



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 crescentmoonherbals@yahoo.com

Crescent Moon Herbals, LLC
2200 Michener Street, Unit 12, Suite A
Philadelphia, Pennsylvania 19115

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.crescentmoonherbals.com/> on April 28, 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 “Corona Virus Protocol,” marketing a product containing Chinese Baikal Skullcap, Japanese Knotweed, Kudzu, Licorice, and Elderberry as “Buhner’s Core Formulation #1 For Corona Virus or SARS,” with “Dosage: 1 dropperful 3x day preventative use; 6x a day if active infection.”
- In marketing materials titled “Corona Virus Protocol,” marketing a product containing Cordyceps, Dong Quai, Rhodiola, and Astragalus as “Buhner’s Core Formulation #2 Immune System for Corona Virus or SARS,” with “Dosage: 1 dropperful 3x day preventative use; 6x a day if active infection.”
- In marketing materials titled “Corona Virus Protocol,” marketing a product containing Dan Shen (*Salvia miltiorrhiza*), Red Root, and Cinnamon as a “Buhner’s Core Formulation #3 Cellular Protection for Corona Virus or SARS,” with “Dosage: 1 dropperful 3x day preventative use; 6x a day if active infection.”

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