



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 [gethealthy@naturalhealthclifton.com](mailto:gethealthy@naturalhealthclifton.com)  
Natural Health Center of Clifton  
1033 Clifton Ave Suite #114  
Clifton, NJ 07013

Re: Unsubstantiated claims for Coronavirus prevention or treatment  
[www.naturalhealthclifton.com](http://www.naturalhealthclifton.com)

\_\_\_\_\_ on June 26, 2020. We also reviewed your social media website at [www.facebook.com/NaturalHealthCenterClifton/](https://www.facebook.com/NaturalHealthCenterClifton/) where you direct consumers to your website [www.naturalhealthclifton.com](http://www.naturalhealthclifton.com) to schedule chiropractic and acupuncture services and nutritional

chiropractic adjustment isn't the only way to increase your immune function, but it can vastly help.

Acupuncture: Acupuncture can regulate immune function and treat the underlying cause of the disease by reducing symptoms, speeding up the healing of infection and normalizing the body's immune response. It can also cause a rise in levels of interferon, one of the immune system's messenger hormones.

Nutritional Supplements: The Natural Health Center has collaborated with multiple teams and put together 6 key supplements specifically designed to BOOST your immune system. We suggest taking these before getting sick so that your immune system is strong enough to fight any pathogens. Ask one of our doctors if these would be right for you.

[[www.naturalhealthclifton.com/covid19/](http://www.naturalhealthclifton.com/covid19/); see also Facebook post from March 16, 2020 at 12:20 p.m., at [www.facebook.com/NaturalHealthCenterClifton/](https://www.facebook.com/NaturalHealthCenterClifton/)

- "Protect Yourself Against The Coronavirus

At the Natural Health Center, we are closely monitoring the recent outbreak of a viral infection called the Coronavirus (COVID-19)....

That being said, there ARE simple things you should be doing to help yourself and your health....

#### Maintain A Healthy Immune System

- Chiropractic Treatments Spinal adjustments have been shown to boost immune function because they serve to correct the spinal misalignments that cause neural dysfunction. Even one adjustment can bring about an

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Natural Health Center Clifton  
July 7, 2020  
Page 3

Natural Health Center Clifton

July 7, 2020

Page 4

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](mailto: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,