



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

Serena Viswanathan  
Acting Associate Director  
Division of Advertising Practices

September 30, 2020

**WARNING LETTER**

VIA EMAIL TO [hello@copperh2o.com](mailto:hello@copperh2o.com)

Copper H2O  
701 Harrison Ave.  
Blaine, WA 98230

Re: Unsubstantiated claims for Coronavirus prevention or treatment

To Whom It May Concern:

This is to advise you that FTC staff reviewed your website at <https://www.copperh2o.com/> in September 2020. We have also reviewed your social media websites at <https://www.facebook.com/copperh2o>, <https://twitter.com/copperh2o>, <https://www.instagram.com/copperh2o/>, and <https://www.pinterest.com/copperh2o/>, and your YouTube channel at <https://www.youtube.com/channel/UC59RUeKbIOjAcKY4t21qIoQ>, where you direct consumers to your website, <https://www.copperh2o.com/>, to purchase copper water bottles and other products. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Examples of Coronavirus prevention or cure claims on your website include:

- **“Copper and Coronavirus: Complete Guide (Updated Sept. 2020)...** [page includes an image of a man blowing his nose amidst an image of huge coronavirus floating in the air]

Research has shown that copper has anti-bacterial and anti-viral properties which make it a potential tool in the fight against the coronavirus (COVID-19)....

**Research and Studies Specific to the Coronavirus**

...The first notable study... focused on coronavirus 229E (HuCoV-229E)... found that the virus persisted in an infectious state on common surface materials for several days. However, when the surface material contained copper, the scientists observed rapid inactivation of the coronavirus [sic]... metal alloys containing 90% copper were

found to inactivate the virus in 30 minutes or less.... The researchers concluded that copper surfaces could... help reduce transmission of respiratory viruses from contaminated surfaces and protect the public health....

In another study, it was determined that copper can help prevent respiratory viruses, such as the coronavirus, from spreading. In that study, scientists found that the coronavirus was rapidly inactivated within a few minutes by copper surfaces.

... in one study, scientists concluded that the use of copper surfaces could reduce bacterial and viral infection rates in hospitals by 58 percent....

### **The Solution: Anti-Bacterial Copper Water Bottles**

... As demonstrated by various research studies, copper naturally and safely kills bacteria and viruses...

What does this all mean for the coronavirus outbreak? It means that anytime you touch your copper water bottle, you can have confidence that any bacteria or viruses on the copper surface have already been destroyed or are currently under attack by copper ions. It also means that any bacteria or viruses present in your water bottle will be destroyed by virtue of the copper material from which the water bottle is made. It also means that your water bottle is naturally self-sterilizing, meaning you can put your mind at ease and not worry that your water bottle is becoming a risky bacteria and virus trap.

Copper H2O is the global market leader and original provider of the highest quality, 100% pure copper water bottles. . . . Protect your health by ordering today . . .

Click here to purchase a copper water bottle.”

[from your website at <https://www.copperh2o.com/blogs/blog/copper-and-coronavirus>; a link to this webpage is also pinned on your Pinterest account at <https://www.pinterest.com/pin/628041110522606061/> and <https://www.pinterest.com/pin/628041110522793519/>]

- **“How Copper Kills the Flu, Colds and Coronavirus (COVID-19)**

Did you know that copper kills germs and bacteria and can therefore help you avoid the flu, colds and other viruses, including the coronavirus (COVID-19)?... [Y]ou can use a copper water bottle to support your health....

### **What You Need to Know About the Coronavirus (COVID-19)**

The Coronavirus is known to cause an illness that has flu-like symptoms, such as aches, fever, and cough. In addition, both COVID-19 and the flu can be mild, severe, or, in rare cases, fatal. Both can also lead to pneumonia. As a result, the Coronavirus is much more severe than [sic] the cold and potentially much worse than the flu, depending on the person who becomes infected by it.

Although science has not yet identified a vaccine for the Coronavirus, studies confirm that copper can be used to kill the virus on contact.

