



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

April 13, 2020

WARNING LETTER

VIA EMAIL TO *info@personalhealthshop.com*
Personal Health Shop

Re: Unsubstantiated claims for Coronavirus treatment or prevention

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://personalhealthshop.com> on April 9, 2020. We also reviewed your social media websites at <https://www.instagram.com/personalhealthshop> and <https://www.facebook.com/PersonalHealthShopping/>, which direct consumers to your website <https://personalhealthshop.com>, where they can purchase health products. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- “Combine with Chloroquine to help treat the coronavirus.” [from your Elderberry Gummies product webpage <https://personalhealthshop.com/products/elderberry-gummies-90-vegan-caps-with-added-vitamin-c-zinc>]
- “Elderberry Vs Corona Virus. Elderberry is an antiviral. It prevents the virus from replicating in the body, so you want to take it early and often if you start feeling symptoms. Once a day for prevention, four times if you start feeling sick. . . . most importantly [elderberry] is high in zinc... ZINC + CHLOROQUINE has shown positive results against Covid19.... Click the link in bio to get it [sic] yours while you can.” [from your April 8, 2020 post on <https://www.instagram.com/personalhealthshop>]
- “Recently on March 19, 2020, The President of the United States Covid19 task force has encouraged / grant [sic] approval to the FDA to do further testing with a drug call [sic] hydroxychloroquine as prior testing has shown Incredibly [sic] effectiveness in

its use to treat the Corona Virus 2019. This same drug is a byproduct of Quinine made from the barks of the Cinchona Tree and has more to offer than just hope as people have been using it for many years. While rapid's [sic] efforts are being made to do further testing, anyone can consume Cinchona Powder because it's already safe for consumption." [from your Quinine – Pure Cinchona Red Quina Powder product webpage <https://personalhealthshop.com/products/quinine-pure-cinchona-red-quina-powder>]

- “Chloroquine. This drug is saving lives. Many people recovered from the Covid19 virus after receiving Chloroquine the popular anti malaria/lupus drug. Its [sic] made from the bark of Cinchona tree, though there are many sceptics [sic], proper research shows its [sic] safe to consume at the right dosage. . . . Tap the link in bio to get the powder.” [from your April 7, 2020 post on <https://www.instagram.com/personalhealthshop>]

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 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,

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices