

United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

June 2, 2020

WARNING LETTER

VIA EMAIL TO info@loudounholistic.com

Loudoun Holistic Health Partners
209 Old Waterford Road, NW
Leesburg, Virginia 20176

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC Staff reviewed your website at <https://loudounholistichealthpartners.com/> on May 24, 2020. We have determined that you are unlawfully advertising that certain products or services can cure or prevent Coronavirus Disease 2019 (COVID-19).

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

- x In marketing materials accessible on your website by selecting "COVID-19 Guidance" in the navigation menu or by clicking on a rotating banner on the homepage that states, "#CrushCorona – LHHP COVID-19 Guidance Statements...", you claim:
 - o In your "Updated COVID-19 Guidance" dated March 12, 2020, you state that you "recommend[] the following supplements for general immune support to possibly enhance your body's protection from, and recovery from, the COVID-19 virus:
 - f "Vitamin C: Intravenous vitamin C infusions have been used to treat COVID-19 in China. LHHP is still offering IV Vitamin C infusions up to 25,000mg for our members. Supplies of this crucial vitamin are being rationed so supplies are limited. Oral vitamin C, at high doses, can also be helpful. We recommend the following products (some products sold at

f “Stephen Buhner Coronavirus Protocol: Mr. Buhner is a highly respected herbalist with experience successfully treating infectious diseases, including previous coronavirus outbreaks, including SARS. He has put together a protocol for COVID-19 based on the science of how the virus attacks our cells and immune system. LHP has ordered a limited number of kits that may be used for post-exposure prevention and COVID-19 treatment. Please contact the office for more details.”

[available at https://loudounhistichealthpartners.com/wp-content/uploads/2020/03/COVID-19-Statement-03_12_2020.pdf]

- o In your “Coronavirus Update” dated March 20, 2020, you state that “Intravenous Vitamin C infusion continues to show efficacy in prevention/treatment.”

[available at https://loudounhistichealthpartners.com/wp-content/uploads/2020/03/COVID-19-Statement-03_20_2020.pdf.]

where you state, "In our effort to support the Crush Corona fight, LHHP is now offering IV Vitamin C to non-members."

It is unlawful under the FTC Act, 15 U.S.C. § 441 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, where appropriate, well-controlled human clinical studies, 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 or services identified above. Thus, any Coronavirus-related prevention or treatment claims regarding such products or services are not supported by competent and reliable scientific evidence. You must immediately