



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

June 3, 2020

WARNING LETTER

VIA EMAIL TO info@KoiWellBeing.com
Koi Wellbeing
5632 La Jolla Blvd
La Jolla, CA 92037

Re: Unsubstantiated claims for Coronavirus prevention or treatment

To Whom It May Concern:

This is to advise you that FTC staff reviewed your website at <https://koiwellbeing.com> on May 28, 2020. We also reviewed your social media websites at www.instagram.com/koi_wellbeing/ and www.facebook.com/koiwellbeing/, where you direct consumers to your website <https://koiwellbeing.com> and your online shop at <https://koiwellbeing.square.site>, where they can schedule IV Vitamin C therapy sessions and other treatments, and purchase supplements. We have determined that you are unlawfully advertising that certain services and products prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims include:

- “To accommodate our patients and clients we have launched our online store where you can shop our full line of products from the comfort of home.

Store Pickup. Curbside Pickup and Local Delivery within an hour! A key contribution we make to fighting COVID-19 is providing immunity boosting IV therapies, most notably that of High Dose Vitamin C, which has seen positive results in clinical trials for the treatment of COVID-19.

Link to store in bio...

#holistic #healthcare #wellness #lifestyle #vitality #selfcare #iv #ivtherapy #vitc #vitaminc #vitamins #immunity #immune #coronavirus #covid19 #onlinestore #antiaging #natural #medicine #lajolla”

[Instagram post dated March 26, 2020, available at www.instagram.com/p/B-M-opijF_j/]

- “To accommodate our patients and clients we have launched our online store where you can shop our full line of products from the comfort of home.

Store Pickup, Curbside Pickup and Local Delivery within an hour!

A key contribution we make to fighting COVID-19 is providing immunity boosting IV therapies, most notably that of High Dose Vitamin C, which has seen positive results in clinical trials for the treatment of COVID-19.

Visit: koiwellbeing.square.site

#holistic #healthcare #wellness #lifestyle #vitality #selfcare #iv #ivtherapy #vitc #vitaminc #vitamins”

[Facebook post dated March 26, 2020 at 12:00 p.m. on www.facebook.com/koiwellbeing/]

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a service or 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 services and products identified above. Thus, any coronavirus-related prevention or treatment claims regarding such services and 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 services and products and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Koi Wellbeing

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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