

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

May 21, 2020

WARNING LETTER

VIA EMAIL TO info@thenhcaa.com

The Nutritional Healing Center of Ann Arbor
Attn: Dr. Darren Schmidt
462 Jackson Plaza
Ann Arbor, MI 48103

Re: Unsubstantiated claims for Coronavirus treatment/prevention

Dear Dr. Schmidt

This is to advise you that FTC staff has reviewed ~~the~~ website at <https://thenutritionalhealingcenter.com> on May 13, 2020, including the videos presented on the website at <https://thenutritionalhealingcenter.com/virus-information/>. We also reviewed the YouTube channel at www.youtube.com/user/NutritionalHealingA2 and the social media websites at www.facebook.com/realfoodcures/ and www.facebook.com/Lacticacidosisguide/ where you direct consumers to your website <https://thenutritionalhealingcenter.com> to purchase products. We have determined that you are unlawfully advertising certain 21.(a)6.t -0eedus tat 1-3.9 6.t reetCon(a)4 vdir(s)-1 ()-10 Dnsease2019

www.youtube.com/user/NutritionalHealingA2

- x In a video titled, "If I Had KIROWNA FVIRVS Medicine Has ZERO To Offer!," you state: "...If I had this virus that's in the title, I misspelled it on purpose, I won't say the word because YouTube has taken videos down about this ~~and~~ ~~it~~ ~~is~~ ~~also~~ will demonetize. I don't care about that but I just want to make sure they don't take this video down. So medicine has zero offers for people with this virus. There is no medications. There's no vaccine.... But there's a lot of supplement ~~and~~ ~~herbs~~ that have been known for centuries throughout human history, where people take these and they get rid of the common cold, they get rid of various viruses. And then in

modern times there's a lot of research on nutritional supplements, nutraceuticals, herbs, and glandulars, and combinations put together that do a really good job with viruses. And when you take in an herb that's ~~ant~~ant, it has a broad spectrum and it can wipe out a lot of different viruses and / or bacteria and / or ~~parasite~~ parasite.

out about this virus, and share it with people who are interested in doing something active and intelligent and proven with clinical studies related to this horrible situation... If you're not a patient, go below and see under the video... how to become a patient. It's also putting down there how to buy supplements, and without

- x In a video titled, "Immune Supplement Bundles" you state: ".In the last few weeks and months, there's a very scary virus that everybody's talking about. And in the medical research, I have found at least twenty different nutrients, herbs, and vitamins that kill this virus. And there's no hospital that utilizes any of these because they're nutrition, they're not pharmacologically based. There's no drugs that kill this virus. So with my current, regular patients, they're buying these supplements and we're having great results. I know of zero of my patients that have gotten this virus. That includes my other practitioners. We have five other practitioners. And in the 's nsITha othey'th4reuudeo.003 T 5.3 (e)-8p6 (s)-64 (u)-9.8 (pp)2-3.2 (e)-18.1 (m)-8 (e)-8

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competent and reliable scientific evidence. You must immediately cease making all such claims.

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

Within 48 hours, please send a message to Richard Cleland, Assistant Director, via 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 202-326-3088.

Very truly yours,

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices