



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

April 8, 2020

WARNING LETTER

VIA EMAIL TO sales@buyldn.com

Suki Distribution Pte. Ltd.
3 Shenton Way
#16-18 Shenton House
Singapore 068805

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.buyldn.com/> on April 6, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website at <https://www.buyldn.com/blog/coronavirus/> include:

- “As the coronavirus COVID-19 pandemic is spreading globally, our clients ask whether our products can help prevent or treat Coronavirus. The good news is that several of our products may play a role in strengthening the immune system or in fighting the Coronavirus.”
- The drug Cepharan is “[a] safe Japanese drug with anti-Coronavirus effects” and its active ingredient, cepharanthine, has “potent anti-Coronavirus effects. A laboratory study... concludes that ‘*These results indicate that Cepharanthine can be applied for the prevention and treatment of Human Coronavirus infection.*’”

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 for products that you advertise and market, sell, or otherwise promote or make available in the United States.

You are also advised to review all other claims for such 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,



Dana J. Brown
Regional Director
Southwest Region