



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

May 18, 2020

WARNING LETTER

VIA EMAIL TO info@loveacu.net

Love Acupuncture & Wellness Group
15661 SE 82nd Drive
Clackamas, Oregon 97015

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 <http://loveacu.net/> on May 12, 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 website include:

- In marketing materials accessible from your homepage through a link titled “Alternative treatments for COVID-19 (coronavirus),” you claim:
 - That “[i]n the Chinese history, whenever a plague is rampant, Chinese medicine practitioners are always on the front lines to battle the disease. Many survived with the help of Chinese Medicine; so in this fight with the insidious and novel virus, Chinese Medicine once again should take a primary role in effective treatment and must not be absent in action!”
 - That “the Chinese government distributed Chinese herbal medicine to everyone with covid-19 in the hospital and at yielded a 94% improvement rate.... In the fight against the pandemic of pneumonia from 2019-nCoV Novel Coronavirus infection, Hubei Provincial Hospital of Traditional Chinese Medicine diligently used the specialties of TCM, in cooperation with relevant departments to study and formulate pneumonia prevention and treatment programs revealing that Chinese herbs played a definitive role in positive treatment outcomes. Chinese herbal formulas harbor the unique potential to reduce fever and cough symptoms, limit disease progression, and improve overall immunity, and thus a

person's ability to mount an essential immune response to the virus. The results in China are positive!"

- That “[i]f you or someone you know is sick or would like general immune support, we are offering live video-conference appointments to provide you with a customized herbal prescription that may reduce severity of symptoms and shorten the duration of infection. We have witnessed miracles of Eastern Herbal Medicine treating colds, flus, bronchitis and pneumonia.”
- That “[w]e have always offered virus prevention herbal medicine for those who are just worried about potential exposure. These are herbs to help your immune system stay strong and anti-viral herbs that may help avoid contracting a virus. While we are not allowed to say these herbs treat COVID-19. What we can tell you is that these preventative formulas are being used in China and the reports are showing a positive difference. For us to supply you with herbal medicine you must book an online Chinese Herbal Medicine consultation with one of our Acupuncturists.”
- That “[t]he traditional Chinese medicine (TCM) herbal formula base for COVID-19 (coronavirus) was published in the China Daily from the Chinese National Health Department and the Traditional Chinese Herbs Administration. This formula is called “Clear Lung Toxins Formula” and was created by a panel of four TCM experts from four provinces. This base formula was tested on 214 patients and 90% improved.”
- That “[f]or those that seek alternative medicine, please schedule a Chinese herbal medicine consultation on our website and select if you would like a video conference. We will mail you your customized herbal formula to your home.”
- In marketing materials accessible from your homepage through an option in your website navigation menu titled “Staying healthy in the time of COVID-19,” you claim:
 - That consumers should “[c]onsult with your Naturopathic Doctor, your Acupuncturist or another healthcare practitioner for comprehensive treatment plans for your prevention and symptoms. You can book a video conference for your own customized herbal treatment plan by clicking here [\[http://love.janeapp.com/\]](http://love.janeapp.com/).”
- In marketing materials accessible from your homepage through an option in your website navigation menu titled “COVID-19 Resources,” you claim, “Here is what we do know: Chinese medicine continues to be an incredibly effective means of providing support against even the most resistant pathogens. With a primary goal of supporting the body in its own healing, Chinese medicine is excellent at both prevention and treatment. Here at Love Acupuncture & Wellness Group, while not feeling overly

stressed, we are staying vigilant and mindful of the developments with the COVID-19 virus that seems to be spreading in our area.”

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