



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

May 21, 2020

WARNING LETTER

VIA EMAIL TO info@thenhcaa.com

The Nutritional Healing Center of Ann Arbor
Attn: Dr. Darren Schmidt
462 Jackson Plaza
Ann Arbor, MI 48103

Re: Unsubstantiated claims for Coronavirus treatment or prevention

Dear Dr. Schmidt:

This is to advise you that FTC staff has reviewed the website at <https://thenutritionalhealingcenter.com> on May 13, 2020, including the videos presented on the website at <https://thenutritionalhealingcenter.com/virus-information/>. We also reviewed the YouTube channel at www.youtube.com/user/NutritionalHealingA2 and the social media websites at www.facebook.com/realfoodcures/ and www.facebook.com/Lacticacidosisguide/, where you direct consumers to your website <https://thenutritionalhealingcenter.com>, to purchase 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 include:

On the YouTube channel www.youtube.com/user/NutritionalHealingA2:

- In a video titled, “If I Had KIROWNA FVIRVS | Medicine Has ZERO To Offer!,” you state: “...If I had this virus that’s in the title, I misspelled it on purpose, I won’t say the word because YouTube has taken videos down about this virus and they also will demonetize. I don’t care about that but I just want to make sure they don’t take this video down. So medicine has zero offers for people with this virus. There is no medications. There’s no vaccine.... But there’s a lot of supplements and herbs that have been known for centuries, throughout human history, where people take these and they get rid of the common cold, they get rid of various viruses. And then in

modern times there's a lot of research on nutritional supplements, nutraceuticals, herbs, and glandulars, and combinations put together that do a really good job with viruses. And when you take in an herb that's anti-viral, it has a broad spectrum and it can wipe out a lot of different viruses and / or bacteria and / or parasites. And there's a lot of like crossover, if you will, when it comes to using nutritional supplements.... So I'm going to run through some of these supplements. This is called Stabilizer from Systemic Formulas. It stabilizes the outside of a cell so the virus can't get in there. [Displays and describes a number of other specific supplements, including Flu-Tone, Grapefruit Seed Extract, Monolaurin, Core Olive Leaf, Viru-Chord, Lymph 3 Chronic, Lymph 2 Matrix, Viru-Tox, Lymph 1 Acute, Allernest, VirRadChem Binder, Cyruta Plus, Calcium Lactate, St. John's Wort, Immuplex, and Viranon]... In the natural healthcare world there's a lot of options, and we provide these for a lot of people and help them out. And even if it's a really scary virus, you've got options. Not in medicine. They don't have anything for this virus that I put in the title. But there's a lot of options for viruses..." [See video posted on February 19, 2020 available at www.youtube.com/watch?v=ju0yCqbthg0]

The following text appears below the video:

“PLEASE NOTE I am not recommending to take every one of these supplements, I am merely saying there are options for viruses. It depends on your body and what makes sense to you. If you want my help to determine what to take, schedule an appointment with me. Thank you....

For more information about a personalized nutrition program for you and pricing options, click here: [link to <https://thenutritionalhealingcenter.com/nhcaa-long-distance-programs/>]

Or call 734-302-7575....

To buy supplements and personal care products, go here: [link to <https://thenutritionalhealingcenter.com/order-products/>]....”

- In a video titled, “Actual Solutions For That Stupid Virus | Medicine Can't Admit Herbs Work Best!,” you state: “Hey, it's Dr. Darren Schmidt. So, I'm a chiropractor. I've been focused on nutrition since 1994. I've been practicing nutrition since 1998. And the basis of improving your health has to do with nutrition – diet and supplements. In those supplements, there's a lot of different categories like herbs etc. We're going to talk about this related to this horrible, scary C-Virus, which is preventing all of us from going to the movies, and going to restaurants, we have to stay at home. And the medical profession is saying, ‘wash your hands and don't touch your face.’ And that's all they have for us. They have no other solutions. There's no drug. There's no vaccine.... But the truth is that there are a few dozen supplements, herbs, nutrients, and there's a couple variations on the diet, that are proven to help with the C-Virus. And I'm going to go over research on it. I'm going to show you studies.... And also share this with somebody who's freaking

