



WARNING LETTER

RE: 641573

Date: September 28, 2022

TO: [deaddogfarmhoney@gmail.com](mailto:deaddogfarmhoney@gmail.com) – April Hart and Bill Krovetz, Bespoke Apothecary LLC  
300 Sullivan Crest Road  
Elmira, NY 14901

RE: Unapproved and Misbranded Products Related to Coronavirus Disease 2019 (COVID-19)

This is to advise you that the United States Food and Drug Administration (FDA) and the Federal Trade Commission (FTC) reviewed your website at the Internet address [www.bespokeapothecary.com](http://www.bespokeapothecary.com) on September 7, 2022, and September 26, 2022, respectively. We also reviewed your social media websites at <https://www.facebook.com/bespokeapothecaryatddf/> and [https://www.instagram.com/bespoke\\_apothecary/](https://www.instagram.com/bespoke_apothecary/), where you direct consumers to your website, [www.bespokeapothecary.com](http://www.bespokeapothecary.com), to purchase your products. The FDA has observed that your website offers your COVID kit and Post Virus Recovery Herbal Tea products for sale in the United States and that these products are intended to mitigate, prevent, treat, diagnose, or cure COVID-19<sup>1</sup> in people. Based on our review, these products are unapproved new drugs sold in violation of section 505(a) of the Federal Food, Drug, and Cosmetic Act (FD&C Act), 21 U.S.C. § 355(a). Furthermore, these products are

Some examples of the claims on your websites that establish the intended use of your products and misleadingly represent them as safe and/or effective for the treatment or prevention of COVID-19 include:

“COVID kit . . . A customizable kit (we will need to chat about symptoms) containing a mix of herbal tea, tinctures, tonics, beverages, etc, to help.” [from your webpage

<https://shop.bespokeapothecary.com/product/c-o-v-i-d-kit>]

“Carefully crafted for the many suffering with varying symptoms post Covid-19, in particular, but any viral infection. Packed with thoughtful herbs geared towards cardiac and mental health, brain fog, respiratory issues, and fatigue.” [from your webpage

<https://shop.bespokeapothecary.com/product/post-c-v-i-d-virus-recovery-herbal-tea> and from a product photo on a May 10, 2022 post on your Social Media webpage

<https://www.facebook.com/bespokeapothecaryatddf/>]

“Plants geared towards cardiac and mental health, brain fog, respiratory issues, and fatigue . . .

#postcovid, #postcovidsyndrome, #longcovidrecovery, #longcovidsymptoms [from a May 10, 2022 post on your Social Media webpage <https://www.instagram.com/p/CdY2vH6pT60/>]

