



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

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices

May 19, 2020

**WARNING LETTER**

VIA EMAIL TO [info@juliehealth.com](mailto:info@juliehealth.com)  
Julie E. Health  
2824 May Ave.  
Redondo Beach, CA 90278

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Julie E.:

This is to advise you that FTC staff has reviewed your website at <https://www.juliehealth.com/> in May 2020. We have also reviewed your social media websites at <https://www.instagram.com/juliehealth/> and <https://www.facebook.com/pg/JulieEHealthandWellness/> where you promote the sale of your EMF [Electro Magnetic Radiation] Blocking Patches and supplements. 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.juliehealth.com/post/corona-virus-prevention-and-treatment-kit>, you promote the sale of a “Corona Virus Prevention and Treatment Kit” available for sale at <https://www.juliehealth.com/product-page/corona-virus-prevention-and-treatment-kit>, and state: “I have put together a small kit that is your first line of defense nutritionally speaking to prevent the corona virus; this includes keeping the nervous system calm, the gut healthy, the electricity circuitry of the body strong, an anti-viral and the best nutrition for the lungs....Simple Prevention Kit[:] Fermented Mushrooms[:] EFA oil[:] Pink Salt[:] pH Minerals[:] D3[:] Microbiome[:] CDP Choline...Elite Prevention Kit: Includes: Everything in the Sample Kit plus... Vitamin C[:] Zing[:] Glutathione[:] Asta[:] EMF remediation for all phones, tablets and computers[:] LMP remediation for the home[:] BioActive Silver Hydrosol[.]”

- On your social media websites at <https://www.instagram.com/julieehealth/> and <https://www.facebook.com/pg/JulieEHealthandWellness/>:
  - In posts on March 13, you state: “The Coronavirus hysteria has reached worldwide...[b]uild your immune system with the pictured suggestions [which include EMF remediation and Alkaline pH] as well as D3, olive leaf, allicidin, and aloe detox...Also be sure ALL of your devices have EMF remediation[.] That means buying the remediation patches and be sure every device has them!! Did you know that Wuhan China was the first city to have 15,000 cell towers??...It is being used as a test city for the World which is why the EMF remediation is a necessity!”
  - In posts on March 16, you state: “Most are having feelings of anxiousness or worry during this period of uncertainty which only further depletes the immune system. Staying calm and using your #emfremediation stickers are my TOP #simplesolutions that you can be doing right now to avoid the #coronavirus while also staying quarantined.”
- On your social media website at <https://www.facebook.com/pg/JulieEHealthandWellness/> in a post on May 4, you post an article titled, “Higher US COVID-19 cases and deaths in 5G states” and state: “and here it is...higher rates of CVirus in sates with 5 g[.]. Be sure to stop by or call our clinic to purchase your EMF remediation devices!”

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 Richard Cleland, Assistant Director via electronic mail at [rcleland@ftc.gov](mailto:rcleland@ftc.gov) describing the specific actions you have taken to address the

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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