



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

Serena Viswanathan  
Acting Associate Director  
Division of Advertising Practices

July 10, 2020

**WARNING LETTER**

VIA EMAIL TO [back2healthnj@gmail.com](mailto:back2healthnj@gmail.com)

Back 2 Health Family Wellness Center  
200 White Road, Suite 111  
Little Silver, NJ 07739

Re: Unsubstantiated claims for Coronavirus treatment or prevention

To Whom It May Concern:

This is to advise you that FTC staff reviewed your website at <https://back2healthnj.com/> and your social media websites at <https://facebook.com/back2healthnj> and <https://www.youtube.com/user/back2healthnj/> in July, 2020. We have determined that you are unlawfully advertising that certain services treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- **“Corona Virus Covid-19 and Chiropractic. . . . You are never able to completely prevent illness, but there are certainly ways you may lessen the severity or duration if you do happen to get sick. Regular chiropractic adjustments help boost your immune system, and there are other ways to naturally boost your immune system: **Spinal adjustments have been shown to boost immune function** because they serve to correct the spinal misalignments that cause the nervous system dysfunction. Nervous system dysfunction stresses a body out, which can lead to a weakened immune system and lowered response to the cold virus or covid-19 (corona virus). . . . Organs that have a strong relationship with the immune system, such as the lymph nodes and the spleen, communicate with your brain and nerves, and if your nervous system isn’t functioning at an optimal level, a communication breakdown can occur. Getting a chiropractic adjustment is integral to keeping your body functioning optimally. Even one adjustment can bring about an immediate immune boost. **A chiropractic adjustment isn’t the only way to increase your immune function even though it is one of the most important ways to increase your immunity.** . . . Most importantly going for regular adjustments**

even if you feel OK, you may find yourself fighting the corona virus and the flu better than before!” This page also includes a graphic that states: “Chiropractic Boosts Immunity! Research shows that regular chiropractic adjustments increase your immune system 200%.” [from your webpage <https://back2healthnj.com/corona-virus-covid-19-and-chiropractic/>]

- “Hello my name is Dr. Dennis Hupka. I am a chiropractor in Little Silver, New Jersey. I understand and acknowledge the fear and apprehension everyone has about this virus – but I want to give you some information and some hope because that’s what we need right about now. . . . So how do we decrease the chance of being one of those that has to go to the hospital? . . . I asked in the beginning how do we decrease the chance of being one of those that has to go to the hospital. Work on eliminate[ing] those stressors that I mentioned earlier. Go to the chiropractor to check and make sure that there is no interference in your nervous system and by doing this you can maximize the power, the power that made the body and increase that power to heal the body.” The description of this video states: “Chiropractor from Little Silver, NJ explains how to improve your immune system to fight any virus including the corona virus or Covid 19.” [from the video titled “Chiropractor Explains how to improve your immune system Back2Health NJ,” posted on April 25, 2020 to your YouTube channel, available at <https://www.youtube.com/watch?v=dFyzKn9QzsM>]

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 treatment or prevention claims regarding such services are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims.

In addition to the claims identified above, you are also advised to review all other claims for your services and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to Richard Cleland via electronic mail at [rcleland@ftc.gov](mailto: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 Mr. Cleland at 202-326-3088.

Very truly yours,

Serena Viswanathan  
Acting Associate Director  
Division of Advertising Practices