



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

April 16, 2020

WARNING LETTER

VIA EMAIL TO gailea88@gmail.com

Blessed Maine Herb Farm
257 Chapman Ridge Road
Athens, Maine 04912

Re: Unsubstantiated claims for Coronavirus prevention

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at the URL <https://www.blessedmaineherbs.com/> in April 2020. We have determined that you are unlawfully advertising that certain products prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention claims on your website include the following statements on the page located at <https://www.blessedmaineherbs.com/pecoprcabyga.html>, which is titled: “**Preventive Care – Coronavirus...**” :

- “[L]et’s talk about preventative medicine, because that is what we need most right now. What can we good citizens do to curtail the spread of this virus and also what can we do to make infection less likely if we do come in contact with it? . . . Preventive care is the true beauty and strength of Herbal Medicine. Here’s a list of easily accessible, protective, nourishing and mostly delicious herbs and foods you might consider integrating in rotation into your daily regime right about now to help boost your immunity and protect against viral infection. . . . HERBAL ALLIES. Anti-viral activity herbs such as hyssop, burdock, astragalus, lemon balm, St. John’s wort, Echinacea, Japanese knotweed, olive, rose. Immune enhancing herbs include those listed above as anti-viral and the medicinal mushrooms like chaga, reishi, birch polypore. Adaptogens listed below. Nourishing herbs like milky oats, red clover, wild grape leaves, nettles, red raspberry leaves, rose hips. Respiratory tonic herbs such as mullein, coltsfoot (see caution), thyme. Liver nourishing herbs; milk thistle, dandelion, licorice, yellow dock. Lymph movers: calendula, cleavers, dandelion, red clover, violet, grape leaves.”

- “Spray beautiful aromas into the air around you. Do you have any rose or lavender or lemon verbena hydrosol? Maybe sandalwood or sage? Spray liberally around your space.”
- “Burn aromatic herbs such as rose, rosemary, lavender, bay, sage, frankincense and myrrh. Not only does fumigation raise your energy and the energy of your space, it also kills germs!”
- “Wear your Baltic amber necklace, bracelet or anklet. Don’t take it off. Take a drop of tincture once a week in water. Use the oil as a energetic shield. Baltic amber has been known as a protector for millennia. It’s got many millions of years of presence on this earth. It knows how to protect us from viruses, bacteria, fungi and parasites. We can trust it.”
- “Wear a protective amulet. This can be anything at all, from your Baltic amber necklace to a little brevi bag of garlic and prayers hung around your neck. Keep a small magic bag of protective herbs or stones in your pocket.”

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 products identified above. Thus, any coronavirus-related prevention 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 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 Mr. Cleland at 202-326-3088.

Very truly yours,

Richard Quaresima
Acting Associate Director
Division of Advertising Practices