



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 22, 2020

WARNING LETTER

Via U.S. Mail

Post Falls Naturopathic Clinic
1810 East Schneidmiller Avenue, #231
Post Falls, Idaho 83854

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://postfalls-naturopathic.com> on May 13, 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:

- In an article titled “Coronavirus & Flu Immune Booster,” you claim: “Post Falls Naturopathic Clinic, using energetic signatures of the Coronavirus and influenza provided by Asyra-Pro, has created a new homeopathic remedy to boost your immune system. This imprinted homeopathic remedy contains several immune boosting energetic signatures from influenza viruses and general Corona viruses. It also contains the specific SARS-CoV-2 virus energetic signature. This remedy is not to be used as a cure, treatment or diagnostic tool for either flu or Covid-19, rather its purpose is to ignite your immune system in recognizing several strains of influenza and Coronavirus.... Click [HERE](#) [hyperlink to product purchase page] to purchase this immune boosting homeopathic remedy.”
- On the product page for your “Covid-19 & Flu Immune Booster,” you claim: “This immune boosting homeopathic remedy is designed to awaken your immune system. This is an energetically imprinted remedy and contains the energetic signatures of several strains of flu and coronavirus including SARS-CoV-2. We

have included these imprinted strains of viruses in this homeopathic remedy so it will serve as a general immune support for colds, flu and the Coronavirus.”

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.

Very truly yours,

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