



United States of America  
FEDERAL TRADE COMMISSION  
Washington, D.C. 20580

Serena Viswanathan  
Acting Associate Director  
Division of Advertising Practices

July 7, 2020

**WARNING LETTER**

*VIA EMAIL TO [customerservice@bottomlinestore.com](mailto:customerservice@bottomlinestore.com)  
Bottom Line Inc.*

Bottom Line Inc.  
July 7, 2020  
Page 2

COVID-19 IMMUNE DEFENSE”

[This text is

Bottom Line Inc.  
July 7, 2020  
Page 3



Bottom Line Inc.

July 7, 2020

Page 5

[Facebook post on [www.facebook.com/WeAreBottomLine/](http://www.facebook.com/WeAreBottomLine/) dated June 26, 2020 at 5:15 p.m.]

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product or service can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, including, when appropriate, well-controlled human clinical studies, substantiating that the claims are true a