



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

May 21, 2020

WARNING LETTER

VIA EMAIL TO cory1356@yahoo.com

Cory's SEOM
413 W 9th Ave.
Escondido, CA 92025

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 www.corysseom.com on May 14, 2020. We also reviewed your social media websites at www.facebook.com/Corys-SEOM-1645076239047597/ and www.instagram.com/corysseom/, where you direct consumers to your website, www.corysseom.com, and your online store at <https://squareup.com/store/corysseom>, to purchase essential oils including "Virus Killer Throat Spray." We have determined that you are unlawfully advertising that certain products prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims include:

- **"Why Essential Oils Kill Viruses & The Cory's SEOM Virus Killer Mix**

The pandemic in the world today is extremely serious. According to Anthony Fauci, the director of the National Institute of Allergy and Infectious Diseases, USA could see from **100,000 to 200,000 deaths** due to the Covid-19 virus. In addition, our economy is being destroyed by this virus. **There is no medical solution at this time.** So, it's time to think outside of the box and take a careful look at alternative solutions.

Essential oils have been used for thousands of years to deal with health problems because they work. In addition, extensive scientific testing has been done, analyzing the results of using essential oils on a variety of viruses. Those tests have proven that essential oils have powerful effects on not only viruses, but also on bacteria, microbes, germs, yeasts & fungi.

All viruses share certain characteristics, which is why they are grouped together as 'viruses'. All of the essential oils that have been analyzed in the table, on the back of the flier, have been proven in scientific testing to be effective at killing viruses. Our Virus Killer mix contains all of these essential oils. **One of the essential oils in our mix has already been proven in medical testing to kill the SARS virus, which is a subset of the Corona Virus.** We believe that, due to the similarities in viruses, there is an excellent chance that our products will also be very effective at killing the Covid-19 virus.

Sage EO - Proven to kill the SARS (severe acute respiratory syndrome) virus. **This virus is caused by the Corona Virus. Covid-19 is a subset of the Corona Virus....**

This new mix is called the '**Virus Killer**' which we believe could help not only the health of people, but also the economy of the country. From substantial experience, we know exactly which combinations of essential oils will work on many health conditions. Essential oils need to be mixed in a specific order and in the proper percentages to be effective for specific health conditions. This is not a simple or easy-to-understand process. It takes years of experience to come up with the right formulas to solve particular health problems.

Our products achieve great results because of two key elements, the quality of the essential oils that we use and the knowledge that we have to ensure the best mixtures. Given the present situation with the Covid-19 virus, it is especially important to get the best solutions possible and to get them quickly. At this time, we cannot prove that our products will kill the Covid-19 virus, but logic dictates that it should.

We have this mix in a number of formats.... The most powerful application is the '**Virus Killer Throat Spray**' which is used by spraying the mix into the back of your throat and then breathing the essential oils into your lungs so they can kill the viruses in your lungs. The throat spray is also helping people with a variety of respiratory issues. We now have this mix in a glass spray bottle that you can spray into the back of your throat to kill viruses in the throat, and inhale the essential oils into the lungs to kill any viruses that are in the lungs." [available on www.corysseom.com/prod-viruskiller.html]

- "This new mix is called the 'Virus Killer' which we believe could help not only the health of people, but also the economy of the country. From substantial experience, we know exactly which combinations of essential oils will work on many health conditions. #Essentialoils need to be mixed in a specific order and in the proper percentages to be effective for specific health conditions. This is not a simple or easy-to-understand process. It takes years of experience to come up with the right formulas to solve particular #health problems.

Our products achieve great results because of two key elements, the quality of the essential oils that we use and the knowledge that we have to ensure the best mixtures.

Given the present situation with the #Covid-19 virus, it is especially important to get the best solutions possible and to get them quickly. At this time, we cannot prove that our products will kill the Covid-19 virus, but logic dictates that it should.” [posted to www.instagram.com/p/B_8nbwVIC4F/ on May 9, 2020, and to www.facebook.com/Corys-SEOM-1645076239047597/ on May 8, 2020 at 8:33 p.m.]

- “Best gift for Mom...

Health

Check the ingredients all natural

Sage EO - Proven to kill the SARS (severe acute respiratory syndrome) virus. This virus is caused by the Corona Virus. Covid-19 is a subset of the #Corona Virus....”

[posted to www.instagram.com/p/B_5lmRyFI-V/ on May 7, 2020, and to www.facebook.com/Corys-SEOM-1645076239047597/ on May 7, 2020 at 4:19 p.m.]

- “Happy mother’s day...

Essential oils have been used for thousands of years to deal with health problems because they work. In addition, extensive scientific testing has been done, analyzing the results of using essential oils on a variety of viruses. Those tests have proven that essential oils have powerful effects on not only viruses, but also on bacteria, microbes, germs, yeasts & fungi.

All viruses share certain characteristics, which is why they are grouped together as ‘viruses’. All of the #essentialoils that have been analyzed in the table, on the back of the flier, have been proven in scientific testing to be effective at killing #viruses. Our Virus Killer mix contains all of these essential oils. One of the essential oils in our mix has already been proven in medical testing to kill the SARS virus, which is a subset of the Corona Virus. We believe that, due to the similarities in viruses, there is an excellent chance that our products will also be very effective at killing the #Covid-19 virus.”

[posted to www.instagram.com/p/B_3xVT0lQZa/ on May 7, 2020 with the hashtag #coronaviruskiller, and to www.facebook.com/Corys-SEOM-1645076239047597/ on May 6, 2020 at 11:23 p.m.]

- “A testimonial about how the #Virus Killer mix helped with coughing & symptoms of the #Covid19 virus.

When I first made the Virus Killer mix, a client who had purchased a number of my other mixes and had great success using them for a variety of issues, purchased a bottle of my Virus Killer Throat Spray mix. Her husband had gone to the hospital in January because he had flu symptoms. The hospital said that he had pneumonia, gave him a Z-pack and kept him overnight. He went home and nursed himself to a better health, but it left him with a bad cough. He was using my Anti-Cough & Flem Spray and it was helping, but he still couldn’t completely get rid of the cough. After purchasing the Virus

Killer Throat Spray, he used it the next time he had a coughing attack... and within a few hours his cough was gone and any symptoms of a lingering flu was gone too.

In early April, the wife came down with flu symptoms, a fever, and wanting to sleep all the time. Then it hit her #lungs and she felt like a knife was being pressed into her chest. She was coughing a lot, but just a dry cough, one of the symptoms of the Covid19 virus. She was about to go to the hospital, but then remembered about the Virus Killer #Throat Spray she had purchased for her husband, so she starting using it and began to feel better. Within 3 days, all the symptoms were gone and she felt great again. She is convinced that she had the Covid19 virus and that if she hadn't used the Virus Killer Throat Spray, she would have ended up in the hospital and on a ventilator... and could have died. She was so happy to have had the Virus Killer Throat Spray on hand to get rid of the virus and keep her out of the hospital.”

[posted to www.facebook.com/Corys-SEOM-1645076239047597/ on April 23, 2020 at 8:58 p.m.]

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 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, Assistant Director via electronic mail at 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 Richard Cleland at 202-326-3088.

Very truly yours,

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices