



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 nbhacupuncture239@gmail.com

Acupuncture Healing Center
239 W Cermak Road
Chicago, Illinois 60616

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://acuhealcenter.com/> on May 5, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- In marketing materials titled “Coronavirus Treatment According to Traditional Chinese Medicine Principles,” you encourage consumers to “take natural alternative preventative measures:
 1. Consult with our licensed acupuncturists and herbalists in Chicago to analyze the state of your body
 2. Receive maintenance and preventive acupuncture and herbal therapy in Chicago from our acupuncturists
 3. Continue healthy diet and regiment of herbs (as suggested by a licensed acupuncturist/herbalist)...

[Y]ou may receive acupuncture treatment and maintenance herbs from our Chinatown clinic to help improve immune function of the body, which decreases likelihood of Wuhan coronavirus...”

- In marketing materials titled “Coronavirus Treatment According to Traditional Chinese Medicine Principles,” you claim that acupuncture can “facilitate the body’s immune response to expel the pathogen (coronavirus) depending on what stage and location of infection.”
- In marketing materials titled “Coronavirus Treatment According to Traditional Chinese Medicine Principles,” you claim that a Traditional Chinese Medicine practitioner can “formulate an herbal remedy that specifically activates and balances certain bodily functions such as sweating, which can release the lymphatic system and clear out pathogens.”

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.

Within 48 hours, please send a message to James E. Elliott via electronic mail at 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.

Very truly yours,

Dama J. Brown
Regional Director
Southwest Region