



United States of America  
FEDERAL TRADE COMMISSION  
Southwest Region

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

May 1, 2020

**WARNING LETTER**

VIA EMAIL TO [info@ashlandnaturalmedicine.com](mailto:info@ashlandnaturalmedicine.com)

Ashland Natural Medicine  
180 Lithia Way, Suite 103  
Ashland, Oregon 97520

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://www.ashlandnaturalmedicine.com/> on April 29, 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 “COVID-19 Update: Cytokine Storm, Elderberry, No Homeopathic Nosodes and Good News!”, claiming that “In regards to treatment: Both Dr. Miki and I feel confident that we have useful tools for this infection. . . . Chinese medicine, homeopathy and western herbs appear to be helping many people with this infection so our intention is to use them to treat ill people. If you get any signs of this infection, please reach out to us right away. Early treatment will likely change some outcomes as well as reduce the spread. For the time being, we are still not going to see acutely ill patients inside the clinic. Instead, we will be using telemedicine to find solutions and convey treatment. Alima, our medicinary manager, will still be available in the Medicinary to ship medicines to patients. Additionally, we will soon have a lock box installed outside of the clinic for patients to pick-up their medicines.”

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 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