



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

April 24, 2020

WARNING LETTER

VIA EMAIL TO

Proactive Health
13372 Newport Ave. Ste. D
Tustin, California 92780

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://www.ocproactivehealth.com/> on April 21, 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:

- Regarding your Golden Flower product, that “[t]his all-natural herbal tea from Wei Labs helps prevent the Coronavirus from infecting individuals through immediate germ removal and immune support. The ingredients work together to remove germs from the throat, respiratory tract, and heart. At the same, enhancing and supporting the immune system.”
- Regarding your Silver Flower product, that it “addresses individuals who are symptomatic or diagnosed with the Coronavirus who are experiencing mild, moderate, and even severe symptoms . . . These ingredients have shown symptom relief and negative test results from 214 coronary pneumonia patients with a success rate of 90%.”
- Regarding your PuripHy product, that “[w]ith just a few drops, **PuripHy** acts as a powerful antioxidant, neutralizing algae, bacteria, bacterio pHages (so-called viruses like HIV, Polio, measles, Ebola, SARS, H1N1, Influenza, Zika, and COVID -19 or Corona) yeasts, molds, parasites, exotoxins, endotoxins, and mycotoxins. Moreover, PuripHy is an oxygen catalyst that helps absorb more oxygen from the water you

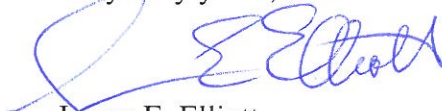
drink. This is achieved because PuripHy improves the quality of the water by decreasing hydrogen ions (H+) and increasing hydroxyl ions (OH-).”

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 products 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 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,



James E. Elliott
Assistant Regional Director, Southwest Region