



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

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices

July 10, 2020

WARNING LETTER

VIA EMAIL TO hackbartchiropractic@gmail.com

Hackbart Chiropractic
508 N. 6th St.
Seward, NE 68434

Re: Unsubstantiated claims for Coronavirus treatment or prevention

To Whom It May Concern:

This is to advise you that FTC staff reviewed your website <http://hackbartchiropractic.com/> and your social media page at <http://facebook.com/hackbartchiropractic> in July, 2020. We have determined that you are unlawfully advertising that certain services treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- **“Improved Immunity During Covid-19[.]** Which is better, a good offense or a good defense? The best teams in sports have both. And with the COVID-19 pandemic continuing to spread, the same rule applies to your health. . . . [E]xposure to the virus at some point is inevitable and a good offense will be crucial in remaining healthy. So what can you do to create a strong offense within your immune system? There are many things you can do but what is the single most effective option? Get Adjusted! . . . Chiropractic deals with the function of the nervous system which is the body’s master controller. It controls and coordinates 100% of your body’s functions, including immunity. If your nervous system’s communication isn’t in sync, immunity and other functions can diminish. Chiropractic adjustments address these communication errors and boost the immune system by allowing it to function optimally.... Through other research, it is found that the adjustment actually increases white blood cell counts giving individuals with adjusted spines an advantage in fighting off foreign viruses and bacteria that they are

exposed to.... Chiropractic is full of amazing, life changing, benefits and right now, the immune function of our community is critical. No other drug or vaccine can offer protection from sickness like a specific chiropractic adjustment. Develop a good offense through chiropractic so you can have the upper hand over COVID-19.” [from your webpage “Improved Immunity During Covid-19,” <http://hackbartchiropractic.com/blog/improved-immunity-during-covid-19>]

- **“Other Offensive Strategies During COVID-19[.]** In our last article, we discussed the importance of having a good offense during this COVID-19 pandemic. . . . [N]obody seems to give out information on offensive strategies to make sure your immune system is in healthy shape in order to fight off any virus you might be exposed to. The single most important thing you can do to improve your immunity is to get adjusted.” [from your webpage <http://hackbartchiropractic.com/blog/other-offensive-strategies-during-covid-19>]
- “So if we were to ask you, what do you think of your chances of getting the coronavirus, what would you say? Most people would say, ‘I’m going to take my chances. I’m not going to be exposed to it.’ In reality, most people are going to be exposed to it. . . . At some point, you’re going to have to leave your house. And if you’re not prepared, and your body’s not in alignment with the way God designed it, you’re gonna get sick. . . . We need to focus on principles that are going to build your immune system up and build your own defenses up because odds are you’re going to be exposed to it... So, obviously you need to be aligned right. And when I talk about alignment, I’m talking about the spine and nerve system. . . . So alignment of the spine is crucial. The first thing you should be doing is getting adjusted, getting your alignment right. . . . We’re going to continue to produce videos to help you guys build a good foundation and get healthier. Not just sitting in fear, and waiting for things to happen, or waiting for the coronavirus to ‘be gone.’” [from a video posted to your Facebook page on April 21, 2020]

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 treatment or prevention claims regarding such services are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims.

In addition to the claims identified above, 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.

Hackbart Chiropractic

July 10, 2020

Page 3

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 Mr. Cleland at 202-326-3088.

Very truly yours,

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices