

May 18, 2020

WARNING LETTER

VIA EMAIL TO info@loveacu.net

Love Acupuncture & Wellness Group
15661 SE 82nd Drive
Clackamas, Oregon 97015

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 <http://loveacu.net/> on May 12, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).include:

- In marketing materials accessible from your homepage through a link titled “Alternative treatments for COVID-19 (coronavirus),” you claim:
 - That “[i]n the Chinese history, whenever a plague is rampant, Chinese medicine practitioners are always on the front lines to battle the disease. Many survived with the help of Chinese Medicine; so in this fight with the insidious and novel virus, Chinese Medicine once again should take a primary role in effective treatment and must not be absent in action!”
 - That “the Chinese government distributed Chinese herbal medicine to everyone with covid-19 in the hospital and at yi

person's ability to mount an essential immune response to the virus. The results in China are positive!"

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stressed, we are staying vigilant and mindful of the developments with the COVID-19 virus that seems to be spreading in our area.”

It is unlawful under the FTC Act, 15 U.S.C. § 441 et seq. to advertise that a product 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 at the time they are made. For COVID-19, no such study is currently known to exist for the products identified above. Thus, any Coronavirus-related prevention or treatment claims regarding such products are not supported by 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 immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to E. Elliott via electronic mail at jelliott@ftc.gov describing the specific actions you have taken to address the FTC’s concerns. If