



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 myartofwellness@gmail.com

Art of Wellness Acupuncture & Traditional Chinese Medicine
11704 Wilshire Boulevard, Suite 295
Los Angeles, California 90025

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://myartofwellness.com/>, where you advertise services that you offer at your clinic, including acupuncture and herbs, on May 9, 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 treatment or prevention claims on your website include:

- In marketing materials titled “Insights from TCM [Traditional Chinese Medicine] and Acupuncture Doctors on Coronavirus COVID-19” located at the URL <https://myartofwellness.com/how-to-treat-and-prevent-covid-19-coronavirus-with-tcm-and-acupuncture/>, you claim, “COVID-19 is especially dangerous for older people with underlying conditions, but even young people who already have lung conditions such as asthma, a tendency to get bronchitis, a history of pneumonia, or gastrointestinal problems can have trouble fighting off the virus. This illness tends to begin with a scratchy, sore throat; pay attention and take action before the virus takes hold. Call us to discuss an herbal formulation. If you want to have additional support by acupuncture and TCM for your positive energy (Qi), and to reach your optimal health in preventing and recovering from a viral infection, we encourage you to reach out to us at myartofwellness@gmail.com for further professional advice from the view of Chinese Medicine.” Further, you state that consumers can “prevent viral Infection” by, among other things, “seek[ing] out acupuncture treatment and herbs from your trusted practitioner to help boost your immune system. Now is a good time to seek alternative and integrative medicine. Our office is open, or we can help you over the phone.... TCM

doctors in China are currently studying the effects of acupuncture and herbs on patients with coronavirus. Almost 90% of the COVID-19 patients in Beijing received TCM treatments (acupuncture and herbs) in addition to conventional medical intervention. Acupuncture experts are documenting cases where acupuncture brings down fever significantly, and herbs have been shown to help resolve the severe cough.”

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 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