



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

April 7, 2020

WARNING LETTER

VIA EMAIL TO *info@purathrive.com*
PuraTHRIVE LLC
2015 Dallas St.
Aurora, CO 80010

Re: Unsubstantiated claims for Coronavirus prevention

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://purathrive.com> on March 31, 2020. We also reviewed your social media website at <https://www.facebook.com/purathriveturmeric/>, where you direct consumers to your website <https://purathrive.com>, where they can purchase Liposomal Vitamin C. 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 cure claims on your websites include:

- On your website at <https://purathrive.com/what-is-the-coronavirus-can-vitamin-c-help-to-prevent-it/>, you state: “*What IS the Coronavirus?... Can Vitamin C help to prevent Coronavirus?... experts in the field are suggesting that regular dosing of Vitamin C could help to prevent the Coronavirus...* “The coronavirus can be dramatically slowed or stopped completely with the immediate widespread use of high doses of Vitamin C. Bowel tolerance levels of C taken in divided doses throughout the day, is a clinically proven antiviral, without equal.”
- On your website at <https://purathrive.com/coronavirus-dont-get-caught-up-in-the-media-windstorm/>, you state that: “Many experts are recommending that you consider taking Vitamin C as a preventative measure, to help strengthen your immune system. Even if this isn’t enough to prevent you from getting Coronavirus if you come into contact with it, it could help your body to fight it off more effectively.... *We’re not saying it’s a cure, but...* Knowing that Vitamin C is being tested as a treatment

option, and knowing that it may help to prevent you from getting sick, or strengthen your body to face the virus if it has to – why not try to protect yourself with Vitamin C?...PuraTHRIVE’s Micelle Liposomal Vitamin C is up to 20 times more absorbable than standard formulations!”

- On your website at <https://purathrive.com/coronavirus-dont-get-caught-up-in-the-media-windstorm/>, you also state: “You should exercise *reasonable* caution.” Immediately below, the website includes the following depiction (along with listing other cautionary measures to take):

Reasonable caution looks like:



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 product identified above. Thus, any coronavirus-related prevention or treatment claims regarding such product 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

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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