

Dear Ms. Saadoun,

We acknowledge receipt of your correspondence regarding the allegations referenced in the Al Jazeera article dated 9 February 2026.

Ahava Dead Sea Laboratories categorically rejects any assertion that it “pillages” Palestinian natural resources or engages in any unlawful exploitation of natural assets. Such characterizations are false, misleading, and unsupported by fact.

Ahava sources its natural ingredients exclusively from areas that are within the undisputed Israeli borders and in full compliance with applicable Israeli law and relevant regulatory frameworks. Our raw material extraction and production processes are conducted pursuant to valid licenses and permits issued by the competent authorities. At no point does Ahava extract resources from privately or publicly owned Palestinian land, nor does it operate in violation of property rights or international trade regulations.

Furthermore, our sourcing and manufacturing activities are carried out under strict environmental standards. Sustainability and responsible resource management are integral to our operations, and we continuously monitor and refine our practices to ensure compliance with environmental regulations and industry best practices.

We also note that the organization Who Profits, which monitors corporate activity in the region, has publicly reviewed Ahava’s operations and determined that the company no longer operates in, nor sources from, the areas previously cited in its earlier reports. This clarification is a matter of public record.

Ahava is a global skincare company committed to ethical business conduct, regulatory compliance, and environmental responsibility. We strongly object to inflammatory terminology that implies criminal conduct where none exists.

We request that this response be published in full and without alteration alongside any reference to the article in your forthcoming Weekly Update.

Sincerely,

Ahava Dead Sea Laboratories
February 25, 2026