



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

Richard Quaresima
Acting Associate Director
Division of Advertising Practices

April 7, 2020

WARNING LETTER

VIA EMAIL TO frontdesk@newpfc.com
New Performance Nutrition
12016 Wilshire Blvd., Suite 1
Los Angeles, CA 90025

Re: Unsubstantiated claims for Coronavirus treatment or prevention

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at the URL <https://www.newpfc.com/> in April 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

An example of a Coronavirus prevention or cure claim on your website includes:

- “**NPN ANTI-VIRUS KIT.** NPN ANTI-VIRUS KIT is a bundle of immune defense supplements, hand-picked by NPN Owner/Founder Matt Mahowald, that will target and increase your immunity to help ward off the COVID-19 virus.” [from your product webpage <https://www.newpfc.com/shop/npn-anti-virus-kit>]

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 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.

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Within 48 hours, please send a message to Richard Cleland 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.

Very truly yours,

Richard Quaresima
Acting Associate Director
Division of Advertising Practices