

FEDERAL TRADE COMMISSION  
BUREAU OF CONSUMER PROTECTION  
WASHINGTON, DC 20580

**VIA EMAIL**

**TO:**

**DATE:**

**RE:           NOTICE OF POTENTIALLY ILLEGAL MARKETING OF PRODUCTS  
              TO PREVENT INFECTION OF ZIKA VIRUS OR OTHER MOSQUITO-  
              BORNE DISEASES**

Federal Trade Commission staff has reviewed marketing claims relating to Zika virus protection on your website or on third-party websites selling your product. Please be advised that the FTC Act, 15 U.S.C. §§ 45, 52, prohibits false or misleading advertising claims and requires that health-related claims – such as claims that a product repels the mosquitos that carry Zika, or otherwise protects users from the virus – be supported by competent and reliable scientific evidence at the time the claims are made. In other words, it is against the law to make health claims without adequate scientific support, or to exaggerate the benefits of products you are promoting, whether directly or indirectly through the use of a product or web.004 rms tr--2(r--a-6(h)-, -6.74