

CALIFORNIA PROPOSITION 65

# Prop 65 Compliance

## *for Turmeric Supplements*

*System-Based Compliance. Not Just Testing.*

Presented by: **Prop65Compliance.com**

Compliance Management by **Consultare Inc. Group**

Powered by **SystemsBuilder.pro**



**5,000+**

NOVs in 2025

**~64%**

Food & Supp. Share

W H Y

# Why This Matters

*OEHHA names turmeric specifically as a lead-exposure concern. The supplement category has no naturally-occurring defense.*

## WARNING

*This product can expose you to chemicals including lead and cadmium, known to the State of California to cause cancer and birth defects or other reproductive harm.*

— [P65Warnings.ca.gov](http://P65Warnings.ca.gov)

### **Documented Warnings**

*Starwest Botanicals ships turmeric with a Prop 65 warning label. The precedent is active.*



#### **OEHHA Named Turmeric**

California's regulator explicitly lists turmeric as a lead-exposure concern in its Foods & Beverages fact sheet.



#### **Lead Chromate Adulteration**

PbCrO<sub>4</sub> deliberately added in some South Asian processing facilities — Harvard found up to 483 ppm lead.



#### **Supplement = No Defense**

Unlike whole-food produce, supplements cannot claim 'naturally occurring' exemption. Every µg counts.



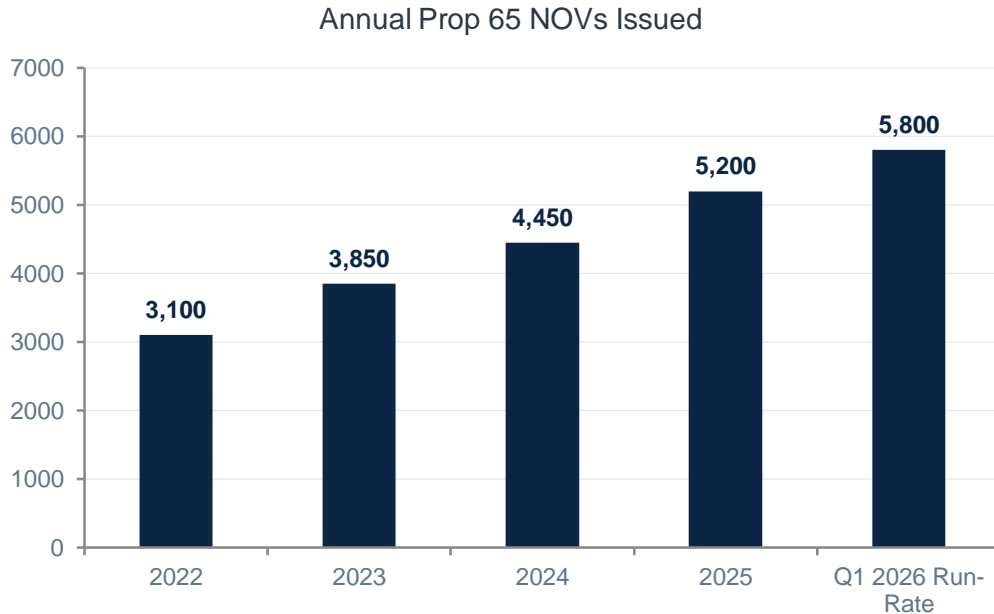
#### **Documentation Is Your Defense**

ICP-MS data, sampling protocols, origin records — the only evidence that holds up in court.

WHY

# Prop 65 Enforcement Trends (2024–2026)

Enforcement is accelerating — not slowing down.



Source: OAG 60-Day Notice database; Bureau Veritas CPS quarterly summaries.

~64%

Food & Supplements

Largest single category of Prop 65 enforcement in Q1 2026 — record share.

~\$98M

2026 Settlements

Record enforcement activity — majority paid to attorneys.

500×

USP vs Prop 65

USP allows 250 µg/day lead. Prop 65 MADL is 0.5 µg/day. USP-compliant ≠ Prop 65-compliant.

