



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

1999 Bryan St., Ste. 2150
Dallas, Texas 75201

May 18, 2020

WARNING LETTER

VIA EMAIL TO choacupuncture123@gmail.com

Cho Acupuncture & Herbal Clinic
6011 Western Hills Drive
Norcross, Georgia 30071

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff has reviewed your website at <https://www.choacupuncture.com/> on May 12, 2020. 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 website include:

- On your homepage, you present consumers with the following pop-up advertisement:

“For Coronavirus

There are numerous successful cases of patients treated with herbal medicine.

Get treated, Call now [<https://www.choacupuncture.com/request-consult-in-norcross-sandy-springs-ga.html>].”

- On your homepage, you advertise that you can treat COVID-19: **“Experiencing respiratory problems (Coronavirus) and need treatment? Don't wait and give us a call. . . . We are able to provide assistance over the phone and provide herbal medicine that will help with this virus. There are now several case studies that are being treated by the herbal medicine in China. These cases have had great success in getting over the virus.”**

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 James E. Elliott via electronic mail at jelliott@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 Zachary A. Keller at zkeller@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director
Southwest Region