



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

April 28, 2020

WARNING LETTER

VIA EMAIL TO *info@essentiaherbs.com*
Essentia Chinese Herbs
9499 N 90th Street
Suite 101
Scottsdale, AZ 85258

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://essentiaherbs.com> on April 23, 2020. We also reviewed your social media website at <https://www.facebook.com/EssentiaHerbs/>, where you direct consumers to your website <https://essentiaherbs.com>, to purchase certain products, including QiEnergy, ColdRelief, Isatis Root, ImmuBoost, KidneySupport, ThroatEase, and NoseDrop. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your websites include:

- On a Facebook post, posted to <https://www.facebook.com/EssentiaHerbs/> on March 11 at 3:42 p.m., you state: “Worried about flu or coronavirus? Essentia Herbs will help you fight with flu & coronavirus. Learn more and share the info with people you care about. Order now while supplies last: essentiaherbs.com

Fight the Corona Virus 101...

How Essentia Herbs can help you

Essentia Herbs can strengthen your defense system and boost the immune system to create a strong detoxification system to help remove toxins from the body and allowing the detoxification organs to become healthy such as liver and kidneys.

Recent studies have shown that many of our herbs have contained amino acids and very rich in flavonoids, saponins, polysaccharides, and alkaloids, which can enhance the immune function ... It also will boost the red and white cells and especially the phagocytes which will attack the virus but you do need a strong detoxification system to remove from the body....

+ImmuBoost Protects and enhances the immune system, complements and boosts the antibodies, strengthens and moves the lymphatic system. Helps protect the liver, kidney and internal organs to reduce daily toxins. For those who become sick easily, elderly, compromised immune system and chronic illness.

+KidneySupport Nourishes the blood, enhances the kidneys, improves circulation to remove toxins such as cytokines. Strengthens and improves the function of the kidneys for the elderly and those with compromised immune systems....

Strengthen the detoxification process to remove the toxins from the body ...

+ThroatEase Will eliminate toxins from the lymphatic system near neck & throat when you breath [sic] in to prevent the toxins going into your lungs. Relieves sore throats, swollen glands, low fever.

+NoseDrop Protect your sinus and throat area by blocking out toxins to prevent the toxins going into your lungs. Relieve sneezing, runny nose, sore throat, swollen membranes.

+IsatisRoot May have a very broad spectrum antimicrobial, antiparasitics and antiviral effect. Isatis root helps remove toxins and clears heat from the whole body.”

- On a Facebook post, posted to <https://www.facebook.com/EssentiaHerbs/> on March 12 at 10:14 p.m., you state: “Fight flu or coronavirus, Essentia Herbs will help you. Learn more about our traveling kit to fight the virus. For EVERYONE & for EVERYDAY. Order now while supplies last: essentiaherbs.com

Fight the Virus

Traveling Kit or for Everyday

Use for Everyone

QiEnergy For those who are fatigued, stressed, and in need of an overall uplift for everyone. Not only will it give a quick boost of energy, but also great for the internal organs and continuously strengthens the immune system without giving the jitters. Okay for long term use.

ColdRelief Household Chinese formula for cold and flu relief when used on the onset of cold symptoms. It will relieve sore throat, nasal congestion, headaches, and coughs.

NoseDrop Will protect your sinus and throat area by blocking out toxins and to prevent toxins entering the lungs. Relieves sneezing, runny nose, sore throat and swollen membranes ...”

- On a Facebook post, posted to <https://www.facebook.com/EssentiaHerbs/> on April 11 at 10:46 a.m., you state: “Giving patients their lives back is Dr Liu’s passion, it has always been and continues to be especially during this crisis. We received this email yesterday and although we wouldn’t normally share, it’s too important not to.

‘Hello all,

I hope this message finds you, and your loved ones in good health. Today is April 10, 2020. This date is extremely important to me, because just a few days ago, I wasn’t sure I’d live to see this day. I have recently been tested for covid-19. One week ago; I truly believed that I was going to die....

I was experiencing shortness of breath, tightness in my chest, cold sweats, coughing, green mucus ...

Ok, enough about the problem -- time for the solution. My wife has the BEST DAMN DOCTOR IN THE WORLD! ...

And that Dr. is the same person that pulled me from the dark covid-19 abyss. Dr. Liu, THANK YOU!

This woman knows her stuff! Dr. Liu had me back on my feet in 2 days. She prescribed: herbs, nose drops, special tea & all natural pills....

In closing, I have to say: covid-19 is not a death sentence if handled correctly....

Thank you for saving me, Dr. Liu.

Sincerely,

Eric”

- A comment on the Facebook post above, posted to <https://www.facebook.com/EssentiaHerbs/> on April 11 at 10:46 a.m., states: “This gives out no useful information. What to take, where to get it, what works, what doesn’t.... Where do you get Istasis [sic] Root? What is it? what are The Nose Drops? ect. [sic]”

In response to this comment, you state: “All the supplements are available on our website at www.essentiaherbs.com. We have all the products that we are using with patients with COVID grouped together here.

<https://essentiaherbs.com/collections/holiday-special>

Please DM us with any specific questions and we would be happy to help.”

- On your website page titled “FIGHT WITH COVID-19” at <https://essentiaherbs.com/collections/holiday-special>, you display twelve dietary supplement products and product packages, including QiEnergy, ColdRelief, Isatis Root, ImmuBoost, KidneySupport, ThroatEase, and NoseDrop.

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 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