



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

Dama J. Brown, Regional Director
Federal Trade Commission – Southwest Region
1999 Bryan Street, Suite 2150
Dallas, Texas 75201

May 1, 2020

WARNING LETTER

Holistic Health Acupuncture
1617 E. Barnett Road
Medford, Oregon 97504

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://holistichealthacupuncture.com> on April 24, 2020. We also reviewed your social media website at <https://www.facebook.com/holistichealthacupuncture>, where you direct consumers to contact you for herbal treatments or products relating to COVID-19. We have determined that you are unlawfully advertising that certain products or services prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website and social media page include:

- On your website homepage, you state: “We provide herbal support for acute illness and prevention and treatment of COVID-19. Please call at the first sign of symptoms for optimal results.”
- On your website, on a page titled, “CHINESE MEDICINE FOR COVID-19,” you state: “As practitioners of acupuncture and Chinese Medicine, we have tools to help all stages of the COVID-19 virus and to help you protect yourself from contracting it. Our herbal training allows for differential diagnosis of the illness depending upon how it presents. We have protocols for fever, wheezing, body aches, respiratory

distress, shortness of breath, and digestive upset. We have an extensive herbal pharmacy and can tailor formulas for specific presentations.”

- On the same webpage, you claim: “We have the tools to possibly prevent and also shorten the duration and intensity of COVID-10 [sic] with Chinese Herbal Protocols. It’s imperative that you act sooner than later. Don’t let symptoms linger. **Call us immediately at first sign of fever, sore throat, dry cough, etc. WE CAN OFFER SUPPORT.**”
- On the same webpage, you provide a list of recommended supplements and claim: “These supplements may help protect you but they will not treat the virus. Some of them may help shorten the illness and decrease intensity of symptoms, such as Gan Mao Ling, and Immune Core.”
- On the same webpage, you claim: “Jade WindScreen (Yu Ping Feng San) is an ancient traditional Chinese herbal formula that helps to strengthen our defensive-Wei Qi to prevent illness and support immune resilience. It contains Astragalus which is currently being used in China, among other herbs for ward off [sic] COVID-19. Jade Screen [sic] regulates the immune system & helps prevent colds, flus & viral infections.”
- “Oregon is testing more people for COVID-19, and due to increased testing, we are seeing more cases reported. Many of the cases are mild. We can help you with herbs if you want to increase your immune function or if you become exposed or contract the illness. Please call us at the first sign of symptoms.” (From a March 27, 2020 post on your Facebook page.)

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 products or services identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products or 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 products or services and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to Assistant Director Jim Elliott via electronic mail at jelliott@ftc.gov describing the specific actions you have taken to address the FTC’s

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concerns. If you have any questions regarding compliance with the FTC Act, please contact Reid Tepfer at rtepfer@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director, Southwest Region
Federal Trade Commission