



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

Richard Quaresima
Acting Associate Director
Division of Advertising Practices

April 23, 2020

WARNING LETTER

VIA EMAIL TO flcccols@att.net

Fuller Life Chiropractic
40C EastBrook Bend
Peachtree City, GA 30269

Re: Unsubstantiated claims for Coronavirus prevention

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at the URL <https://www.fullerlifechiropractic.com> in April 2020. We have determined that you are unlawfully advertising that certain services prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention claims on your website include:

- **“Defense Against the Coronavirus and Influenza. . . .** Recently the COVID-19 virus (a.k.a. coronavirus), has captivated the news and caused much anxiety in the general population. Understanding the spread of infectious disease and how best to defend yourself can lessen the fear as well as your chances of being impacted by these infectious pathogens. . . . Internal defences [sic] are those your body innately has. These defences [sic] are the best line of defence [sic] against any sort of pathogen. Functioning at 100%, your immune system is nearly impenetrable to pathogens that can make you sick. The key here is having your immune system functioning as close to 100% of its innate ability as possible... **Raising Your Innate Immunity.** Your immune system is controlled by your nervous system. Anything that interferes with proper nerve system function will have a negative impact on your immune system. Chiropractic has been shown to be the most effective form of healthcare for restoring proper nerve system function. The purpose of chiropractic care is to correct interference in your nerve system. The most common cause of interference to your nerve system is from vertebral subluxations. Subluxations can cause your nerve system to function at less than optimum and therefore have a negative effect on your immune system. Correcting subluxations through specific scientific chiropractic adjustments help to ensure that your nerve system and,

therefore, your immune system are functioning as close to their maximum innate potential as possible. This increases your defenses against outside pathogens and increases your potential to stay healthy.” [from your webpage

<https://www.fullerlifechiropractic.com/page/coronavirus-and-influenza.html>]

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 prevention claims regarding such services 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 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 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 Christine Lee at 202-326-3088.

Very truly yours,

Richard Quaresima
Acting Associate Director
Division of Advertising Practices