



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 [contactus@lemushealth.com](mailto:contactus@lemushealth.com)

Lemus Natural Medicine  
11401 SW 40<sup>th</sup> Street #120  
Miami, Florida 33165

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff has reviewed your websites at <https://lemusnaturalstore.com/> and <https://lemusnatural.com/> and your social media postings on Facebook (<https://www.facebook.com/lemusnaturalmedicine/>) on May 4, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- On your websites <https://lemusnatural.com/> and <https://lemusnaturalstore.com/>, you display a prominent banner advertisement labeled “First Aid Protocol COVID-19.” Clicking on that banner from either site takes consumers to a webpage where they are invited to submit contact information and subscribe to receive a free “First Aid Protocol for Viruses.” You state that, “At Lemus Natural Medicine we have four first aid protocols for Coronavirus, viral and respiratory problems, one is to strengthen the Immune System, another for when there is a cough, fever, or sore throat, another for Flu Symptoms, Sinus Symptoms, and finally for first aid in case of Coronavirus symptoms even if they are minor.... Dr. Lemus and his team of specialists treat their patients only and exclusively with Natural Medicine...”
- On your websites <https://lemusnatural.com/> and <https://lemusnaturalstore.com/>, you maintain a “Coronavirus” option in your website navigation menus. When consumers click on the “Coronavirus” option, they are taken to a webpage titled, “COVID-19 Coronavirus Disease 2019,” with a prominent button stating, “Beat the Coronavirus.” When consumers click on the “Beat the Coronavirus” button, they

are directed to marketing materials titled “COVID-19: Prevention Tips” that promote a product called “Immun-I-Can.”

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 product 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](mailto: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](mailto:zkeller@ftc.gov).

Very truly yours,

Dama J. Brown  
Regional Director  
Southwest Region