### **How Copper Can Help**

... You can enjoy the antimicrobial benefits of copper by using a copper bottle.... drinking from a copper bottle can be a great way to stay free of the flu, cold and other illnesses.... a copper water bottle will not become a potential source of viruses because any germs or bacteria that land on the bottle will be destroyed on impact. In the same way, holding the copper water bottle in your hands can help kill germs and bacteria that are present on your hands. . . .

You can order a very high quality copper water bottle here.”

[from your website at <https://www.copperh2o.com/blogs/blog/fighting-the-flu-with-a-copper-water-bottle>]

- “WHY DRINK FROM A COPPER WATER BOTTLE?... Read our post here [link to <https://www.copperh2o.com/blogs/blog/copper-and-coronavirus>] to understand why that makes our copper bottles ideal during the Coronavirus (COVID-19) outbreak.”

[from your homepage at <https://www.copperh2o.com/>]

- “The health benefits of drinking out of a copper water bottle are endless. Copper is anti-bacterial and anti-viral, acts as an effective anti-oxidant, improves immunity, supports good health, prevents aging, eliminates toxins and free radicals, and stimulates the brain. For more information on the anti-bacterial and anti-viral properties of copper, read our blog post on Copper and Coronavirus: Complete Guide (Updated Daily). [link to <https://www.copperh2o.com/blogs/blog/copper-and-coronavirus>]”

[from your website at <https://www.copperh2o.com/collections/all-products/products/copper-water-bottle>]

- “I’d like to present you with reasons for you to switch to a pure copper water bottle.’

Thanks for the very informative post Dr Alan Viau, Business Consultant & Ottawa Wedding Officiant! Hit the link below to know more.”

This post provides a link to an article at <https://dralanviau.com/2020/07/28/why-a-copper-water-bottle-is-better-than-a-plastic-one/> titled “Why a Copper Water Bottle is Better than a Plastic One.” That article states:

“[T]here are issues with plastic bottles:... COVID-19 has been found to stick onto the surface of plastic bottles and live for 3 days.... Why switch to a copper bottle?... Copper has been shown to kill COVID-19 in 4 hours compared to stainless steel or plastic which can hold on the virus for 3 days!...

I love my new Copper H2O water bottle and recommend that you get one. There is alot [sic] of great information on the company’s website. You can scan the 10 health reasons to drink from a copper vessel, data on COVID-19 and copper, and general FAQ. And you can order one as well.”

[July 31, 2020 Facebook post at <https://www.facebook.com/copperh2o>; the linked blog post is also pinned at <https://www.pinterest.com/pin/628041110526757046/>]

- ““There have been a lot of studies about the antiviral properties of copper and how it can help combat coronavirus. Copper was shown to kill 90% of bacteria after repeated exposure during a 2008 Environmental Protection Agency study. I hadn’t thought about copper’s strength in killing bacteria when Covid-19 hit but it all came back to me with a quickness.’

Thanks for featuring us on your informative blog Farsighted Fly Girl!”

This post includes a link to a blog post at <https://rosalindcummingsyeates.blogspot.com/2020/07/copper-containers-and-covid-19.html> titled “Copper Containers and COVID-19.” That blog post states, “I ordered a copper water bottle from Copper H2O two years ago. Besides being pretty, the bottle makes tap water alkaline, which **neutralizes acidity in the body and boosts immunity**.... So when Jessica from **Copper H2O** contacted me about reviewing the bottle, I laughed. She didn’t realize that I already owned a copper bottle and I had overlooked the benefits of using it during the Coronavirus pandemic. There have been a lot of **studies about the antiviral properties of copper and how it can help combat coronavirus**.... As far as the physical effects of drinking from my copper vessels... The most important reason that I’m using these is for immune protection. I believe that the anti-viral and antioxidant benefits make my COVID-19 immunity regime even stronger.”