W H Y

# Two Contamination Sources

*Natural soil uptake creates a predictable range. Adulteration creates catastrophic outliers.*

## NATURAL SOIL UPTAKE

*Predictable*

Typical range: 0.1–0.5 ppm lead in raw curcuma root  
Cadmium also present (soil + irrigation water)  
Managed with origin screening & standard ICP-MS testing  
Bell-curve distribution — statistical sampling works

## LEAD CHROMATE ADULTERATION *Catastrophic*

Harvard 2014: up to 483 ppm lead in Bangladeshi samples  
Added during processing to enhance yellow color & weight  
Uneven distribution — single-draw sampling misses it  
Chromium alongside lead = forensic fingerprint

## THE BIMODAL PROBLEM

*Lab data shows turmeric lead is bimodal: most batches cluster under 0.5 ppm, a minority spike to 5–20+ ppm. That's the fingerprint of supply chain adulteration, not crop variation — and it requires different testing, sampling, and supplier protocols.*

W H Y

# Business Impact of Non-Compliance

*A Prop 65 action hits the balance sheet long before a verdict.*



## 60-Day Notice of Violation

Plaintiff's attorney files with the AG; clock starts on response.



## Settlement Exposure

Supplement-category settlements \$25K–\$150K+ per action; class actions can reach millions.



## Retail Delisting

Amazon, Whole Foods, Sprouts, Vitamin Shoppe, Costco require documented compliance evidence.



## Brand & Import Hold Risk

FDA import alerts, customs holds, and buyer-initiated quality holds can halt shipments for months.

*Most companies settle — not because they're guilty, but because their documentation is weak.*

WHAT

# Why Prop65Compliance.com

*Compliance-focused. Not a law firm. System-based — not one-time testing.*



## Compliance-Focused

We don't litigate — we build the system that prevents litigation.



## System-Based Approach

Testing alone doesn't protect you. A documented program does.



## Managed by Consultare Inc. Group

Operational oversight from a dedicated compliance management team.



## Built on SystemsBuilder.pro

Artifact-based system, document control, and AI-assisted workflows.

## OUR PROMISE

*We build and manage  
your defensible  
compliance system.*

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*So when a 60-day notice arrives,  
you already have the answers.*

WHAT

# What We Deliver

*An end-to-end Prop 65 compliance program — not a one-time report.*



**Product Risk  
Assessment**



**Heavy Metal  
Test Oversight**



**Exposure  
Evaluation**



**Compliance  
Determination**



**Warning Label  
Strategy**



**Supplier  
Compliance Program**



**Documentation  
System**



**Ongoing  
Monitoring**

*Each component is documented, traceable, and audit-ready.*

# Core Technical Components

*The compliance stack underneath every determination we issue.*



## ICP-MS Testing (not ICP-OES)

ICP-MS detection limits are 10–100× better than ICP-OES. Required for Prop 65 MADL (0.5 µg/day) — lower-sensitivity methods miss failures.



## Chromium Forensic Screening

Elevated Cr alongside Pb is the forensic signal for lead-chromate adulteration — spike recovery validated against PbCrO<sub>4</sub>, not just Pb(NO<sub>3</sub>)<sub>2</sub>.



## USP + Prop 65 Dual Evaluation

USP <232>/<2232> PDE is 250 µg/day lead. Prop 65 MADL is 0.5 µg/day. A USP-compliant product can still fail Prop 65 by 500×.



## Composite Sampling Protocol

Adulteration is non-homogeneous. Single-draw sampling misses contaminated pockets — AOAC / ISO 24333 composite sampling required.



## Origin & Supply Chain Review

Country of origin, processing facility audit, supplier batch certificates — the only way to manage adulteration risk preventively.

WHAT

# Supply-Chain Compliance Control

*Prevent the issue upstream — before it reaches your label.*



*Prevent exposure issues before they reach the consumer — and the courtroom.*

HOW

# The SystemsBuilder Approach

*Artifact-based compliance — pay for structure, not repetition.*

ARTIFACTS vs RECORDS



***You pay for the structure — not the records.***

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*Build once. Use forever.*

Example:

**ARTIFACT (you pay)**

## Testing Program

One document defining how all turmeric raw-material screening, ICP-MS finished-product testing, and determinations are recorded.

