



United States of America  
FEDERAL TRADE COMMISSION  
Southwest Region

1999 Bryan St., Ste. 2150  
Dallas, Texas 75201

May 1, 2020

**WARNING LETTER**

VIA EMAIL TO [info@naturopathiceuropeanmedicinecentre.com](mailto:info@naturopathiceuropeanmedicinecentre.com)

Naturopathic European Medical Centre LLC  
2926 Post Road, Suite C  
Stevens Point, Wisconsin 54481

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.naturopathiceuropeanmedicinecentre.com/>, and your social media postings on Facebook at <https://www.facebook.com/youcangetyourlifeback/>, on April 28, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- On your homepage, marketing yourself as having “special recommendations for protecting yourself and others” from COVID-19 and using a pop-up window purporting to provide consumers “The Shocking Truth about the Corona Virus Covid19 *WHAT YOU NEED TO KNOW!*”
- In your website navigation menu, listing “Corona COVID-19” as one of the “Conditions We Work With.”
- In marketing materials titled “The COVID-19 Virus: What You Need to Know,” which can be accessed by clicking thru your “The Shocking Truth about the Corona Virus” pop-up, claiming to offer “natural and organic approaches to improving your health, and your body’s ability to resist and fight disease, including the current COVID-19.”

- In marketing materials titled “The COVID-19 Virus: What You Need to Know,” claiming that, “using high doses of vitamin C to both prevent and combat virus-caused illnesses is well-established science. Zinc is known to inhibit the replication (growth) of viruses, including coronavirus.”
- In marketing materials titled “Alternative Virus Protection WORKS,” claiming that, “While there are many factors that determine whether or not you will get a viral infection, how bad the infection will be, and how long it will take to recover, there is one factor that is the most important of all – the state of your immunity. Keeping your immunity strong is the single most important thing you can do.... For strengthening your immunity, our core recommendations are:... 1. Apex Labs Liquid Vitamin D3, 5000 IU, 1 drop by mouth 2x/day. 2. Bio-Tech Labs ColSil (colloidal silver 30 ppm), 10 sprays by mouth 2x/day. 3. Meta-Genics Labs: Zinc A.G. 1 tablet 2x/day. 4. Nutri-Dyn Vitamin C 1,000 mg: 1 with food 3x/day. 5. Celletech V-Stat, 10 sprays by mouth 3x/day. Nutritional supplements are essential. Vitamin C is number one. Using high doses of vitamin C to both prevent and combat virus-caused illness is well-established science... *The brand supplements mentioned in this article are available at Dr. Bowman’s clinic the Naturopathic European Medicine Centre in Stevens Point, Wisconsin.*”
- Promoting your website <https://www.naturopathiceuropeanmedicinecentre.com/> that makes the representations described above in your Facebook account by providing links to the website <https://www.naturopathiceuropeanmedicinecentre.com/> alongside promotional images.

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 products identified above. Thus, any Coronavirus-related prevention or treatment claims regarding such products 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](mailto: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](mailto:zkeller@ftc.gov).

Very truly yours,

Dama J. Brown  
Regional Director  
Southwest Region