[July 9, 2020 Facebook post at <https://www.facebook.com/copperh2o>; the linked blog post “Copper Containers and COVID-19” is also pinned at [\[https://www.pinterest.com/pin/628041110526045097\]](https://www.pinterest.com/pin/628041110526045097)

- “According to a study published in March in the New England Journal of Medicine, the coronavirus can survive on plastic and steel surfaces for up to 72 hours, but only lasts for four hours on copper. Do copper water bottles resist the coronavirus? Read this article to learn more.” This post includes a link to an article at <https://apartmentprepper.com/do-copper-water-bottles-resist-the-coronavirus/> titled, “**Do Copper Water Bottles Resist the Coronavirus?**” This article states:

#### **“Anti-microbial**

Even before the coronavirus pandemic, scientists had already discovered that copper can prevent the spread of respiratory diseases such as SARS (severe acute respiratory syndrome) and MERS (Middle East respiratory syndrome). Research from the University of South Hampton done in 2015 showed that contact with copper surfaces deactivated these viruses.

In addition, previous studies have shown that copper is also resistant to other viruses such as norovirus, influenza and hospital superbugs, such as MRSA.

...

#### **What I like about the copper water bottle**

...

I like its anti-microbial properties, especially in these days of the coronavirus outbreak, it’s good to know viruses do not last long on the copper surface.

...

#### **Conclusion**

To answer the original question – do copper water bottles resist the coronavirus – the answer is yes. Copper has been known for centuries to ward off viruses and bacteria, including E-coli, influenza, MRSA, and various types of coronavirus.

... Overall, I will continue using mine... because I like the anti-microbial properties.

If you are interested in trying out a copper water bottle, visit the Copper H2O site – lots of information to learn. Read their FAQs.”

[May 5, 2020 Facebook post at <https://www.facebook.com/copperh2o>]

- “Be sure to bookmark this link for more Coronavirus science and research updated daily. CopperH2o.com.  
**Copper and Coronavirus: Complete Guide (Updated Daily)**...” This post includes an image of a man blowing his nose amidst an image of huge coronavirus floating in the air and provides a link to <https://www.copperh2o.com/blogs/blog/copper-and-coronavirus>.

[March 23, 2020 Facebook post at <https://www.facebook.com/copperh2o>]

- “New research shows that copper has anti-viral properties that can fight Coronavirus. Learn more at the link in our bio or at [copperh2o.com/coronavirus](https://copperh2o.com/coronavirus) . . . #flattenthecurve #covid19 #covid\_19 #coronavirus #stopthespread . . . #copper #virus . . . #viruscoronavirus #viruses #coronaviruspandemic #pandemic #pandemic2020 #pandemicpreparedness . . . #dontgetsick #beproactive. . . #bettersafethansorry #staying safe #copperh2o”

The post includes a video:

“Copper Fights Coronavirus” [text over the backdrop of copper embossed in hexagon shapes];

“Studies show that copper can help fight the Coronavirus (Covid-19).” [text over the image of a coronavirus cell as it might appear under a microscope];

“The anti-viral properties of copper were discovered long before the outbreak of the Coronavirus.” [text over the image of a world map showing red circles indicating outbreak numbers];

“Centuries ago, ancient civilizations used copper to stop the spread of viruses by using copper water vessels.” [text over the image of a copper water bottle];

“Copper has received new attention from the medical community since the Coronavirus outbreak.” [text over the image of cells as they might appear under a microscope];

“On March 17, 2020, a new study was released which determined how long the Coronavirus can survive on materials, including copper.” [text over the image of a microscope];

“The study found that while the Coronavirus could survive for up to 3 days on plastic and stainless steel and up to 24 hours on cardboard, it could only survive for up to 4 hours on copper.” [text over the image of surgical gloved hands holding a petri dish];

“This study supports the anti-viral nature of copper.” [text over the backdrop of copper embossed in hexagon shapes];

“For our complete guide to copper and Coronavirus, see [copperh2o.com/coronavirus](https://copperh2o.com/coronavirus)” [text over the image of a copper bottle]

