



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

Serena Viswanathan
Associate Director
Division of Advertising Practices

March 1, 2021

WARNING LETTER

VIA EMAIL TO cheerfuljulia@yahoo.com

Julia Sun
Total Life Energy Plan
7 Burbank Circle
Framingham, MA 01701

Re: Unsubstantiated claims for Coronavirus prevention or treatment

Dear Ms. Sun:

This is to advise you that FTC staff has reviewed your websites at <https://totallifeenergyplan.com/> and <https://juliasun.com> in January and February 2021. We also reviewed your social media websites at <https://www.facebook.com/juliahsun> and <https://www.youtube.com/user/cheerfuljulia> where you promote treatments that you sell on your website at <https://totallifeenergyplan.com/>, including exercises and energy healing sessions. We have determined that you are unlawfully advertising that certain services prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims include:

- On the home page of your website <https://totallifeenergyplan.com/>, you state:

“YOUR HEALTH TRANSFORMATION STARTS HERE... **Coronavirus:** *We want to help you to protect yourself and to heal from the virus with our special exercise [link to <https://totallifeenergyplan.com/product/online-fitness-for-preventing-and-healing-coronavirus/>], energy healing [link to <https://totallifeenergyplan.com/product/energy-healing-sessions/>], and free blog [link to <https://juliasun.com>].”*
- On a webpage where consumers may purchase access to exercises, you display a graphic that includes the text “Exercises Help Prevent and Heal Coronavirus – Julia Sun – Total Life Energy Plan,” and state:

“7 Exercises for Combating Coronavirus \$45.00

How to Prevent and Heal Coronavirus? It is not enough just to avoid exposure and many things you can do by yourself to help heal as well as avoiding the infection and life-threatening complications.

The COVID-19 causes cough and fever with the potential for lung damage, which may lead to shortness of breath, difficulty breathing and death. It especially affects smokers and people with respiratory system problems such as dry mouth, dry cough, and Asthma, as well as heart conditions. Only after we strengthen our lungs and related organs will our body be strong enough to successfully resist the virus.

These 7 exercises are specifically designed to strengthen our lungs, respiratory system, upper body, and immune system. Sign up this virtual training to get through this epidemic safely! You have unlimited access to this 7 exercises with signing up! No gym equipment necessary. They are simple and easy to do. You can do them at home, anytime, anywhere....

Description

It is not enough just to avoid exposure! Many things you can do by yourself to help heal as well as avoiding the infection and life-threatening complications. Sign up for this virtual training to strengthen your body, protect yourself from infection, and/or help to heal your ill health. You get unlimited access to this 7 simple exercises that you can do at home, any time, anywhere! No gym equipment necessary.”

[\[https://totallifeenergyplan.com/product/online-fitness-for-preventing-and-healing-coronavirus/\]](https://totallifeenergyplan.com/product/online-fitness-for-preventing-and-healing-coronavirus/)

- On a webpage where consumers may purchase energy healing sessions, you state:

“Energy Healing Sessions - \$70.00 – \$700.00

Energy healing with our Reiki and qigong masters Julia or Curt for your illness, saving your loved one’s life, or detecting and charging your body’s energy deficiencies....

Description

In this 20-minute healing session, we detect your body’s energy needs and transfer energy to wherever your body needs and absorbs energy the most. *Distant/remote healing only during coronavirus spreading period!*”

[\[https://totallifeenergyplan.com/product/energy-healing-sessions/\]](https://totallifeenergyplan.com/product/energy-healing-sessions/)

- On a page on your website <https://juliasun.com> titled “The Exercise for Preventing Infections from Coronavirus” you state:

“Practicing Life Energy Exercises for Your Unique Health Conditions

We need to select the exercise appropriate for your unique needs and for strengthening your weakened organs, especially those organs most affected by the current epidemic.

The coronavirus is extreme contagious and can be deadly. It causes cough and fever with the potential to damage our lungs, leading to shortness of breath, and then sudden difficulty breathing and death.

To prevent these from happening, we need to strengthen our lungs as well as the whole body. Only then will it be strong enough to fight off the virus.

To help people prevent and overcome infections and get through this epidemic safely, I developed a set of exercises to strengthen the lungs, upper body, and body’s immunity to the virus. Check out the exercises here: 7 Simple Exercises to Do at Home to Prevent and Help Heal Coronavirus. [hyperlinks to <https://totallifeenergyplan.com/product/online-fitness-for-preventing-and-healing-coronavirus/>, described above]

[<https://juliasun.com/the-exercise-for-preventing-infections-from-coronavirus/>]

- On a page on your website <https://juliasun.com> titled “7 Exercises for Combating Coronavirus,” you display a graphic that includes the text “Exercises Help Prevent and Heal Coronavirus – Julia Sun – Total Life Energy Plan” and state:

“As discussed in the previous posts, we need to select the foods, exercises, and everyday activities appropriate for our unique needs and for strengthening our weakened organs, especially those organs most affected by the current environment and epidemic.

The COVID-19 is extreme contagious and can be deadly. It causes coughing and fever, with the potential to damage our lungs, leading to shortness of breath, and then difficulty breathing and death.

To prevent these from happening, we need to strengthen our lungs as well as the whole body. Only then will it be strong enough to fight off the virus.

To help people prevent and overcome infections and get through this epidemic safely, I developed a set of exercises to strengthen the lungs, upper body, and body’s immunity to combat the virus....

I want this exercise now: 7 Simple Exercises to Do at Home to Combat Coronavirus”
[hyperlinks to <https://totallifeenergyplan.com/product/online-fitness-for-preventing-and-healing-coronavirus/>, which is described above]

[<https://juliasun.com/new-7-exercises-for-combating-coronavirus/>]

- In a Facebook post on March 25, 2020, you state:

“Coronavirus is spreading fast! How to avoid as well as to heal if infected? Check out my blog posts at JuliaSun.com.”

The post includes a graphic of a large coronavirus with the text “MEDICAL CARE AFTER INFECTION? WON’T KEEP US HEALTH[Y]” and a link to a video labeled, “Coronavirus: Why is it not enough to avoid exposure? How to Prevent and Heal Coronavirus? It is not enough just to avoid exposure...” [video available at <https://www.youtube.com/watch?v=7SewxVOymCo>] The video description on YouTube.com states: “How to Prevent and Heal Coronavirus? Many posts on JuliaSun.com can help. It is not enough just to avoid exposure and many things you can do by yourself to heal as well as avoid the infection,” and includes links to several posts on your blog, including a link to <https://juliasun.com/the-exercise-for-preventing-infections-from-coronavirus/>, which is described above.

[March 25, 2020 Facebook post at <https://www.facebook.com/juliahsun>]

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

Violations of the FTC Act may result in legal action seeking a Federal District Court injunction and an order may require that you pay back money to consumers. In addition, pursuant to the COVID-19 Consumer Protection Act, Section 1401, Division FF, of the Consolidated Appropriations Act, 2021, P.L. 116-260, marketers who make deceptive claims about the treatment, cure, prevention, or mitigation of COVID-19 are subject to a civil penalty of up to \$43,792 per violation.

Total Life Energy Plan

March 1, 2021

Page 5

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,

Serena Viswanathan
Associate Director
Division of Advertising Practices