



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 to: [support@naturesbestrelief.com](mailto:support@naturesbestrelief.com)*

Nature's Best Relief, Inc.  
26 West Dry Creek Circle, Suite 600  
Littleton, Colorado 80120

Re: Unsubstantiated Claims for Coronavirus Prevention and Treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your websites at <https://naturesbestrelief.com> and <https://naturesbestcbd.com> on May 4, 2020. We also reviewed your social media website at <https://www.facebook.com/NaturesBestRelief>, where you direct consumers to visit your website to purchase your “Ultra Viral Resist Antiviral Supplement.” 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 websites include:

- On the webpage <https://naturesbestrelief.com/product/ultra-viral-resist-supplement/>, you claim: “Viral infections like Coronavirus (including COVID-19) and Influenza strains can mean days of down time or even worse. Supplementing your daily vitamins may help combat these diseases that are constantly evolving. Adding ULTRA VIRAL RESIST to your morning and evening meals gives you 13 different plant and herb extracts to help your body fight against infections! ... These herbs have been known for centuries in many cultures to have anti-viral qualities....to be taken daily to help the body protect itself from viral infections.”

- On the webpage <https://naturesbestcbd.com/product/ultra-viral-resist>, you claim: “Infections like Coronavirus (including COVID-19) and Influenza strains can mean days of down time or even worse! Adding an antiviral supplement may help combat these and other diseases that are constantly evolving. Adding ULTRA VIRAL RESIST to your morning and evening meals gives you 13 different plant and herb extracts to help your body fight against infections.”
- In an April 8, 2020 Facebook post, you claim: “Viral infections, like Coronavirus / COVID19, influenza, and colds can result in days of downtime, or even worse. Help your body fight viral infections and strengthen your immune system with our ULTRA Viral Resist. This unique supplement provides 13 different plant and herb extracts to help your body fight infections.... #virus #socialdistancing #coronavirus #COVID #COVID19 #naturalhealth #CBD #anitviral #wuhanvirus”

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 Assistant Director Jim Elliott via electronic mail at [jelliott@ftc.gov](mailto: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](mailto:rtepfer@ftc.gov).

Very truly yours,

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