



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

April 29, 2020

WARNING LETTER

VIA EMAIL TO YARDITO1@YAHOO.COM

Core Acupuncture
926 Arch Street
Philadelphia, Pennsylvania 19107

The Pavilions at Greentree, Suite 306
651 Route 73 North
Marlton, New Jersey 08053

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.coreacupuncture.com/> on April 24, 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:

- Claiming to sell “Traditional Chinese Medicine to help with prevention and treatment of COVID-19 also known as the novel coronavirus. If you need to buy herbs, please call... to place your order.”
- Claiming that “Traditional Chinese Medicine can help with prevention and treatment” of COVID-19.
- On a page on your website accessible by clicking a tab titled “Coronavirus TCM [traditional Chinese medicine],” marketing “Prevention” herbs that you claim “can be taken by anyone who is concerned about contracting the virus or have possibly been exposed to it recently. The medicine works by cleansing the system and pushing out the virus before it has a chance to take hold and develop. This formula has shown to

be extremely effective in China.”

- On a page on your website accessible by clicking a tab titled “Coronavirus TCM [traditional Chinese medicine],” marketing “Treatment” herbs that you claim “should be taken if you show symptoms of potentially or definitively having contracted COVID-19. . . . It is especially important for people with weakened or compromised immune systems to take this as soon as possible in conjunction with western medicine.”

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