

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

Acting Associate Director
Division of Advertising Practices

May 8, 2020

WARNING LETTER

VIA EMAIL TO ireviewed your website at https://www.puredia.com/

in May 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID19).

Some examples of Coronavirus prevention or cure claims on your websites include:

• On your website at https://www.puredia.com/news-content/apr2020-ingredient-for-covid-19-immune-support, you state: "Ingredient for COVID-19 Immune support[.] Can't locate Quercetin for your COVID Formula? Consider this Flavonoid-rich Ingredient for Immune Support (with Methylated Quercetin)... As you are well aware, brands are scrambling to bring immune products to market per the COVID-19 crisis. Ingredients with prior history of success during the flu epidemics, like quercetin (a popular flavonoid), are running out of stock... What inspired us to write this paper? One case involves a family of 7 in Spain who were all diagnosed with COVID-19. The mother has been taking CyanthOx™ for 6 months and remains the only one free of symptoms. In response we encouraged the entire family to take a double dose of CyanthOx™. Within 3 days (after having been ill for 2 weeks) all show significant improvement. This anecdotal finding compelled us to do further research. Patients recovering from COVID-19 related pneumonia often present with reduced lung function. Flavonoids, espec8 (9 r)-14.8 (e)..2 (ng f)-14d (bl)-3.(s)-6.5 (.(s)-6.8Ts)-6.8T

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• The same web page also includes a "Reference" section. Included in the "References" is a link to an article, "As coronavirus spread speeds up, Montreal researchers will trial an anti-viral treatment for COVID-19 in China" at the website <a href="https://www.cbc.ca/radio/thecurrent/the-current-for-feb-28-2020-1.5479561/as-coronavirus-spread-speeds-up-montreal-researchers-will-trial-an-anti-viral-treatment-for-covid-19-in-china-1.5480134, which states: "Researchers in Québec are hopeful that a drug derived from plants could be the key to curing infections caused by the novel coronavirus. The 02.59 -1.15 Ton(05 Tc 0.005 Tw 9(a)-8.6 (d 0 T-5.d f)-5.3 (r)-14.12 431