



Thursday 27<sup>th</sup> of January 2011

**There was no boycott**

When e-mails condemning the rumoured boycott of Ahava products began circulating recently within the Jewish community, Friends of Simon Wiesenthal Center for Holocaust Studies (FSWC) advised our membership that we were conducting an investigation into the matter and would report as soon as we uncovered the truth (“HBC stands firm against Israeli boycott calls,” Jan. 20). FSWC ultimately determined there was no boycott by the Bay. This was confirmed by Ahava in Israel and New York, and by the company’s president and CEO, Bonnie Brooks.

FSWC was the first organization to issue a community advisory stating there was no boycott. Other organizations’ advisories quickly followed. It is therefore surprising that the CJN article unfairly implied that FSWC was in part responsible for the unwarranted rage against the Bay, particularly as we follow a strict set of fact-checking protocols before issuing action alerts to our members.

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