



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

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Division of Advertising Practices

September 30, 2020

WARNING LETTER

VIA EMAIL TO hello@copperh2o.com
Copper H2O
701 Harrison Ave.
Blaine, WA 98230

Re: Unsubstantiated claims for Coronavirus prevention ~~and~~ treatment

To230

found to inactivate the virus in 30 minutes or less. The researchers concluded that copper surfaces could help reduce transmission of respiratory viruses from contaminated surfaces and protect public health...

In another study, it was determined that copper can help prevent respiratory viruses, such as the coronavirus, from spreading. In that study, scientists found that the coronavirus was rapidly inactivated within a few minutes by copper surfaces.

... in one study, scientists concluded that the use of copper surfaces could reduce bacterial and viral infection rates in hospitals by 58 percent

The Solution: Anti-Bacterial Copper Water Bottles

What You Need to Know About the Coronavirus (COVID-19)

The Coronavirus is known to cause an illness that has flu symptoms, such as aches, fever, and cough. In addition, both COVID-19 and the flu can be mild, severe, or, in rare cases, fatal. Both can also lead to pneumonia. As a result, the Coronavirus is more severe than [sic] the cold and potentially much worse than the flu, depending on the person who becomes infected by it.

Although science has not yet identified a vaccine for the Coronavirus, studies confirm that copper can be used to kill the virus on contact.

How Copper Can Help

... You can enjoy the antimicrobial benefits of copper by using a copper bottle. Drinking from a copper bottle can be a great way to stay free of the flu, cold and other illnesses... a copper water bottle will not become a potential source of viruses because any germs or bacteria that land on the bottle will be destroyed on impact. The same way, holding the copper water bottle in your hands can help kill germs and bacteria that are present on your hands. . . .

You can order a very high quality copper water bottle here.”

[from your website at <https://www.copperh2o.com/blogs/blog/why-the-flu-with-a-copperwaterbottle>]

x “WHY DRINK FROM A COPPER WATER BOTTLE?... Read our post [link](#) to [li2o.cstha](#)

[July 9, 2020 Facebook post at <https://www.facebook.com/copperh2o> the linked blog post “Copper Containers and COVID-19” is also pinned at <https://www.pinterest.com/pin/628041110526045097>

- x “According to a study published in March in the New England Journal of Medicine, the coronavirus can survive on plastic and steel surfaces for up to 72 hours, but only lasts for four hours on copper. Do copper water bottles resist the coronavirus? Read this article to learn more’. This post includes a link to an article <https://apartmentprepper.com/do-copper-water-bottles-resist-the-coronavirus/> titled, “Do Copper Water Bottles Resist the Coronavirus?” This article states:

“Anti -microbial

Even before the coronavirus pandemic, scientists had already discovered that copper can prevent the spread of respiratory diseases such as SARS (severe acute respiratory syndrome) and MERS (Middle East respiratory syndrome). Research from the University of South Hampton done in 2015 showed that contact with copper surfaces deactivated these viruses.

In addition, previous studies have shown that copper is also resistant to other viruses such as norovirus, influenza and hospital superbugs, and MRSA.

...

What I like about the copper water bottle

...

I like its anti-microbial properties, especially in these days of the coronavirus outbreak, it’s good to know viruses do not last long on the copper surface.

...

Conclusion

To answer the original question – do copper water bottles resist the coronavirus – the answer is yes. Copper has been known for centuries to ward off viruses and bacteria, including E.coli, influenza, MRSA, and various types of coronavirus.

... Overall, I will continue using mine.. because I like the anti-microbial properties.

If you are interested in trying out a copper water bottle, visit the Copper H2O site – lots of information to learn. Read their FAQs.”

[May 5, 2020 Facebook post at <https://www.facebook.com/copperh2o>

- x “Be sure to bookmark this link for more Coronavirus science and research updated daily.

- x “New research shows that copper has ~~anti~~ antiviral properties that can fight Coronavirus. Learn more at the link in our bio or at copperh2o.com/coronavirus. . . #flattenthecurve #covid19 #covid_19 #coronavirus #stopthespread . . . #copper #virus . . . #viruscoronavirus #viruses #coronaviruspandemic #pandemic #pandemic2020 #pandemicpreparedness . . . #dontgetsick #beproactive #betersafethansorry #staying safe #copperh2o”

The post includes a video:

“Copper Fights Coronavirus” [text over the backdrop of copper embossed in hexagon

Copper H₂O₁n₁O

- x “Many of you have been asking us about the antibacterial and antiviral qualities of copper during COVID-19. We have prepared a comprehensive blog post outlining all of the research to date on how copper kills bacteria and viruses, including the coronavirus. Click the link in our bio to read the article or visit www.copperh2o.com/coronavirus

#flattenthecurve #covid19 #covid_19 #coronavirus #stopthespread... #copper.#virus
#viruscoronavirus #viruses #coronaviruspandemic #pandemic #pandemic2020
#pandemicpreparedness #dontgetsick #beproactive #bettersafethansorry
#staying safe #copperh2o”

[March 20, 2020 Facebook post at <https://www.facebook.com/copperh2o>

- x “Are reusable water bottles safe for the Coronavirus outbreak? In this post, we explain why normal reusable water bottles are potentially dangerous and why you should consider using an antibacterial copper water bottle which kills bacteria and viruses on contact.”

The post includes a photo of a man blowing his nose amidst an image of h(i)-2 ,uet

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Within 48 hours, please send a message to Richard Cleland, Assistant Director
electronic mail at rcleland@ftc.gov describing the specific actions you have taken to address the
FTC's concerns. If you have any questions regarding compliance with the FTC Act, please
contact Richard Cleland at 202-630-3088.

Very truly yours,

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices