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

July 7, 2020

WARNING LETTER

VIA EMAIL TO gethealthy@naturalhealthclifton.com
Natural Health Center of Clifton
1033 Clifton Ave Suite #114
Clifton, NJ 07013

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 www.naturalhealthclifton.com on June 26, 2020. We also reviewed your social media website at www.facebook.com/NaturalHealthCenterClifton/, where you direct consumers to your website, www.naturalhealthclifton.com, to schedule chiropractic and acupuncture services and nutritional consultations. We have determined that you are unlawfully advertising that certain products and services prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims include:

- **“COVID-19**

Dear Patient of The Natural Health Center,

As your healthcare partner, we want you to know that your safety is always our top priority and we are taking the recent outbreak of the coronavirus (COVID-19) very seriously....

Boost Your Immune System & Protect Yourself Against The CoronaVirus

Chiropractic Adjustments: Spinal adjustments have been shown to boost immune function because they serve to correct the spinal misalignments that cause neural dysfunction. Even one adjustment can bring about an immediate immune boost. A

chiropractic adjustment isn't the only way to increase your immune function, but it can vastly help.

Acupuncture: Acupuncture can regulate immune function and treat the underlying cause of the disease by reducing symptoms, speeding up the healing of infection and normalizing the body's immune response. It can also cause a rise in levels of interferon, one of the immune system's messenger hormones.

Nutritional Supplements: The Natural Health Center has collaborated with multiple teams and put together 6 key supplements specifically designed to BOOST your immune system. We suggest taking these before getting sick so that your immune system is strong enough to fight any pathogens. Ask one of our doctors if these would be right for you."

[www.naturalhealthclifton.com/covid-19/; see also Facebook post from March 16, 2020 at 12:20 p.m., at www.facebook.com/NaturalHealthCenterClifton/]

- **“Protect Yourself Against The Coronavirus**

At the Natural Health Center, we are closely monitoring the recent outbreak of a viral infection called the Coronavirus (COVID-19)....

That being said, there ARE simple things you should be doing to help protect yourself and your health....

Maintain A Healthy Immune System

- Chiropractic Treatments: Spinal adjustments have been shown to boost immune function because they serve to correct the spinal misalignments that cause neural dysfunction. Even one adjustment can bring about an immediate immune boost. A chiropractic adjustment isn't the only way to increase your immune function, but it can vastly help.
- Acupuncture: Acupuncture can regulate immune function and treat the underlying cause of the disease by reducing symptoms, speeding up the healing of infection and normalizing the body's immune response. It can also cause a rise in levels of interferon, one of the immune system's messenger hormones.

Boost Your Immune System

Of course having a healthy diet supports your immune system, but adding key nutritional supplements will *strengthen* your immune system.

We have collaborated with multiple teams and put together a “CoronaVirus Protocol” of various supplements specifically designed to BOOST your immune system and ward off

viruses. As this contains a lot of information, we will be sending a separate email detailing this tomorrow morning.”

[see Facebook post titled “Coronavirus: How to Protect Yourself” from March 4, 2020 at 3:07 p.m., at www.facebook.com/NaturalHealthCenterClifton/, linking to <https://mailchi.mp/naturalhealthclifton/coronavirus-how-to-protect-yourself>]

- “When we started offering IV Nutrition a few months ago, we wanted to specifically help our patients boost their immune system to be able to fight off potential illnesses. #covid.”

[see Facebook post titled “Find Out If You Qualify” from June 26, 2020 at 2:59 p.m., at www.facebook.com/NaturalHealthCenterClifton/, linking to <https://mailchi.mp/naturalhealthclifton/still-wondering-about-iv-nutrition-3262370>]

- “During the current health crisis in the world, we have many patients like you seeking assistance to prepare themselves. The best thing you can do is to strengthen your body’s natural defense, The Immune System.

As you know, we have many many services to strengthen your immune system.

One of our immune boosting services is Nutrition, and our office recommends the Immune Support Bundles from Biogenetix. ... call our office to set up a telemedicine appointment to discuss your options....

Immune Boost Bundle

Immediate Immune Support Concerns? ...

By maxing out the four key nutrients for Immune Support, this bundle can rev up your immune system for any current immune threats.” [This text is accompanied by graphic images of Coronavirus-type molecules]

[see Facebook post titled “Understand Your Immune Support” from May 18, 2020 at 12:59 p.m., at www.facebook.com/NaturalHealthCenterClifton/, linking to <https://mailchi.mp/naturalhealthclifton/immunesupport>]

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

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You are also advised to review all other claims for your products and services 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 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,

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices