



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

May 11, 2020

WARNING LETTER

VIA EMAIL TO info@organylfe.com
Organylfe
6805 Main St.
Ste 420 #611
The Colony, TX 75056

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/organylfe/> and <https://www.facebook.com/organylfe/> in May 2020 where you are promoting a product that you offer for sale on Amazon at https://www.amazon.com/dp/B07X3PHCNV/ref=cm_sw_r_ap_a_i_B-gQEbWV6GV9C. 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.facebook.com/organylfe/> in a post on April 28, you state: “Proved MARE’S MILK can help to recover from RESPIRATORY INFECTIONS such as COVID-19 & increases IMMUNE SYSTEM quicker[,]” and you link to the website on Amazon where the product can be purchased, https://www.amazon.com/dp/B07X3PHCNV/ref=cm_sw_r_ap_a_i_B-gQEbWV6GV9C.
- On your social media website at <https://www.instagram.com/organylfe/> in a post on April 29, you state: “HORSE MILK can help to recover from RESPIRATORY INFECTIONS such as COVID-19 & increases IMMUNE SYSTEM quicker[,]” and you link to the website on Amazon where the product can be purchased, https://www.amazon.com/dp/B07X3PHCNV/ref=cm_sw_r_ap_a_i_B-gQEbWV6GV9C.
- On your Mare’s Milk Amazon page at <https://www.amazon.com/dp/B07X3PHCNV/>, where consumers can purchase the product, you state: “HORSE MILK can help to

recover from RESPIRATORY INFECTIONS such as COVID-19 & increases IMMUNE SYSTEM.”

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 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 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,

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

cc: Benjamin Langner
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