



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
NORTHWEST REGION

Charles A. Harwood
Regional Director

April 3, 2020

WARNING LETTER

VIA EMAIL TO support@lightair.com
LightAir International AB
Box 815
101 36 Stockholm, Sweden

Re: Unsubstantiated Claims for Prevention of Airborne Transmission of the
Coronavirus Disease 2019

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at www.lightair.com on March 31, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

An example of a Coronavirus prevention or cure claims on your website includes:

- “The corona virus can in various ways be air-borne IonFlow air purifiers are scientifically proven to efficiently prevent spread of air-borne viruses.” [from your website URL]

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 product identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products are not supported by competent and reliable scientific evidence. You should immediately cease making all such claims for products that you advertise and market, sell, or otherwise promote or make available in the United States.

You are also advised to review all other claims for such products and immediately cease making claims that are not supported by competent and reliable scientific evidence.

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Within 48 hours, please send a message to Nadine Samter, via electronic mail at nsamter@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 Ms. Samter at +1-206-220-4479 or via email at nsamter@ftc.gov.

Very truly yours,

Charles A. Harwood
Regional Director
Northwest Region

