



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

1999 Bryan St., Ste. 2150
Dallas, Texas 75201

June 5, 2020

WARNING LETTER

VIA EMAIL TO info@sfstemcellcenter.com

Anatara Medicine – San Francisco Stem Cell Treatment Center
1700 California Street, Suite 520
San Francisco, California 94109

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff has reviewed your website at <https://www.anataramedicine.com/> on May 25, 2020. We have determined that you are unlawfully advertising that treatments you offer, including stem cell, exosome, and intravenous therapies, treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus treatment or prevention claims on your website include:

- In marketing materials available from your homepage by clicking on a rotating banner titled, “Coronavirus (COVID-19)[.] We want to continually provide you with what we consider to be useful and specific information about how to limit your risk to COVID-19. Get expert advice on Coronavirus by Immunologist, Dr. Ahvie Herskowitz. Click here for information and updates”:
 - In materials titled “Protection Protocol for COVID-19,” you claim to “present protection strategies that include specific anti-viral approaches, as well as approaches to help one’s immune system to stay in a modulated and anti-inflammatory state during this pandemic,” stating that:

“In addition to natural supplements more advanced therapies such as **stem cell therapy and exosome therapy** may be beneficial for prevention COVID-19. Two trials have already demonstrated promising results and a number of other trials are currently underway”;

