



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

Via U.S. Mail and email: customers@naturments.com

Naturments
3409 W Oakland Park Blvd,
Lauderdale Lakes, Florida 33311

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://www.naturments.com> on April 29, 2020. We have determined that you are unlawfully advertising that certain products prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website include the following representations made concerning Black Seed Oil:

- On a webpage titled “Fight Coronavirus with Black Seed Oil: Boost Your Immunity,” under the heading “Research to Combat Coronavirus That Used Nigella Sativa Extracts,” you claim: “In an attempt to prevent COVID-19 duplication and possibly kill it, a study was made where it was found that extracts of *Anthemis hyalina* (Ah), *Nigella sativa* (Ns) and peels of *Citrus sinensis* (Cs) which were earlier used as a traditional medicine to combat antimicrobial diseases could decrease the virus load when any of them were added to the coronavirus infected cells. In the study, they tested the extracts based on their effectiveness on the imitation of coronavirus and the expression of TRP genes during coronavirus infection.”
- On the same webpage, under the heading “The black seed oil contains antiviral and antibacterial effects,” you claim: “*Nigella sativa* contains many essential components one of which is thymoquinone, an antioxidant and anti-inflammatory compound. Recent studies on the black seed oil have it that the seed has anti-inflammatory, anti-oxidant, anti-histaminic, antimicrobial, analgesic, and immunomodulatory activities

that can prevent secondary infections of sinuses and respiratory airways. It also contains antiviral and antibacterial effects that can finish off the pathogenic microorganisms.”

- On the same webpage, under the heading “Black seed oil can boost immunity,” you claim: “Recent independent clinical studies that were published in the archives of AIDS stated that black seed can have a positive impact on the defense system. It is capable of improving the ratio between helper t-cells and suppresser t-cells by a significant amount. At the same time, it boosts natural killer cell activity. And researchers have proven that the immunity system is the only system that has the ability to combat diseases and produce cells that kill viruses. Considering these facts, black seed oil can potentially treat every disease as it boosts the defense system which is in charge of curing diseases and combating viruses.”
- On a webpage titled “Combat Coronavirus by Boosting Your Immunity With Black Seed Oil,” you claim: “Did you hear that many doctors are suggesting using honey with ginger and other ingredients to combat coronavirus? You can add black seed oil to the list.... [I]f you reside in or near an area that has shown cases [of COVID-19], you can boost your immune system to fight the deadly coronavirus. It’s the least you can do since so far government’s [sic] haven’t come up with any vaccine that could cure the deadly virus.... [B]lack seed oil... is a valuable herbal medicine... believed to be the miracle cure for all diseases except death.... Of late different clinical studies that were published in the archives of AIDS recognized the amazing effects of black seed on the immune system.... This is a strong clue for you to start taking the superfood to boost your immune system and fight the corona disease.”

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 product 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 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.

Naturments
May 1, 2020
Page 3

Very truly yours,

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