

# Battle over brands' ethical badge

Companies pay for a seal marking them as 'forces for good.' But standards raise doubts.

By JIE JENNY ZOU

NEW YORK — For companies that want to appear eco-friendly and ethical, B Corp certification has long been considered a coveted badge of honor.

Plastered on the shopping bags of Los Angeles grocer Erewhon as well as cartons of Ben & Jerry's ice cream and Seventh Generation household cleaners, the seal is meant to signify membership in a selective group of businesses committed to "transforming the global economy to benefit all people, communities, and the planet."

Certification, members say, isn't a marketing gimmick — it's a movement.

To become B Corps — short for "benefit corporations" — businesses pay to be regularly evaluated on standards of environmental and social responsibility set by B Lab, a nonprofit founded in 2006 by three businessmen who were friends at Stanford University. Once certified, companies pledge to B Lab that they will become "forces for good" and "consider people and the planet alongside profit."

A slew of celebrity-backed and luxury brands have embraced the cause, including Kendall Jenner's 818 Tequila and skin-care line Aesop. Actor and humanitarian Angelina Jolie recently said she decided to partner with Chloe on her [See **B Corps**, A8]



Photographs by IRFAN KHAN Los Angeles Times

**INMATE** Craigen Armstrong helped finesse a program that emphasizes empathy and care for prisoners with psychiatric conditions.

COLUMN ONE

## From death row, a path to redemption

An inmate's leadership in a mental health program garners results and praise

By THOMAS CURWEN

The yelling surprised no one. Yet still Craigen Armstrong was concerned.

Ray was always acting out. This time he had just come back from medical and was standing at the glass wall, screaming at the sheriff's deputies on the other side. He was furious, accusing one of them of sleeping with his wife.

Armstrong and the other inmates in the cell block hoped the disruption would blow over. But Ray only got louder and more frustrated.

"He had severe delusions," Armstrong said as he recalled the incident.

Deputies began to muster. They had tried to talk to Ray and would typically intervene with a



**A DEPUTY** escorts an inmate to a cell at Twin Towers, where more than half have been diagnosed with severe mental illness.

psychiatric clinician — per protocol — but the situation was getting worse fast. With no other option, they issued their command.

"Take it in!" they yelled. "Everyone, take it in!"

The inmates in the block tensed.

Seated in the chairs and sofas of the dayroom for morning karaoke, they stood, filed to their cells and closed the doors, but Armstrong held back. Twelve years on San Quentin's death row had taught him how easily old traumas are awakened by new assaults. He worried about Ray, who lived with symptoms of schizophrenia.

Armstrong knew he risked a reprimand for not following orders. At any moment, the deputies would storm the unit. He knew they saw Ray as an unresponsive inmate, but he saw a patient in [See **Armstrong**, A6]

# Chinese food every Christmas — that's how they egg-roll

For many Jews in Pico-Robertson, it's a tradition — and a comfort this year.

By SONJA SHARP

Allyn Woghin was introducing her boyfriend, Robert Gleim, and his 12-year-old daughter, Lucy, to Christmas, the Jewish way.

They'd spent the morning in the San Gabriel Valley — the heart of Chinese L.A. and its cuisines — before landing at Twin Dragon in Pico-Robertson for the holiday meal.

Blending her Jewish traditions and Gleim's Christian ones was especially meaningful because of Lucy.

And this year, with the Israel-Hamas war and the rising threat of antisemitism at home, there was an undercurrent of fear.

"It's scarier to be in the place Jews go on Christmas," said Woghin, 49. But the pull of barbecue pork ribs won out.

For many American Jews, Christmas simply isn't Christmas without kung pao chicken and afternoon tickets to the latest holiday blockbuster.

For Twin Dragon, a 61-year-old landmark in the heart of Jewish L.A. and one of the oldest Chinese restaurants in the area, that makes Dec. 25 nothing short of the Super Bowl.

"It's the busiest day of the year," manager Amanda [See **Food**, A11]



GENARO MOLINA Los Angeles Times

**A RESIDENT** of Hollywood Hills is determined to remove Donald Trump's star from the Walk of Fame.

## Will Trump star get kicked to curb?

Nobody's ever lost the Walk of Fame honor. Could he be the first?

By CAROLINE PETROW-COHEN

Hollywood Hills resident Andrew Rudick is on a mission.

Over the last three years, he's submitted public records requests, retrieved case documents from the Los Angeles County Superior Court, spoken at City Council meetings and cor-

responded with government officials.

He's determined to get Donald Trump's star removed from the Hollywood Walk of Fame. It's not an easy task.

"The reasonably conveyed message to the millions who have walked past that plaque since 2021 is the city's endorsement of a man who attempted a coup against the United

States," Rudick said at a Los Angeles City Council meeting earlier this month.

Although multiple City Council members said they do not support the former president and would like to see his star removed, nobody knows exactly how to make that happen. Several groups with varying levels of juris- [See **Star**, A9]

### It could rain on the Rose Parade

Showers are forecast for later this week, raising the possibility that waterproof gear may be needed. **CALIFORNIA**, B1

**Weather**  
Partly sunny.  
L.A. Basin: 67/49. **B6**

### The gift cards that time forgot

They're popular during the holidays. What happens to cards that are not spent? **BUSINESS**, A10



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