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

April 16, 2020

WARNING LETTER

VIA EMAIL TO *fastreliefacupuncture@gmail.com*

Fast Relief Acupuncture
277 Closter Dock Rd. Ste. 6
Closter New Jersey, 07624

Re: Unsubstantiated claims for Coronavirus treatment and prevention

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at the URL <https://fastreliefacupuncture.com/> in April 2020. We have determined that you are unlawfully advertising that certain products or services treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website include the following:

- “Acupuncture and Herbal Medicine Perform Amid Coronavirus Outbreaks... Patients who have contracted the illness have quickly turned to acupuncture offices to subdue the Coronavirus symptoms and, ultimately, heal their body’s [sic] completely. . . . How can acupuncture and herbal medication work against the Coronavirus? The use of acupuncture and herbal medication is vitally important when treating the Coronavirus. Not only can patients recover from the virus by receiving these treatments, patients can also use acupuncture and herbal medication to prevent the contraction of COVID-19. The typical treatment plan for patients of acupuncture is . . . Prevention. Treatment. Recovery. [from your webpage <https://fastreliefacupuncture.com/acupuncture-and-herbal-medicine-perform-amid-coronavirus-outbreaks/>]
- “Preventing COVID-19 is very important in patients who have not contracted the illness. . . . The goal in this stage is to strengthen the immune system and boost the body to provide an overall healthier system. Patients can receive better lung function and an increased amount of energy with regular preventative acupuncture

treatments.” [from your webpage <https://fastreliefacupuncture.com/acupuncture-and-herbal-medicine-perform-amid-coronavirus-outbreaks/>]

- “If the Coronavirus has been contracted, patients will enter the *treatment* phase. During this phase, acupuncture and herbal medication is used to slow down the progress of the illness and completely disrupt the current symptoms that are wreaking havoc on the body. Acupuncture stimulates the body’s self-healing process and synchronizes bodily systems to work together to fight illnesses, such as COVID-19. Herbal medicines can be prescribed to fight symptoms such as high fever, cough, and other flu-like symptoms and can also be used to boost the immune system.” [from your webpage <https://fastreliefacupuncture.com/acupuncture-and-herbal-medicine-perform-amid-coronavirus-outbreaks/>]
- “When the symptoms have improved, the goal becomes to *recover*. After an illness, our bodies need time to get back to normal. During this phase, acupuncture and herbal medicines are used to completely rid the virus from the body and recover functions of vital organs such as the lungs and spleen. Continuous treatments can build the body back to a healthy state.” [from your webpage <https://fastreliefacupuncture.com/acupuncture-and-herbal-medicine-perform-amid-coronavirus-outbreaks/>]

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product or service 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 and services identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products or services 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 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 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 Mr. Cleland at 202-326-3088.

Very truly yours,

Richard Quaresima
Acting Associate Director
Division of Advertising Practices