



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

Serena Viswanathan  
Associate Director  
Division of Advertising Practices

February 5, 2021

**WARNING LETTER**

VIA EMAIL TO [ken@freedmanchiropractic.com](mailto:ken@freedmanchiropractic.com)

Dr. Kenneth Freedman  
Owner  
Freedman Chiropractic Center, LLC  
Brier Hill Court D-6  
East Brunswick, NJ 08816

Re: Unsubstantiated claims for Coronavirus prevention or treatment

Dear Dr. Freedman:

This is to advise you that FTC staff reviewed your website at <https://www.freedmanchiropractic.com> and your social media page at <https://www.facebook.com/FreedmanChiropractic/> in January 2021. We have determined that you are unlawfully advertising that certain services prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims include:

- On a page on your website titled “Battle the Coronavirus Bug With Chiropractic” you state:

“With the coronavirus pandemic impacting our globe, we’re social distancing, washing our hands scrupulously, and wiping down surfaces with antiviral products. Those are all good habits to help protect yourself against COVID-19. However, there’s another important step you can take. Get a chiropractic adjustment. After all, chiropractic does much more than relieve back and neck pain; it helps you stave off serious illnesses.

How Does Chiropractic Help?

Chiropractic care removes interferences to the body’s capacity to resist illness and infection. ‘The purpose of chiropractic care is to remove the interferences in the flow

of energy that would shackle the nervous system's ability to carry energy to all parts of the body that control how well the body functions,' said Dr. Freedman. When the body has interference in energy flow, it doesn't perform as well. Since the immune system is one of the most critical functions of the body, the immune system is hindered in its ability to operate as well as it can. When that happens, the body is much more susceptible to illness. It becomes immune-compromised. All experts agree that when it comes to coronavirus, people who are most at risk are those who are immune-compromised.

### Add Chiropractic to Your Wellness Repertoire

Here are things you should be doing to stay well:

- Eat a nutrient-dense diet
- Exercise
- Get proper rest
- Maintain a positive attitude
- Wash your hands for 20 seconds after being out in public
- Have regular chiropractic care

Of course, getting chiropractic care is one of the most crucial things you can do. Regular chiropractic checkups help the body fight viruses and bacterial infection, including coronavirus.

### Enhancing Your Body's Ability to Heal

Through regular chiropractic checks, you can improve your immune system and its response and strength. If you do get infected, you'll have a greater ability to heal and respond faster and more completely. There's considerable research out there about chiropractic's positive impact on the immune system. Here's an article you can check out. Help fortify your body against coronavirus. Contact us today to schedule an appointment. We are here for you."

[<https://www.freedmanchiropractic.com/battle-the-coronavirus-bug-with-chiropractic/>]

- In a Facebook post on April 2, 2020 you published substantially similar text as on your website described above and provide a link to your website at <https://www.freedmanchiropractic.com> to schedule services.

[April 2, 2020 Facebook post at <https://www.facebook.com/FreedmanChiropractic/>]

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 services identified above. Thus, any coronavirus-related prevention or treatment claims regarding such 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 services 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. In addition, pursuant to the COVID-19 Consumer Protection Act, Section 1401, Division FF, of the Consolidated Appropriations Act, 2021, P.L. 116-260 (2020), marketers who make deceptive claims about the treatment, cure, prevention, or mitigation of COVID-19 are subject to a civil penalty of up to \$43,792 per violation.

Within 48 hours, please send a message to Richard Cleland, Assistant Director via electronic mail at [rcleland@ftc.gov](mailto: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 Richard Cleland at 202-326-3088.

Very truly yours,

Serena Viswanathan  
Associate Director  
Division of Advertising Practices