

United States of America  
FEDERAL TRADE COMMISSION  
Southwest Region

Dama J. Bown, Regional Director  
Federal Trade Commission - Southwest Region  
1999 Bryan Street, Suite 2150  
Dallas, Texas 75201

May 2, 2020

WARNING LETTER

Via U.S. Mail

Organic Hawaii, LLC  
1024 Morris Lane  
Honolulu, Hawaii 96817

Re: Unsubstantiated Claims for Coronavirus Prevention and Treatment

To Whom It May Concern:

This is to advise you that the FTC has reviewed your website at <https://organichawaii.org> on May 14, 2020. We have determined that you are unlawfully advertising that certain products prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website include the following representations made on a page titled "HOW TO PROTECT AGAINST CORONAVIRUS COVID-19 WITH SUPPLEMENTS, VITAMINS, HERBS, AND LIFESTYLE":

- You claim:

"Good hygiene and social distancing are simple, commonsense approaches to protect from COVID-19 coronavirus, but it's not enough. There's a lot more we can do by strengthening our immune system to protect against COVID-19 and other pathogens. There are seven known strains of coronaviruses. COVID-19 is the newest one that mysteriously appeared in Wuhan, China at the end of 2019.

Certain natural vitamins, minerals, and supplements are known to make our immune system stronger. Our immune system is

designed to protect us from pathogens such as viruses, bacteria, yeasts, and other types of pathogenic infections.

However, daily stress, poor diet and lifestyle habits, chronic health conditions, and aging will deplete our immune system over time, making us more susceptible to infection. This is why it's crucial to boost immune function, especially during viral outbreaks, which often happen during the colder months i.e. flu season. But it's also wise to boost immune function regardless of pandemics since there's always something going around."

- Under the heading "Best Natural Supplements, Vitamins, and Minerals to boost the immune system and help protect against COVID-19 coronavirus," you recommend "To help protect against COVID-19 coronavirus... taking the following vitamins and supplements daily": vitamin C, vitamin D, Zinc, Elderberry syrup, Resveratrol, and medicinal mushrooms such as Reishi, Coriolus, Shitake, Chaga, and Lion's Mane."

- You further claim:

"As Dr. Kristen Coldes, ND suggested, people (especially the elderly and those with weak immune systems) should take 1000mg Vitamin C per day to build up their immune system and protect from COVID-19 coronavirus. I personally prefer taking Vitamin C [[affiliate link to Amazon.com](#)] by mouth at at least 1000 mg per day in divided doses or a single dose of liposomal Vitamin C [[affiliate link to Amazon.com](#)]....

For Vitamin D I prefer to get it from the good old Hawaiian sun, since our body produces this miracle vitamin after sun exposure. But when that's not enough it can be found in wild salmon [[affiliate link to Amazon.com](#)]... When that's not available, I take good quality vitamin D supplements [[affiliate link to Amazon.com](#)].

Zinc is super important in this age when vegetarian and vegan diets are promoted by the mainstream culture because Zinc is mostly found in animal foods. Highest sources of zinc food are (from high to low): oysters, beef, chicken leg, firm tofu, pumpkin seeds [[affiliate link to Amazon.com](#)], and hemp seeds [[affiliate link to Amazon.com](#)]. For supplements I prefer raw zinc



