



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
NORTHWEST REGION

Charles A. Harwood
Regional Director

April 8, 2020

WARNING LETTER

VIA EMAIL TO edwin@facevital.com
Face Vital LLC
6801 Collins Avenue
Miami Beach, Florida 33141-3243

Re: Unsubstantiated Claims for Prevention of the Coronavirus Disease 2019

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your advertisement on Amazon.com at <https://www.amazon.com/Face-Vital-Coronavirus-Micro-current-Rechargeable/dp/B081GKF8XH/> on April 7, 2020, offering a sonic silicone facial brush for sale. We have determined that you are unlawfully advertising that this product will prevent Coronavirus Disease 2019 (COVID-19).

Examples of Coronavirus prevention claims on the Amazon website listing for your product include the following:

- “Face Vital Sonic Silicone Facial Brush, Fight off Coronavirus.” [\[https://www.amazon.com/Face-Vital-Coronavirus-Micro-current-Rechargeable/dp/B081GKF8XH/\]](https://www.amazon.com/Face-Vital-Coronavirus-Micro-current-Rechargeable/dp/B081GKF8XH/)
- “RAMP UP YOUR BEAUTY AND CLEANSING REGIMEN, FIGHT OFF CORONA: . . . Take this lightweight brush with you, keep your hands and face clean everywhere you go – protect yourself from the coronavirus.” [\[https://www.amazon.com/Face-Vital-Coronavirus-Micro-current-Rechargeable/dp/B081GKF8XH/\]](https://www.amazon.com/Face-Vital-Coronavirus-Micro-current-Rechargeable/dp/B081GKF8XH/)

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 claims regarding such product are not supported by competent and reliable scientific evidence. You should immediately cease making all such claims.

Face Vital, LLC

April 8, 2020

Page 2

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

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 206-220-4479 or via email at nsamter@ftc.gov.

Very truly yours,

Charles A. Harwood
Regional Director
Northwest Region

cc: Benjamin Langner
Corporate Counsel
Litigation and Regulatory, Amazon
langnerb@amazon.com

