



- o “How infrared sauna can help against novel coronavirus by boosting your immune system”
- o “Sauna could help boost your immune system in the age of coronavirus.”
- o “Infrared sauna is... a precautionary measure to boost your resilience towards all kinds of infections, bacterial, fungal and viral.”
- o “Novel coronavirus - covid-19, what we know so far ... there is plenty of information that we can dissect from current research in order to protect ourselves. We should be looking for ways to boost our own immune system... [B]oosting your immunity is possible in the long term through infrared sauna heat treatment. Using a sauna is like a drill for most of the body systems. Better functioning cardiovascular and respiratory systems increases the resilience of the immune system. A solid, well looked after immune system is better prepared to face real threats such as viruses, i.e the novel coronavirus so known as Covid-19. ”
- o “In order to minimize the impact of virus such as coronavirus on your health, you need to boost your immune system. Your immune system will fight off the infection internally. The better prepared your immune system is the higher your chances of you staying out of danger.”
- o “Building resilience against viruses such as Covid-19 ... It would be irresponsible to claim outright that infrared saunas protect against viruses such as the Covid-19. However, there are several reasons backed by scientific evidence why infrared light treatment such as what you get in infrared saunas could help to protect you in the long run. Leaving aside nutritious diet and vitamin deficiencies, unless you dine in your infrared

immune system. e.g., 38°C (100.6°F), respiratory system (ze 4 To

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feeling healthier, happier and better rested you gain an additional benefit of being more resilient to viruses such as the covid-19.”

x In a March 25, 2020 Facebook post at <https://www.facebook.com/enlightensauna/> you claim:

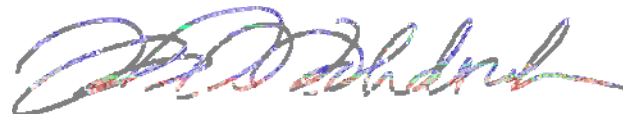
- o “As coronavirus is sweeping the nation, it’s time to think about your immune system. Are you sure it’s up to scratch? [link to <https://enlightensauna.com/boosting-your-immune-system-with-infrared-sauna-to-counter-new-coronavirus-en.htm>] Building resilience against viruses such as Covid-19 is no easy feat and it does not happen overnight, but it does happen. The first thing to consider is your diet, then sleep, then exercise. If all of these are fine, then why not improve it further with a bit of heat shock protein activation. It is also called infrared sauna therapy. Did you realise [sic] that regular infrared sauna use has a positive impact on your immune system? Besides the well-publicized benefits to a person’s well-being such as improving skin health and detoxifying effect, an infrared sauna can also build up that resilience.... #covid_19 #coronavirus”

It is unlawful under the FTC Act, 15 U.S.C. § 571 seq., to advertise that a product can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence substantiating that the claims are true at the time they are made. For COVID-19, no such study is currently known to exist for the products identified above. Thus, any Coronavirus- related prevention or treatment claims regarding such products are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims.

You are also advised to view all other claims for your products and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to Kelly Ortiz via electronic mail at kortiz@ftc.gov describing the specific actions you have taken to address the FTC’s concerns.

Sincerely,



Thomas N. Dahdouh
Regional Director
Western Region San Francisco