



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 daleh3660@naeturalhealthinformation.com

Hunter's Natural Health
5731A Crain Highway #36
Upper Marlboro, Maryland 20772

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff has reviewed your website at <https://www.naeturalhealthinformation.com/> on May 6, 2020. We have determined that you are unlawfully advertising that a certain product treats or prevents Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus treatment or prevention claims on your website include:

- You claim that your "Iodine & Quercetin Supplement (Boost your immune system in response to the coronavirus)" product features "a proprietary method of increasing the ration [of iodides to iodine] while adding Quercetin which brings more benefits as an anti-inflammatory and deactivates viruses, bacterias [sic] and other microbes thus strengthening the immune system to fight off viruses, bacteria and microbes quickly . . . Iodine was used successfully against influenza, herpes, smallpox, and chicken pox viruses. When iodine was suspended in a solution, viral inactivation occurred at dilutions of 1/1,000,000."

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. For COVID-19, no such study is currently known to exist for the product identified above. Thus, any Coronavirus-related prevention or treatment claims regarding such product 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