



United States of America  
FEDERAL TRADE COMMISSION  
Southwest Region

1999 Bryan St., Ste. 2150  
Dallas, Texas 75201

May 13, 2020

**WARNING LETTER**

VIA EMAIL TO [hello@acuintegra.com](mailto:hello@acuintegra.com)

AcuIntegra, Inc.  
560 Fire Station Road  
Clarksville, Tennessee 37043

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://acuintegra.com/> on May 9, 2020, where you sell supplements online and advertise products and services offered at your clinics, including acupuncture and herbal medicine. 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 treatment or prevention claims on your website include:

- In marketing materials titled “TCM Treatment Effective Against Novel Coronavirus, say Health Officials,” you claim, “When combating the outbreak of the coronavirus (COVID-19) in China, authorities have incorporated antiviral remedies used in Traditional Chinese Medicine (TCM) together with conventional Western medicine. These efforts have proved fruitful, according to newspaper China Daily . . . Citing officials & referring to a clinical study on 102 patients with mild symptoms... TCM treatment can shorten the average length of patient stay in hospital by 2.2 days, while enhancing the recovery rate by 33% (compared to the control group)... In the Guangdong province in south of China, TCM proved effective in 89% of the 1,245 confirmed COVID-19 patients... The TCM treatment is also reported to include acupuncture, ear acupuncture point application and Baduanjin therapy, improving patients’ sleep and facilitating recovery according to a senior doctor at the Guangdong Second Traditional Chinese Medicine Hospital.”

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 or 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 James E. Elliott via electronic mail at [jelliott@ftc.gov](mailto:jelliott@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 Zachary A. Keller at [zkeller@ftc.gov](mailto:zkeller@ftc.gov).

Very truly yours,

Dama J. Brown  
Regional Director  
Southwest Region