



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 7, 2020

WARNING LETTER

Via U.S. Mail and Email: [REDACTED]

Carlin Creative Concepts LLC
Oliver J. Carlin

[REDACTED]

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://curativemushrooms.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 concerning vitamin C and mushroom supplements, which you make on a page on your website titled “How to Prevent Getting the Coronavirus | Antiviral Mushrooms & CDC Tips”:

- You claim: “There is wide spread talk of how to prevent getting the Coronavirus through washing your hands and wearing a mask but what about all the clinical studies done on the immune boosting and antiviral properties of mushrooms? Before we talk about how mushroom can help with preventing the Coronavirus let’s talk about what this virus is and what the CDC recommends.”
- You claim: “**Vitamin C Helps to Boost the Immune System** While everything listed above is great advice to help prevent you from coming into contact and contracting the coronavirus, a lot of people have also been taking large doses [sic] of Vitamin C to start boosting their immune system in preparation for the

virus. This is a good decision because Vitamin C boosts the immune system by supporting various cellular functions and provides a protective barrier against pathogens... Check out this non synthetic **Vitamin C supplement** [<https://amzn.to/2TNW7RQ>] and [sic] is sourced from natural fruits and vegetables on Amazon”

- You claim: “**Antiviral Mushrooms to Prevent Getting the Coronavirus**
Since we know that there is currently no treatment or vaccine to assist your body if fighting off this virus what can you do? The cool thing is there are tons of studies that have been done with mushrooms as a potential antiviral treatment.... [W]e can gain... benefits by consuming mushrooms that have been proven to boost our immune system and contain compounds and complex substances that fight off bacteria, kill viruses any many other benefits.... [T]here are four mushrooms that have had several clinical studies done on them specifically for fighting viruses.”
- You claim: “**Top 4 Mushrooms for Fighting Viruses[:]** **1) Reishi Mushroom...** has been shown to kill the Influenza A virus, herpes, hepatitis and H1N1 strain of the Flu.... **2) Cordyceps Mushroom...** has been shown to decrease inflammation in chronic asthma and other lung diseases which could come in very helpful with the Coronavirus since it attacks the lungs... **3) Maitake (Hen-of-the-Woods)...** has shown to actually stop the replication of the virus which would be very helpful in allowing your body to fight it off without getting to overwhelmed and prevent a lot of excessive damage... **4) Shiitake...** is really exciting with it’s [sic] ability in stopping the growth of the virus by preventing the entry and it has the a cool process of un-coating the virus. This mushroom has show [sic] to be effective in fighting the herpes simplex virus, hepatitis C virus, human immunodeficiency virus and the Flu.”
- You claim: “You can decrease your chance of getting the new Coronavirus by following the CDC recommendations of preventing your chance of contracting it. You can then begin boosting your immune system so that if you do end up coming in contact with the virus your body has everything it needs to stop it in it’s tracks and prevent as much damage from the virus as possible.... You can boost you immune system by taking in **Vitamin C** [<https://amzn.to/2TNW7RQ>], **Curcumin extract** [<https://amzn.to/2wTEmYq>] as well as to start consuming **mushroom supplements** [<https://amzn.to/39RJfzR>] or fresh mushroom.... Now you have all the information you need on how to prevent getting the Coronavirus as well as how to give your body the maximum chance of fighting it off if you do end up coming into contact with it.”

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

Carlin Creative Concepts LLC

May 7, 2020

Page 3

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 BROWN

Digitally signed by DAMA
BROWN
Date: 2020.05.07 12:53:28 -05'00'

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