



#coronavirus” [from a February 5, 2020 post on your Twitter website www.twitter.com/GuruNandaEO]

You link to the webpage “MY PERSONAL ANALYSIS OF ESSENTIAL OILS AGAINST PATHOGENS” on www.gurunanda.com with the hashtags “#essentialoils . . . #china #coronavirus . . . #prevention” [from a February 5, 2020 post on your Facebook website www.facebook.com/gurunandaEO]

“Municipalities of Wuhan have declared that people should use Pure essential oils as a preventative therapy . . . #coronavirus #essentialoils” [from a February 5, 2020 post on your Facebook website www.facebook.com/gurunandaEO]

“Essential oils have great potential in the field of biomedicine as they effectively destroy several bacterial, fungal, and viral pathogens. . . .the essential oils are effective against a diverse range of pathogens.” [from your website www.gurunanda.com]

“Against Virus Essential oils might interfere with virion envelopment, designed for entry into host cells. Possible mechanisms of actions include the inhibition of virus replication by hindering cellular DNA polymerase and alteration in phenylpropanoid pathways.” [from your website www.gurunanda.com]

Since the flu is spreading so quickly, we want to give 50% off for the essential oils . . . Simply type “Corona” in the code box to save immediately.” [from your website www.gurunanda.com]

“Just what is this new Coronavirus, and how can you prevent and/or treat it? After reading this article, you’ll be well equipped and informed to decrease your chances of becoming infected.” [from your website www.gurunanda.com]

You should take immediate action to correct the violations cited in this letter. The violations cited in this letter are not meant to be an all-inclusive list. It is your responsibility to ensure that the products you sell are in compliance with the FD&C Act and FDA’s implementing regulations. We advise you to review your websites, product labels, and other labeling and promotional materials to ensure that you are not representing your products for a COVID-19 related use for which they have not been approved by FDA and that you do not make claims that misbrand the products in violation of the FD&C Act. Within 48 hours, please send an email to COVID-19-Task-Force-CDER@fda.hhs.gov describing the specific steps you have taken to correct these violations. Include an explanation of each step being taken to prevent the recurrence of violations, as well as copies of related documentation. Failure to immediately correct the violations cited in this letter may result in legal action, including, without limitation, seizure and injunction.

FDA is advising consumers not to purchase or use certain products that have not been approved, cleared, or authorized by FDA and that are being misleadingly represented as safe and/or effective for the treatment or 6.6 ((i).6 (v)8.9 (et)-6.6 (7S(on,)4.3 ())TJ 0w 2scn 72 298. 2.435 0 Td ()Tj

If you are not located in the United States, please note that products that appear to be misbranded or unapproved new drugs are subject to detention and refusal of admission if they are offered for importation into the United States. We may advise the appropriate regulatory officials in the country from which you operate that FDA considers your product(s) listed above to be unapproved and misbranded products that cannot be legally sold to consumers in the United States.

Please direct any inquiries to FDA at COVID-19-Task-Force-CDER@fda.hhs.gov.

In addition, it is unlawful under the FTC Act, 15 U.S.C. 41 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. To make or exaggerate such claims, whether directly or indirectly, through the use of a product name, website name, metatags, or other means, without rigorous scientific evidence sufficient to substantiate the claims, violates the FTC Act.

There currently are no vaccines, pills, potions, lotions, lozenges or other prescription or over-the-counter products available to treat or cure coronavirus disease 2019 (COVID-19). Thus, the claims cited above are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims. In addition, you are advised to review all claims for your products and immediately cease making claims that are not supported by competent and reliable scientific evidence. Violations of the FTC Act may result in legal action seeking a Federal District Court injunction and an order may require that you pay back money to consumers. Within 48 hours, please send an email to Richard Cleland, Assistant Director of the FTC's Division of Advertising Practices, via electronic mail at rcleland@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 Mr. Cleland at 202-326-3088.

Sincerely,

Donald D. Ashley
Director
Office of Compliance
Center for Drug Evaluation and Research
Food and Drug Administration

Sincerely,

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices
Federal Trade Commission