



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

June 1, 2020

WARNING LETTER

VIA EMAIL TO info@biobalancepemf.com

BioBalance PEMF
Cromwell Bridge Road, Suite 312
1001 Cromwell Bridge Road
Towson, Maryland 21286

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://biobalancepemf.com/> on May 25, 2020. We have determined that you are unlawfully advertising that your PEMF (pulsed electromagnetic field) devices treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- In marketing materials titled “PEMF Therapy for Coronavirus COVID-19,” you claim that “How Does PEMF Therapy Help Keep You Safe from Coronavirus?... PEMF therapy is like a power-up for your cells. It has many uses, and one of those is fighting illness. A simple explanation for how PEMF works would be akin to giving your cells a cup of coffee to energize and speed up their job. . . . Right now, your immune system is the best way to prevent the virus from getting severe. Investing in PEMF equipment not only helps during this pandemic, but in the future, it will help fight other illnesses. . . . Keeping yourself safe during this COVID-19 pandemic is the top priority for anyone. PEMF is an incredible drug-free technology that is currently one of the best ways to help prevent the virus from getting fatal.”

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