



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

May 27, 2020

WARNING LETTER

VIA EMAIL TO hello@thefeed.com

The Feed
1668 Valtec Lane, Unit H
Boulder, CO 80301

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://thefeed.com/> in May 2020. We have also reviewed ads you sponsored on Facebook, where you promote the sale of your supplements, including Ortho Molecular D/K2 (Vitamin D) and Quicksilver Vitamin C. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or cure claims on your websites include:

- In a sponsored ad that began running on May 16 on Facebook at <https://www.facebook.com/ads/library/?id=168246287953645>, you state: “Vitamin D looks to play a major part in reducing your risk of a severe case from COVID, 86% of all cases among patients with normal vitamin D levels were mild, while 73% of cases among patients with vitamin D deficiency were severe or critical...Two new studies this week so [sic] a significant impact on reducing the risk of a severe COVID case by not being

- When consumers click on the link to “Learn More” about “COVID & Athletic Performance,” at <https://thefeed.com/products/immunity-packs>, they are directed to a page promoting the “Athlete Immunity Pack,” which includes a Vitamin D Supplement, Ortho Molecular D/K2; a Vitamin C supplement, Quicksilver Vitamin C with RLA (liposomal); and a multivitamin, Thorne Multi-Vitamin Elite.

You are also advised to review all other claims for your products and immediately cease making claims that are not supported by competent and r