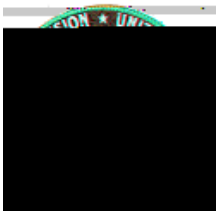

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices

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

September 9, 2020

WARNING LETTER

VIA EMAIL TO bombshellbeads@hotmail.com
Megan Brady
Kim Marshall
Bombshell Beads, LLC
835 Harrisburg Ln.
Mount Juliet, TN 37122

Re: Unsubstantiated claims for Coronavirus prevention or treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your websites at

- In a March 17, 2020 Facebook post:
    - You state: “Hi!!! Time for some knowledge (which makes you feel powerful)! Last night I told you exactly how healing stones work and made some suggestions. You should order immediately to stay at the top of your game when it comes to Immune Health and Breathing/Respiratory Health.” The post includes descriptions of certain stones (amethyst, matte aquamarine, gold or silver hematite, blue lapis, moss green agate, black onyx, carnelian, matte rose quartz, and tiger’s eye), including statements similar to those quoted from the March 16 Facebook Live video referenced above.
    - This post also includes an image titled “Healing Stones” (hereinafter “the

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-

SERENA VISWANATHAN

Digitally signed by SERENA VISWANATHAN
Date: 2020.09.09 09:16:40 -04'00'