



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

April 15, 2020

WARNING LETTER

VIA EMAIL TO support@ethalivefully.com
Ethos Natural Medicine LLC
401 Ryland St.
Ste. 200-A
Reno, NV 89502

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://ethanaturals.com> on April 9, 2020. We also reviewed your social media website at <https://www.facebook.com/ethalivefully/>, where you direct consumers to your website <https://ethanaturals.com>, to purchase Kratom tablets and powders. 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 website include:

- On your website page titled “Coronavirus and Kratom” at <https://ethanaturals.com/coronavirus-and-kratom>, you state: “More than 300 people have died and a further 1,000 have fallen ill in Iran after consuming methanol in the belief that it will protect them against the coronavirus.... Ways to truly protect oneself include staying sanitary, observing social distancing, and seeking medical attention and quarantining when symptoms arise. Beyond that, ETHA recommends looking at natural options with a long history of supporting the body’s immune system like ETHA kratom.” [hyperlink to <https://ethanaturals.com/all-product/>]
- On your website page titled “Coronavirus and Kratom” at <https://ethanaturals.com/coronavirus-and-kratom>, you also state: “**Does Kratom Help?** While we wait for a vaccine which is estimated to be 12-18 months away, it is

important for everyone to stay sanitary, to strengthen our immune system, and look to nature for help. **Kratom has several possible immunostimulant alkaloids such as Isomitraphylline, Isopteropodine, and Mitraphylline and antiviral alkaloids like Epicatechin.** According to Professor of Chemistry at Tanjungpura University Dr. Thamrin Usman, ‘the diversity of tropical plants in West Kalimantan (Indonesia) have a lot of compounds that can strengthen the immune system and ward off corona. By looking at the chemical structure of Chloroquine molecules that contain secondary and tertiary amine compound structures, it can be considered to use kratom leaves. Because the Mitragynine compound in kratom is actually a secondary and tertiary amine compound.’ **The antimalarial drug Chloroquine (Cq) is being used for the treatment of patients with Covid 19. One of the most prevalent bio-active alkaloids in the Kratom plant is Mitragynine which is known for its antimalarial properties....**

Reports on the symptoms of COVID-19 include fever, cough, body aches, and fatigue. If you experience these symptoms, please be evaluated by a medical professional. Also, discuss with your physician about adding **ETHA kratom** [hyperlink to <https://ethanaturals.com/all-product/>] to your recovery plan. **ETHA kratom is commonly used to temporarily alleviate pain, provide a boost of energy, and help manage stress and tension. Traditionally, kratom has been used for coughs.”**

- On your website page titled “Coronavirus and Kratom” at <https://ethanaturals.com/coronavirus-and-kratom>, you also state: **“What Should We Do? ... Treatment.** If you exhibit any symptoms associated with COVID-19, like fever, cough, body weakness, please seek medical attention immediately. Talk to your doctor about using natural medicines like **ETHA kratom** [hyperlink to <https://ethanaturals.com/shop/>] as part of your treatment plan to potentially reduce symptoms and speed up recovery.”

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.

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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