



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 contact@vitactive.com

Vita Activate
3107 Kingsway
Vancouver, BC V5R 5J9

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

An example of a Coronavirus prevention or treatment claim on your website includes: “Boost Your Immune System with Natural Chaga Mushroom... strengthen the body’s natural defence system, and protect against pathogens, illness and disease... Chaga Mushrooms... may prevent invaders such as the corona virus. Just a few sprays a day can boost your immunity effectively... Very rich in source [sic] of magnesium, zinc, and selenium that have anti-corona virus properties. Get ready and be prepared to fight off bacteria and harmful airborne diseases with the powerful anti-viral, anti-bacterial Chaga Mushroom...”

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,

A handwritten signature in black ink, appearing to read 'Dama J. Brown', with a long horizontal flourish extending to the right.

Dama J. Brown
Regional Director
Southwest Region