



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

May 8, 2020

WARNING LETTER

VIA EMAIL TO inquiries_usa@puredia.com

Puredia

9711 Irvine Center Drive

Irvine, CA, 92618

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://www.puredia.com/> in May 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or cure claims on your websites include:

- On your website at <https://www.puredia.com/news-content/apr2020-ingredient-for-covid-19-immune-support>, you state: “Ingredient for COVID-19 Immune support[.] Can’t locate Quercetin for your COVID Formula? Consider this Flavonoid-rich Ingredient for Immune Support (with Methylated Quercetin)...As you are well aware, brands are scrambling to bring immune products to market per the COVID-19 crisis. Ingredients with prior history of success during the flu epidemics, like quercetin (a popular flavonoid), are running out of stock...What inspired us to write this paper? One case involves a family of 7 in Spain who were all diagnosed with COVID-19. The mother has been taking CyanthOx™ for 6 months and remains the only one free of symptoms. In response we encouraged the entire family to take a double dose of CyanthOx™. Within 3 days (after having been ill for 2 weeks) all show significant improvement. This anecdotal finding compelled us to do further research. Patients recovering from COVID-19 related pneumonia often present with reduced lung function. Flavonoids, especially flavonoid rich blends like CyanthOx™ derived from such rich phytonutrient and polyphenol sources as sea buckthorn, not only offer support during infections, but also support inflammation modulation (via the nitric oxide pathway) and lung water alleviation.”

- The same web page also includes a “Reference” section. Included in the “References” is a link to an article, “As coronavirus spread speeds up, Montreal researchers will trial an anti-viral treatment for COVID-19 in China” at the website <https://www.cbc.ca/radio/thecurrent/the-current-for-feb-28-2020-1.5479561/as-coronavirus-spread-speeds-up-montreal-researchers-will-trial-an-anti-viral-treatment-for-covid-19-in-china-1.5480134>, which states: “Researchers in Québec are hopeful that a drug derived from plants could be the key to curing infections caused by the novel coronavirus. The broad spectrum anti-viral medicine known as quercetin has already proven successful at treating Ebola and Zika viruses...[a researcher quoted in the article] believes the novel coronavirus may infect people in a way similar to viruses that came before it. That means the drug could have the ability to block the virus from developing in the body. ‘We believe that this particular drug interrupts the entry of viruses...so that you can attack several viruses at the same time.’”

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 product identified above. Thus, any coronavirus-related prevention or treatment claims regarding such product 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 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