



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

May 4, 2020

WARNING LETTER

VIA EMAIL TO info@holgistic.com
Holgistic Personalized Healthcare / Natural Care Institute
Attn: Dr. Jill Skurnowicz
720 E. 11 Mile Rd.
Royal Oak, MI 48067

Re: Unsubstantiated claims for Coronavirus treatment or prevention

Dear Dr. Skurnowicz:

This is to advise you that FTC staff has reviewed your websites at <https://holgistic.com> and www.naturalcareinstitute.com on April 28, 2020. We also reviewed your social media websites at <https://www.facebook.com/Holgistic/> and <https://www.facebook.com/NaturalCareInstitute/>, where you direct consumers to your website <https://holgistic.com>, to purchase Vitamin C infusion therapy and supplements, teas, and herbal remedies, including Holgistic's Anti-Viral Organic Tea Blend. 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 social media websites include:

On a Facebook post, posted to <https://www.facebook.com/Holgistic/> on March 28, 2020 at 9:30 a.m., you state: "With news of Detroit Police Chief James Craig and so many officers from Detroit testing Positive for COVID-19 we would like to extend an offer to all law enforcement of 10% off Vitamin C infusion therapy ~

"Appointments available by teleconference with one of our Naturopathic Physicians on ways to build your immune system and stay healthy!! Ask about our 30 minute consultations! ~

"... Treating the root, not just your symptoms ~

“Call us today 248-733-5700 – let us help you become a Healthy Warrior!!”

On a Facebook post, posted to <https://www.facebook.com/Holgistic/> on March 27, 2020 at 10:54 a.m., you state: “Offering vitamin C infusions to all healthcare workers, police officers and first responders at 10% discount. Get in now while supplies last!!!”

This text appears above a link to an article titled, “Can early and high intravenous dose of vitamin C prevent and treat coronavirus disease 2019 (COVID-19)?” This article, published in *Medicine in Drug Discovery* in March 2020, states, “The COVID-19 (SARS-2-Cov) pandemic, first reported in Wuhan, China, is now spreading to many continents and countries, causing a severe public health burden. Currently, there is no vaccine or specific antiviral drug for this deadly disease. A quick, deployable and accessible, effective and safe treatment is urgently needed to save lives and curtail the spreading.... Early use of large dose antioxidants, such as vitamin C (VC) may become an effective treatment for these patients. Clinical studies also show that high-dose oral VC provides certain protection against viral infection. Neither intravenous nor oral administration of high-dose VC is associated with significant side effect. Therefore, this regimen should be included in the treatment of COVID-19 and used as a preventative measure for susceptible populations such as healthcare workers with higher exposure risks.”

[https://www.sciencedirect.com/science/article/pii/S2590098620300154?fbclid=IwAR0AcCRd4zxaW_TLrGTvErMKRx4UYT5yw5pWNzpa7yJ0sH5a-BCKYegIVZU]

On a Facebook post, posted to <https://www.facebook.com/Holgistic/> on March 16, 2020 at 10:15 a.m., you state:

“***Law Enforcement, Healthcare Workers, First Responders receive 10% discount on all Vitamin C infusions!!***

Fight Against COVID-19 (CORONA VIRUS) WITH HIGH DOSE INFUSION
VITAMIN C

Now is The Time

BUILD YOUR IMMUNE SYSTEM”

On a Facebook post, posted to <https://www.facebook.com/Holgistic/> on March 12, 2020 at 9:52 a.m., you state: “FYI – Prices for Vitamin C infusions are rising, call us

on the hospital website, the team describes how patients suffering from severe coronary pneumonia, a potentially fatal complication of the new coronavirus COVID-19, have recovered after being treated with high doses of the vitamin.... Significantly, the press release acknowledges that early application of vitamin C can have a strong antioxidant effect, reduce inflammatory responses, and improve endothelial function.... The medical team say their past experience shows that high-dose vitamin C can not only improve antiviral levels, but moed oe(h)8.8 (e)-9.p0 Td ([1M.6 (a- Td

