



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 *customerservice@bottomlinestore.com*

Bottom Line Inc.  
3 Landmark Square Suite 200  
Stamford, CT 06901

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 <https://bottomlineinc.com/> and <https://bottomlinestore.com/> on July 1, 2020. We also reviewed your social media website at [www.facebook.com/WeAreBottomLine/](http://www.facebook.com/WeAreBottomLine/), where you direct consumers to your websites, <https://bottomlineinc.com/> and <https://bottomlinestore.com/>, to purchase dietary supplements. 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 include:

- “HELPS FIGHT COVID-19 BUY NOW” [This text is accompanied by a photo of a bottle of Pure Encapsulations Melatonin 20 mg].”

[\[https://bottomlinestore.com/\]](https://bottomlinestore.com/)

- “Pure Encapsulations Melatonin 20 mg... BUY NOW... according to the NIH, there is significant data showing that melatonin limits virus-related diseases and would also likely be beneficial in COVID-19 patients.”

[\[https://bottomlinestore.com/pure-encapsulations-melatonin-180-capsules/\]](https://bottomlinestore.com/pure-encapsulations-melatonin-180-capsules/)

- “CORONAVIRUS IMMUNE-BOOSTING ESSENTIALS

## COVID-19 IMMUNE DEFENSE”

[This text is accompanied by images of featured products, including Pure Encapsulations Zinc 30, Nature’s Way Sambucus Original Syrup, and Pure Encapsulations Melatonin 20 mg, among other items, which are available for purchase].

[<https://bottomlinestore.com/featured/covid-19-immune-defense/>]

- “Coronavirus Resource Center  
Helpful information for you and your family about the coronavirus and ways that you can boost your immune system to defend against it ... as well as stories about how the pandemic is affecting other parts of our lives. As new articles are available, they will be added to the top of the page. Please check back for regular updates.”

[<https://bottomlineinc.com/coronavirus-resource-center>]

[This page provides links to several articles discussing Coronavirus prevention or treatment. For example, one article is titled “Help Your Body Fight COVID-19—Naturally” and links to the page <https://bottomlineinc.com/health/covid-19/help-your-body-fight-covid-19-naturally>, which includes the following text:]

**“Help Your Body Fight COVID-19—Naturally...**

### **PREVENTION**

Taking vitamin C (one gram daily) and vitamin D (2,000 to 5,000 IU) is a good way to keep your body strong and reduce the risk of getting sick....

Additionally, 30 milligrams (mg) of zinc daily may kill the virus and can help stave off infection.

Astragalus (250 mg twice per day), quercetin (500 mg twice per day), elderberry (250 mg twice per day) and zinc help prevent the virus from entering your cells by blocking the receptors where it tries to dig in.

### **WHEN YOU’RE SHOWING SYMPTOMS**

... zinc or elderberry (taken in the same doses stated earlier) may be effective at killing the virus inside your body.

### **Once You Are Recovering**

When you are starting to feel a bit better every day—no more fever and less fatigue, malaise and muscle and joint pain—then anti-inflammatory supplements may help speed

healing. These include curcumin (500 mg twice daily)...Boswellia (100 mg daily)...quercetin (500 mg twice daily and also found naturally in brightly colored produce such as apple peel, berries and broccoli)...ECGC (found in in green tea)...and garlic.

Studies on elderberry extract (250 mg twice per day) and influenza suggest that it also may be helpful by reducing inflammation in the lungs.”

[The <https://bottomlineinc.com/> website navigation menu includes a link to the Bottom Line Inc. online store, <https://bottomlinestore.com/>, where the supplements listed in this article are available for purchase.]

- “Ever hear of NAC? It’s one of many supplements known to boost defenses against viruses such as the cold and flu and it may be helpful during this coronavirus outbreak....

Buy it here:” [links to <https://bottomlinestore.com/thorne-research-nac-90-capsules/>]

Image text: “Bottom Line’s Immune-Boosting Essentials ... now, more than ever, our **Bottom Line Wellness Store** makes it easier to follow the advice of our experts. That’s why we created our **Immune Boosting Essentials** to help you make easy, safe and informed choices.  
SHOP NOW”

[Facebook post on [www.facebook.com/WeAreBottomLine/](http://www.facebook.com/WeAreBottomLine/) dated June 30, 2020 at 2:35 p.m.]

- “Did you know that low levels of vitamin D can make you an easy target for colds and flu...and... Coronavirus. By supplementing Vitamin D you can increase your defenses and reduce your chances of getting it!

Try it for yourself here:” [links to <https://bottomlinestore.com/pure-encapsulations-vitamin-d3-1000-iu-120-capsules/>]

[Facebook post on [www.facebook.com/WeAreBottomLine/](http://www.facebook.com/WeAreBottomLine/) dated June 29, 2020 at 2:29 p.m.]

- “With COVID-19 plaguing our country, you need to be taking your health more seriously now than ever.

In this FREE ebook, get 50+ pages of time tested recommendations from the top experts in natural health and wellness to help protect you and your family from all sorts of germs and viruses!

Download IMMUNE BOOSTERS YOUR DOCTOR DOESN'T KNOW here:" [links to <https://bottomlineinc.com/immune-boosters-your-doctor-doesnt-know>]

Image text: "WHAT YOU REALLY NEED TO SURVIVE CORONAVIRUS"

[Facebook post on [www.facebook.com/WeAreBottomLine/](http://www.facebook.com/WeAreBottomLine/) dated July 1, 2020 at 8:35 a.m.]

[The linked page provides access to the advertised ebook, which promotes various supplements for treatment of Coronavirus and provides a coupon code for a 20% discount on supplements available for purchase through <https://bottomlinestore.com/>.]

- "There's no CDC-approved medication to treat coronavirus. BUT, there are natural immune boosters you can use to build your body's defense against the virus.

Melatonin: the hormone for sleep actually have been found to help your body defend itself.

Buy it now before it sells out!" [links to <https://bottomlinestore.com/pure-encapsulations-melatonin-180-capsules/>]

[Facebook post on [www.facebook.com/WeAreBottomLine/](http://www.facebook.com/WeAreBottomLine/) dated June 27, 2020 at 6:36 p.m.]

- "There are tons of ways to increase your zinc intake. Aside from supplements, zinc can be found in oysters, red meat, poultry, beans and nuts. Eating foods high in zinc is a powerful defense against the coronavirus.

You can try Zinc for yourself here:" [links to <https://bottomlinestore.com/>]

Image text: "Zinc provides natural protection against viruses, especially respiratory infections. It has shown success with SARS... And it may provide powerful protection for COVID-19. - Sarah Hiner, President & CEO, Bottom Line Inc."

[Facebook post on [www.facebook.com/WeAreBottomLine/](http://www.facebook.com/WeAreBottomLine/) dated June 15, 2020 at 10:54 p.m.]

- "Having Zinc in your medicine cabinet has been found to help your body protect itself from coronavirus. It's showing great promise in helping prevent the virus from digging in.

Get it now while it's still in stock! But hurry, it sells out fast! You can try it from the Bottom Line Wellness store:" [links to <https://bottomlinestore.com/pure-zinc-30/>]

Bottom Line Inc.

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[Facebook post on [www.facebook.com/WeAreBottomLine/](https://www.facebook.com/WeAreBottomLine/) dated June 26, 2020 at 5:15 p.m.]

It is unlawful under the FTC Act, 15 U.S.C. § 41 *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, when 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 products identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products 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 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,

Serena Viswanathan  
Acting Associate Director  
Division of Advertising Practices