out about this virus, and share it with people who are interested in doing something active and intelligent and proven with clinical results related to this horrible situation.... If you're not a patient, go below and see under the video... how to become a patient. I'm also putting down there how to buy supplements, and without even being a patient you have access to that now. We're going to go over a couple dozen supplements that have a history of taking care of this C-Virus. Now you may say, 'well, this virus is new; it's novel. It's never been seen before.' Yeah, but, that's a true statement, but it's still under the same category of this type of virus.... So there's more broad spectrum effect when it comes to using the tools that were provided to us by Mother Nature. So I'm putting below how to contact the office and how to potentially buy supplements even if you're not a patient.... [Displays and describes a number of specific supplements, including Ferrofood, Fe-Max Tonic, Core Black Radish Blend, Spanish Black Radish, Antronex, Lymph-Tone I, II, and III, Viranon, Epimune Complex, Cataplex A-C-P, Cataplex C, Calcium Lactate, Immuplex, Bromelain Plus CLA, ACZ Nano, and VirRadChem Binder] This is ACS [Nasal] from a company called Results RNA ... So silver, and this is spray ... that has really good immune system effects and potentially could help you with this particular C-Virus situation.... And who knows, maybe I might get this horrible C-Virus and I might be dead in a week, but I super highly doubt that because I am a master of these things [gesturing to supplements off camera] and my health is in really good shape...." [See video posted on March 17, 2020 available at www.youtube.com/watch?v=2qet0mJN_hc; also see post dated March 17, 2020 at 3:51 p.m. on social media website www.facebook.com/realfoodcures/]

The following text appears below the video:

"To buy supplements and personal care products, go here: [link to <https://thenutritionalhealingcenter.com/order-products/>] ..."

This video was also posted to the social media website www.facebook.com/Lacticacidosisguide/ on March 17, 2020 at 3:49 p.m., accompanied by the following text:

"While Americans are dying, The medicos cannot admit that drug-based medicine is inferior to herbs for this pandemic."

On your website at <https://thenutritionalhealingcenter.com/virus-information/>:

- You present a number of "VIDEOS CONCERNING VIRUSES." Immediately above the videos, you state:

ORDER: Order products mentioned in the videos below [link to <https://thenutritionalhealingcenter.com/order-products/>]

BECOME A PATIENT: Call 734-302-7575 or email info@thenhcaa.com

- In a video titled, “Immune Supplement Bundles,” you state: “...In the last few weeks and months, there’s a very scary virus that everybody’s talking about. And in the medical research, I have found at least twenty different nutrients, herbs, and vitamins that kill this virus. And there’s no hospital that utilizes any of these because they’re nutrition, they’re not pharmacologically based. There’s no drugs that kill this virus. So with my current, regular patients, they’re buying these supplements and we’re having great results. I know of zero of my patients that have gotten this virus. That includes my other practitioners. We have five other practitioners. And in the last five years we’ve had 60,000 nutrition visits in my office. So, I’ve put together these bundles of supplements, and you can buy them. And we have sort of like a lower, like we have three supplements put together. The next level up is five, and the next level up after that is eight. So I named these some interesting names to exemplify how they can help you out. So this first one, these three supplements, I call it the “Guard Dog.” ... This is for people then who have their own skills already, they’re already doing low carb, they’re avoiding sugar, they’re fit, maybe they’ve been in and out of ketosis, and they want some very basic protection from this scary virus, so currently this Guard Dog package is three supplements [depiction of three supplements: Digestive Enzymes HP90V, St. John’s Wort, and Quercetin Phytosome]. The next level up, I’m going to take out the St. John’s Wort tablets and add in the liquid St. John’s Wort. And then we have R Lung to support the lung tissue and we have Berberine, also independently shown to kill the C-Virus, the scary virus. So there’s five products right here [depiction of five supplements: Digestive Enzymes HP90V, St. John’s Wort, Quercetin Phytosome, Berberine Active, and R Lung], and I call this “The Sheriff.” ... So when this runs out of our stock, our supply, I will pick something from here [gestures to table full of supplements] to replace it. Here are ten other herbs and nutrients shown in the literature to kill this scary C-Virus. So just trust in me to, once this runs out of our supply, I will grab something from here equivalent and that will complete this Guard Dog level of protection with these supplements. Now the last level of protection is “Secret Service.” ... This is the greatest level of protection.... So now this Secret Service level also has Artemisinin [depiction of eight supplements: the five depicted in “The Sheriff” package, as well as Artemisinin Complex, Evening Primrose Oil, and Zinc Liver Chelate], Artemisia from the herb wormwood kills this virus.... So contact the office and we’ll put the contact information below.” [This video was also posted on March 31, 2020 to www.youtube.com/watch?v=AhjEflZMCg; also see post dated April 1, 2020 at 3:58 p.m. on social media website www.facebook.com/realfoodcures/]

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

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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 services 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