



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

Dama J. Brown, Regional Director
Federal Trade Commission – Southwest Region
1999 Bryan Street, Suite 2150
Dallas, Texas 75201

May 1, 2020

WARNING LETTER

Natural Herbal Life, Inc.
1230 Rosecrans Avenue
Manhattan Beach, California 90266

Re: Unsubstantiated Claims for Coronavirus Prevention and Treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://naturalremedyforcoronavirus.com> on April 29, 2020. We have determined that you are unlawfully advertising that certain products or services prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website include, under the headings “Natural Remedy for Corona Virus” and “Prevention of the Corona Virus is the maximum utilization of the ability that you have”:

- You claim: “Natural Anti-Viral Dietary Supplement... With coronavirus and Sars flu-like viruses floating around the world, you need to know that there are natural anti-viral herbs and supplements. Whether it’s a cold, flu, mumps, or something more serious, the rules for kicking a virus are the same.”
- You further claim: “What Are Anti-viral Herbs? Anti-viral herbs boost the immune system, allowing the body’s natural defense to attack viral pathogens, using the body’s own defense systems. Bitter Leaf Tea (Vernonia Amygdalina) has been revered by African and Asians [sic] for centuries as an anti-inflammatory, anti-bacterial, antiviral, and anti-fungal. Bitter Leaf has anti-viral properties...”

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

Within 48 hours, please send a message to Assistant Director Jim 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 Reid Tepfer at rtepfer@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director, Southwest Region
Federal Trade Commission