

United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

May 8, 2020

WARNING LETTER

VIA EMAIL TO jill@jillshomeremedies.com

Jill's Home Remedies
c/o Jill York
796 Franks Lane
Sullivan, Missouri 63080

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that the FTC has reviewed your website at <https://jillshomeremedies.com> and your social media postings on Facebook (<https://www.facebook.com/jillshomeremedies>) on May 2, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus treatment/prevention claims on your websites include:

- x In marketing materials titled "Natural Prevention for Coronavirus," you state, "When encountering any illness, such as COVID 19, it's important to strengthen your immune system.... Does this guarantee that you won't get sick? No. But there's a greater chance that you won't die if you do, the sickness will be much less severe." Further, you claim that "Elderberry syrup is a good thing to take when trying to prevent illness and that "[m]y family takes a spoonful of colloidal silver a day if we are trying to prevent a virus, and we take it 3-5 times a day or hourly if sick (depending on how sick we are). We don't take it every day of our lives, just at a time like this when we need extra protection."
- x Promoting your website <https://jillshomeremedies.com> that makes the representations described above in your Facebook account by providing links to the website <https://jillshomeremedies.com> alongside promotional images

It is unlawful under the FTC Act, 15 U.S.C. § 401 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 products 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,

Dama J. Brown
Regional Director
Southwest Region