



United States of America
FEDERAL TRADE COMMISSION
MIDWEST REGION

Todd M. Kossow
Regional Director
230 S. Dearborn St., Suite 3030
Chicago, Illinois 60603

June 10, 2020

WARNING LETTER

Via Email to support@herbalarc.com

Herbal Arc
13 Summit Square Center Suite 130
Langhorne, PA 19047

Re: Unsubstantiated Claims for Coronavirus Prevention or Cure

To Whom It May Concern,

This letter informs you that Federal Trade Commission (FTC) staff reviewed your website at www.herbalarc.com in May and June of 2020. We also reviewed your social media websites at <https://www.instagram.com/herbalarc> and <https://www.facebook.com/herbalarc>. 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 website and social media accounts include:

- The product description for “Antivirus” at <https://www.herbalarc.com/product/antivirus/>, includes a depiction of three bottles labeled, “Antivirus Cleanse,” “Antivirus 2 Cleanse” and “Balance,” and states, “Viruses put the human race in danger This plant based formula is filled with essential vitamins and minerals from herbs, that give your body the protection it needs to stay strong from ... Fights against Coronavirus.”
- On the same webpage, under “Antivirus” Description, the second bullet repeats the claim that it “Fights against Coronavirus.”
- On the same webpage, you state, “**Antivirus 1** [i]s a plant based cleanser that kills harmful viruses and eliminates toxins from kidneys and liver as well as other vital organs of the body **Antivirus 2** ... kills viruses and toxins from lungs and intestines. It will cleanse your respiratory system as well as your blood for better lung health.”
- In an Instagram post dated May 4, 2020, you state: “Coronavirus disease is an infectious disease caused by a newly discovered coronavirus. Most people who fall sick with COVID-19 will experience mild to moderate symptoms and recover without special

treatment. Herbal Arc invented an antivirus formula with a package of essential vitamins and minerals from herbs can strengths [sic] your body from coronavirus If you're feeling any symptoms of COVID19 [sic] please try our antivirus.... #coronavirusdisease, #coronavirusUSA, #coronavirussymptoms, #coronavirustreatment, #covid19, #staysafe, #socialdistancing, #healthcare, #coronaneWS."

- In a Facebook post dated April 30, 2020, you share an image of a woman wearing a surgical gown, medical cap, medical goggles, and using a stethoscope, next to bottles of your "Antivirus Cleanse" and "Antivirus 2 Cleanse" products. The woman has a thought bubble stating, "Strengthens your body from coronavirus." You state: "Antivirus is a natural plant based cleanser that kills viruses and toxins from lungs and intestines. It will cleanse your respiratory system as well as your blood for better health. It strengthens your body from corona virus. → [https://www.herbalarc.com/product/antivirus/.](https://www.herbalarc.com/product/antivirus/)" This post is pinned, keeping it at the top of your Facebook posts regardless of more recent posts about other products. You also posted the same image and substantially similar text on Instagram on April 30, 2020.

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product 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 Jason Adler, Assistant Director, via electronic mail at jadler@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 David A. O'Toole at dotoole@ftc.gov.

Sincerely,



Todd Kossow
Director
Midwest Region