



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

Pacific Acupuncture
800 Manhattan Beach Blvd.
Manhattan Beach, California 90266

Re: Unsubstantiated Claims for Coronavirus Prevention and Treatment

To Whom It May Concern:

- On the home page of your website you state, “COVID-19 Offering Antiviral Treatments & Formulas,” followed by a large button labeled “See Covid-19 products.” Consumers who click on the button are taken to a page selling products including “Immunity Booster” supplement (“to prevent strong viral infections”), “Immune Defense” essential oil (“to prevent strong viral infections”), “Immune Defense Kit Antiviral + Immune Support,” and “Immune Defense Antiviral” (with different options available for “mild respiratory/viral symptoms” and “more severe respiratory/viral symptoms”).

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product or service 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 or services identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products or services 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 or services and immediately cease making claims that are not supported by competent and reliable scientific evidence.