

United States of America
FEDERAL TRADE COMMISSION
Southwest Region

1999BryanSt.,Ste.2150
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- o “Vitamin C and its Application to the Treatment of nCoV Coronavirus”;
 - o “Coronavirus: 85 percent of patients in China benefiting from traditional chinese [sic] medicine, officials claim”;
 - o “Clinic characteristics and therapeutic procedures for four for case [sic] with 2019 novel coronavirus pneumonia receiving combined Chinese and Western medicine treatment”;
 - o “Coronavirus: Is Chinese medicine useful for fighting the disease? . . . ‘This time at the front of the battlefield against the new coronavirus, Chinese medicine must not be absent”;
 - o “18 recover from virus after treatment with TCM [traditional Chinese medicine]”;
 - o “Early Large Dose Intravenous Vitamin C is the Treatment Choice of 2019-nCov”; and
 - o “Handbook of COVID-19 Prevention . See page 18: Personalized, collaborative, multidisciplinary Management. Traditional Chinese Medicine is integrated as a vital part of the multidisciplinary treatment team.”
- x In marketing materials titled “A Perspective from Oliver Pijoan DOM on COVID-19,” you claim:

“It is a well known fact that the SARS epidemic in China was more successfully treated with Chinese herbs than with all other drugs, something not publicized in the West. It may be no different with COVID-19. Isolation, hand washing, social distancing and other protocols suggested by the CDC are effective and I also highly recommend the services of skilled qualified TCM herbalists for preventative and treatment measures with this virus. The Traditional Chinese Medical Clinic in Fort Collins, Colorado is an excellent resource for this care. Dr.'s Dayna and Monique Larson have had extensive training and the clinic has one of the most complete herbal pharmacies in Colorado.”

It is unlawful under the FTC Act, 15 U.S.C. § 441 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,

You are also advised to view 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 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 atzkeller@ftc.gov

Very truly yours,

Dama J. Brown
Regional Director
Southwest Region