[March 22, 2020 Instagram post at <https://www.instagram.com/p/B-C4v2IJ4bU/>; this Instagram post is also linked from a March 22, 2020 Twitter post at <https://twitter.com/copperh2o> and pinned at <https://www.pinterest.com/pin/628041110522716192/>]

- “New research shows that copper has anti-viral properties that can fight Coronavirus. Learn more at <https://www.copperh2o.com/coronavirus>” This post also includes a link to a video on YouTube titled “Copper Fights Coronavirus” at <https://www.youtube.com/watch?v=j13u3KgN7iM> [same video embedded in and as described in March 22, 2020 Instagram post]

[March 22, 2020 Facebook post at <https://www.facebook.com/copperh2o>]

- “Did you know copper kills coronavirus? Visit [copperh2o.com/coronavirus](https://www.copperh2o.com/coronavirus) to learn more!

#flattenthecurve #covid19 #covid\_19 #coronavirus #stopthespread... #staystrong #copper #virus... #viruscoronavirus #viruses #coronaviruspandemic #pandemic #pandemic2020 #pandemicpreparedness... #dontgetsick #beproactive... #bettersafethansorry #stayingsafe #copperh2o”

[The post includes a video with text moving across a black background and dramatic music]

COPPER

KILLS

CORONAVIRUS...

[black background] IT’S SCIENCE BRO...

[black background with heartbeat sound] [COPPERH2O.COM/CORONAVIRUS](https://www.copperh2o.com/coronavirus)

[March 21, 2020 Facebook post at <https://www.facebook.com/copperh2o>]

- “Many of you have been asking us about the anti-bacterial and anti-viral qualities of copper during COVID-19. We have prepared a comprehensive blog post outlining all of the research to date on how copper kills bacteria and viruses, including the coronavirus. Click the link in our bio to read the article or visit [www.copperh2o.com/coronavirus](https://www.copperh2o.com/coronavirus)... #flattenthecurve #covid19 #covid\_19 #coronavirus #stopthespread... #copper #virus... #viruscoronavirus #viruses #coronaviruspandemic #pandemic #pandemic2020 #pandemicpreparedness... #beproactive... #bettersafethansorry #stayingsafe #copperh2o”

[March 20, 2020 Instagram post at <https://www.instagram.com/p/B9-BHEIJEyr/>; this Instagram post is also linked from a March 20, 2020 Twitter post at <https://twitter.com/copperh2o> and pinned at <https://www.pinterest.com/pin/628041110522716179/>]

- “Many of you have been asking us about the anti-bacterial and anti-viral qualities of copper during COVID-19. We have prepared a comprehensive blog post outlining all of the research to date on how copper kills bacteria and viruses, including the coronavirus. Click the link in our bio to read the article or visit [www.copperh2o.com/coronavirus](http://www.copperh2o.com/coronavirus)

#flattenthecurve #covid19 #covid\_19 #coronavirus #stopthespread... #copper #virus... #viruscoronavirus #viruses #coronaviruspandemic #pandemic #pandemic2020 #pandemicpreparedness... #dontgetsick #beproactive... #bettersafethansorry #stayingssafe #copperh2o”

[March 20, 2020 Facebook post at <https://www.facebook.com/copperh2o>]

- “Are reusable water bottles safe for the Coronavirus outbreak? In this post, we explain why normal reusable water bottles are potentially dangerous and why you should consider using an anti-bacterial copper water bottle which kills bacteria and viruses on contact.”

The post includes a photo of a man blowing his nose amidst an image of huge coronavirus floating in the air and provides a link to <https://www.copperh2o.com/blogs/blog/copper-and-coronavirus>.

[March 16, 2020 Facebook post at <https://www.facebook.com/copperh2o>]

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a service or 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.



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Within 48 hours, please send a message to Richard Cleland, Assistant Director via electronic mail at [rcleland@ftc.gov](mailto: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