the Palestinians themselves – a restriction that is enforced by Israel's military occupation and apartheid practices such as the network of checkpoints, military orders, Israeli-only roads, exclusion zones and the Apartheid Wall.
- **SEACRET** is profiteering from resources in the land stolen by Israel, while Palestinians are denied their traditional sustainable agricultural output and any share of the water resources from the Jordan River or the coastal aquifers.
- **SEACRET'S** exploitation of minerals from the Dead Sea – a unique geological and natural oasis – is contributing to the appalling environmental degradation that is causing rapidly decreasing water levels exacerbating a situation already critically threatened by the lack of waters flowing in from the Jordan River because the water is being diverted to Israel and the illegal Israeli settlements.
- **SEACRET'S** use of minerals from the Dead Sea not only contributes to the over-exploitation of the natural resources of the area, but is a clear violation of the Fourth Geneva Convention which forbids the exploitation of resources in land held by an occupying power.