



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

1999 Bryan St., Ste. 2150
Dallas, Texas 75201

April 29, 2020

WARNING LETTER

VIA EMAIL TO info@integrativeaom.com

Integrative Acupuncture
156 Main Street, 2nd Floor
Montpelier, Vermont 05602

373 Blair Park Road
Williston, Vermont 05495

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff has reviewed your website at <https://acupunctureinvermont.com/> and your social media postings on Facebook (<https://www.facebook.com/integrativeaom>) on April 27, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus treatment or prevention claims on your website include:

- In marketing materials titled “Corona Virus Recommendations from Integrative Acupuncture,” claiming that “Lots of patients are asking for some recommendations on how to prevent the transmission of viruses, especially the Corona Virus. Traditional Chinese Medicine (TCM) is a complete system of medicine that provides prevention as well as treatment” and “so in this fight with the insidious and novel Coronavirus, Chinese Medicine... should take a primary role in effective treatment.”
- Promoting your website <https://acupunctureinvermont.com/> that makes the representations described above in your Facebook account by providing links to the website <https://acupunctureinvermont.com/> alongside promotional images.

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 or services identified above. Thus, any Coronavirus-related prevention or treatment claims regarding such product or services 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 James E. 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 Zachary A. Keller at zkeller@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director
Southwest Region