



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

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices

July 7, 2020

WARNING LETTER

VIA EMAIL TO nsideouthealth@gmail.com
NSideOut Health
Atlanta, GA

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your social media websites at <https://www.instagram.com/nsideouthealth/> and <https://www.facebook.com/pg/NsideOuthealth/> in July 2020, where you promote products you sell in your online store at <http://nsideouthealthy.com>, including Elderberry Syrup, Sea Moss, and Black Seed Oil. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- On your social media website at <https://www.instagram.com/nsideouthealth/>, in similar posts on April 1, April 2, April 5, April 6, April 7, April 8, April 9, April 10, April 30, May 4, May 15, and June 12, you post images promoting Elderberry Syrup and its purported immune-boosting characteristics, and state: “Ideal for everyday use but especially during this pandemic. Keep your immune system strong! Elderberry syrup has been known to: -boost the immune system...#covid19 #corona[.]” (April 9, April 10, April 30, May 4, May 15, and June 12); or “Ideal for everyday use but especially during this pandemic. It’s imperative that you keep your immune system strong. Elderberry syrup has been known to: -boost the immune system...#corona[.]” (April 1, April 2, April 5, April 6, April 7, and April 8)
- On your social media website at <https://www.instagram.com/nsideouthealth/>, in a post on May 21, post an image of Elderberry Elixir, Elderberry Seamoss Gel, and Black Seed Oil, and state: “@nsideouthealth offers immune supporting nutrient dense supplements ideal for everyday use but especially during this pandemic...#covid19 #corona[.]”

- On your social media site at <https://www.facebook.com/pg/NsideOuthealth/>, in a post on April 5 at 10:34 a.m., you post an image about the benefits of Elderberry, and state: “Now available: Organic Elderberry Syrup. Ideal for everyday use but especially during this pandemic. It’s imperative that you keep your immune system strong. Elderberry syrup has been known to: -boost the immune system...#corona...#coronakiller[.]”
- On your social media websites at <https://www.instagram.com/nsideouthealth/> and <https://www.facebook.com/pg/NsideOuthealth/>, in posts on June 21, you state: “I’m so grateful to see that @nsideouthealth is at the top of the list for helping this client beat covid-19!...#coronacure #covidcure[.]” and post an image of a list of remedies that includes Elderberry, Sea Moss, and Black See[d] Oil, accompanied by the comment, “Big Ups to [] for showing me the way he beat Covid-19 for my brother & sister-in-law who had it. They both recovered using his method. Be safe, this is not a game folks Coronavirus is NOT GONE.”

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 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