

United States of America
FEDERAL TRADE COMMISSION
Southwest Region

continued care you deserve and expect during this trying time.... If you are experiencing symptoms of respiratory illness, please contact us so we may assist in providing support and treatment to aid in your recovery. Please know that Naturopathic medicine is uniquely positioned to help treat this viral outbreak. Naturopathic medicine has numerous antiviral, respiratory and immune supportive treatments to aid in the prevention and treatment of this disease.”

It is unlawful under the FTC Act, 15 U.S.C. § 401 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 product identified above. Thus, any coronavirus-related prevention or treatment claims regarding such product 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 or services and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to Assistant Director Jim Elliott via electronic mail at jelliott@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 Reid Tepfer at rtepfer@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director, Southwest Region
Federal Trade Commission