



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 21, 2020

WARNING LETTER

Via U.S. Mail and Email to: info@sagedmedclinic.com

Sage Integrative Medicine Clinic
21827 76th Avenue West, Suite 202
Edmonds, Washington 98026

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://sagedmedclinic.com> on May 13, 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 the following representations:

- On a page titled “Coronavirus: How To Boost The Immune System,” you claim:

“We get asked...

‘Is there a vaccine or naturopathic cure for the coronavirus?’

At this point, there is not. You can always check the CDC website for updates on that.

But what there is...

Is prevention. So let’s jump into prevention.

We are really big proponents of boosting your immune system and luckily...

There are a lot of ways that you can do that.”

- On this same page, you direct consumers: “Give us a call at the office to create your preventative plan including immunity-boosting shots, IV’s, and supplements.”
- On a page titled “Coronavirus Updates: Clinic News & Immune Support Tips,” you claim: “**Some safe and simple preventative immune support options to add on a daily basis include . . . High-dose IV Vitamin C for super-strong immune support.**”
- On a page titled “Coronavirus: The Top Ways to Protect Yourself and Your Family,” you claim: “**Are their ways to naturally boost my immune system?** Absolutely! We have protocols we use for ourselves and for our families and our patients that have been studied to boost immune system response, and strengthen the tissue (known as mucosa) of our respiratory system. Check out our prevention protocol below. For individuals that may have weakened immunity, for instance, due to age, chronic illness, or chronic infections, we like to recommend stronger therapies. This could be in the form of higher dosing of particular nutrients, and/or **via IV Nutrient therapy, such as High-dose IV Vitamin C (known as HDIVC,** which has been extensively studied and used by the Mayo Clinic and Johns Hopkins for support for viruses such as Hepatitis C and HIV – talk about a great anti-viral therapy!).”

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