



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

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices

September 9, 2020

WARNING LETTER

VIA EMAIL TO theultimatefitnessx@gmail.com, zech.o.fitness@gmail.com
Zechariah O'Rarden
Camp TUF
2224 W Park Row Dr.
Pantego, TX 76013

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your social media websites at <https://www.instagram.com/camptuf/> and <https://www.facebook.com/camptuf/> in August 2020, where you direct consumers to the website <https://www.camptuf.com/> where they may purchase services including online and in-person fitness classes and personal training. We have determined that you are unlawfully promoting your services as a means of treating or preventing Coronavirus Disease 2019 (COVID-19).

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

- On your social media websites at <https://www.instagram.com/camptuf/> and <https://www.facebook.com/camptuf/> in posts on July 31, 2020, you state: “Coach Z made a little something to show everyone how we FIGHT & PREVENT COVID-19... Working out/exercise increases the immune system exponentially! To NOT workout is nearly the same thing as sneezing onto another person without having on a mask... Exercise eliminates the virus if you have it and prevents the spread for others that don’t... Prevent the spread and save yourself/others.” The first comment on the Instagram post is from the @camptuf account and includes the hashtags “#covid19” and “#preventthespread.” On the CampTUF Facebook page, this post is pinned such that it is the first post consumers visiting the page will see, ahead of other posts that are more recent.

- On your social media websites at <https://www.instagram.com/camptuf/> and <https://www.facebook.com/camptuf/> in posts on March 19, 2020, you state: “Join our online subscription today!... Results have shown sedentary living during these crucial times increase your risk of getting the virus and elongating the healing/recovery process if you happen to catch it!... We need to keep it active as much as possible; but at HOME!!! Our workouts are specifically structured for a HOME style/setting.... Do NOT let this coronavirus win the battle; take the step of combat by taking action for your immune system. We must remain extremely HEALTHY during this time.”
- On your social media websites at <https://www.instagram.com/camptuf/> and <https://www.facebook.com/camptuf/> in posts on March 16, 2020, you state: “The coronavirus HATES strong healthy humans! The stronger we keep our immune systems; the faster we win this battle! To suddenly alter your current lifestyle into a sedentary lifestyle will crash the immune system drastically; increasing your chances to catch the virus and decreasing your chances to defeat it... Try our ‘Online Home Program’ TODAY... Tips on how to stay healthy and prevent viruses/sicknesses... Do NOT let this coronavirus win the battle; take the step of combat by taking action for your immune system. We must remain extremely HEALTHY during this time.”

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 services identified above. Thus, any coronavirus-related prevention or treatment claims regarding such services 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 or services 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 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