



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

1999 Bryan St., Ste. 2150
Dallas, Texas 75201

May 8, 2020

WARNING LETTER

VIA EMAIL TO info@healthremedies.com

Health Remedies
c/o Dr. David J. Scheiderer
3392 Magic Oak Lane
Sarasota, Florida 34232

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://healthremedies.com/> on May 6, 2020. We have determined that you are unlawfully advertising that certain products that you sell on your website treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- In marketing materials titled “Coronavirus and Your Immune System: How to Reduce Your Risk,” accessible either by clicking on a conspicuous “COVID-19 & Your Immune System” link, or a prominent banner reading “Coronavirus Outbreak: How to Reduce Your Risk and Start an Immune Support Protocol... Learn More,” on your homepage, you state: “What can I do to keep myself and my family safe and healthy?... We know that some people who develop COVID-19, or any other flu or virus, react mildly and experience mild symptoms, while others develop far more severe cases. This disparity is likely a direct indication of the strength of the individual’s immune system. 4 things to boost your immune system:... 4. Start an immune support protocol. Dr. Dave travels 20 days a month speaking at conferences all over the world. He firmly believes in the following vitamin and supplement protocol: Immunitone Plus™, Vitamin D Supreme™ and ProBioMed 100™. They should all be taken together for maximum effect and taken in combination with a Vitamin C supplement.” On this page, you market a group of “Coronavirus Vitamins and Supplements – Designs [sic] for Health

Immune Protocol Products,” that includes:

- An “Immunitone Plus” product;
- A “Vitamin D Supreme” product;
- A “ProbioMed 100” product;
- A “Body-Guard” product; and
- A “Nat-Stim” product.

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