↓ Generates unlimited ↓

**RECORDS (no added cost)**

## Unlimited Batch Test Results

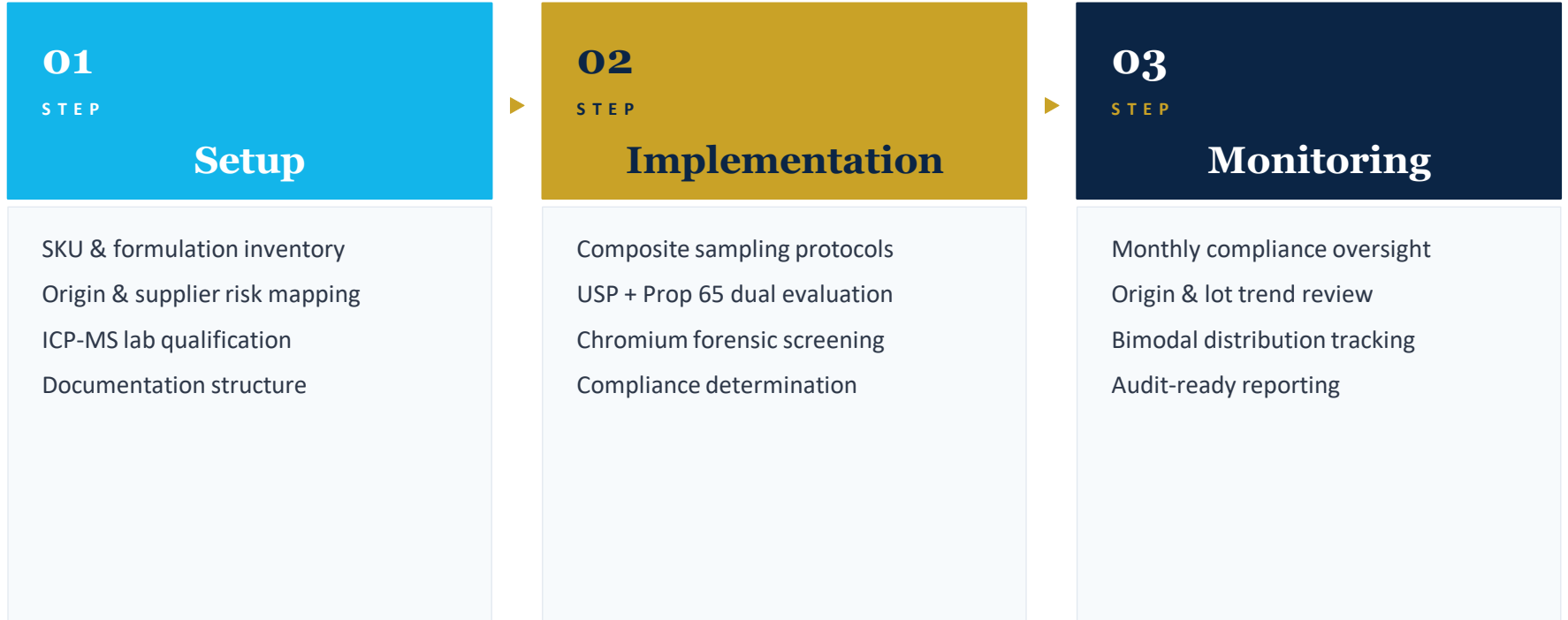
Every lot tested fills out the same framework — no new artifact needed.

→ **Scalable, predictable, cost-efficient.**

HOW

# How It Works

*A three-phase program. Setup once. Monitor continuously.*



# Setup Pricing — One-Time Investment

*Build your defensible Prop 65 compliance system.*

## COMPLIANCE SYSTEM SETUP

**\$1,500**

up to 3 finished products (SKUs)

**+ \$150**

each additional SKU

*One-time investment to build your system.*

## SETUP INCLUDES

- ✓ SKU & supplier risk assessment
- ✓ Testing program design (ICP-MS + Cr)
- ✓ USP <2232> + Prop 65 framework
- ✓ Composite sampling protocols
- ✓ Origin & adulteration screening

PRICING

# Monthly Monitoring — Ongoing Oversight

*Continuous compliance. Keep your system alive.*

## ONGOING COMPLIANCE OVERSIGHT

**\$500**

per month — up to 7 finished products

**+ \$50 / month**

per additional SKU

*Keeps you continuously compliant.*

## MONITORING INCLUDES

-  Batch / lot test review
-  Compliance verification
-  Monthly reporting
-  Trend analysis

***Cancel anytime. No long-term contracts.***

## PRICING

# Testing Monitoring Fees

*Per-event oversight — pay only when your product is tested.*

# \$35

**per testing monitoring event**

*Per lot / batch — covers lab-report review, threshold comparison, compliance determination & documentation update.*

### WHAT THE \$35 COVERS

- Lab report review
- Threshold comparison vs MADL (0.5 µg/day lead)
- Compliance determination
- Documentation update

### IMPORTANT — LAB FEE EXCLUSION

Laboratory testing fees are NOT included. Testing is conducted by independent ISO 17025 accredited laboratories. All lab costs are billed directly to the client by the laboratory.

***We provide oversight and compliance review — not laboratory testing services.***

*Pay only for actual testing events • No markup on lab fees • Independent results ensure defensibility*

## WHAT

# What You Receive

*Every client gets a defensible, audit-ready document package.*



### Batch Compliance Review Reports

Per-lot review with pass/fail determination, threshold comparison, and reviewer sign-off.



### Monthly Summary Reports

Rolling snapshot of all testing events, compliance status, and open action items.



### Compliance Monitoring Logs

Date-stamped log of every decision made — the backbone of defensibility.



### Supplier Tracking Records

Attestations, COAs, risk ratings, and corrective actions by supplier.



### Audit-Ready Documentation

Packaged for OAG inquiries, retailer audits, and legal counsel on 24-hour notice.

HOW

# Built for Defensibility

*Documentation is the difference between a quick close-out and a six-figure settlement.*



## Documented Due Diligence

Every decision has a record, a reviewer, and a date.



## Verified Lab Testing

ISO 17025 independent results — no conflicts of interest.



## Traceable Decisions

Supplier → material → batch → determination — fully linked.



## Structured System

Not ad-hoc — a real management system reviewers recognize.

*Critical for lawsuits • Retail audits • Regulatory inquiries*

OPTION

# DIY Option — SystemsBuilder.pro

*Prefer to manage it yourself? The same artifact library, à la carte.*

COMMUNITY LIBRARY

**\$1**  
*per artifact*

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Build your own system on your own terms.

***SystemsBuilder.pro***

ACCESS THE FULL LIBRARY

-  Prop 65 Programs
-  Policies
-  Procedures (SOPs)
-  Forms (Artifacts)
-  Logs & Templates

# Managed Service vs. DIY

*Same system. Different execution — you choose who drives.*

## MANAGED SERVICE

*by Consultare Inc. Group*

Hands-off compliance execution

Expert-managed monitoring

Monthly reporting delivered

Best for: growing brands without in-house QA capacity

## DIY (SystemsBuilder)

*at SystemsBuilder.pro*

Self-managed execution

\$1-per-artifact library access

Internal team runs the program

Best for: teams with existing compliance capability

*Same system. Same artifacts. Same defensibility. — You choose who operates it.*

## BOTTOM LINE

# Your Risk Profile

Every one of these factors increases your exposure — independently.



### OE HHA - NAMED INGREDIENT

#### Turmeric

California's regulator explicitly lists turmeric as a lead-exposure concern in the Foods & Beverages fact sheet.



### ADULTERATION RISK

#### Lead Chromate (PbCrO<sub>4</sub>)

Deliberately added at South Asian processing facilities. Harvard found up to 483 ppm in Bangladeshi samples.



### NO DEFENSE AVAILABLE

#### Supplement Category

Supplements cannot claim 'naturally occurring' exemption. Every µg of exposure above 0.5 triggers a warning.



### STRICT ENVIRONMENT

#### California

Most aggressive private-enforcement regime in the United States.

*Your product is already in a high-risk category — even if you've done nothing wrong.*

CALL TO ACTION

# Don't wait for a 60-Day Notice.

*Start your Prop 65 compliance system today.*



## MANAGED COMPLIANCE

### *Let us manage it for you.*

- End-to-end Prop 65 system setup
- Ongoing monitoring & oversight
- Audit-ready documentation
- Expert-managed execution



## DIY LIBRARY

### *Build it yourself.*

- \$1-per-artifact library access
- Community programs & policies
- Forms, logs & templates
- Run it your way, in-house

*"Build it yourself — or let us manage it for you."*

[Prop65Compliance.com](https://Prop65Compliance.com) • [SystemsBuilder.pro](https://SystemsBuilder.pro)