



United States of America  
FEDERAL TRADE COMMISSION  
Southwest Region

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

May 14, 2020

**WARNING LETTER**

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

Premilife  
11 HaBarzel Street  
Tel-Aviv 6971017 Israel

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that the staff of the United States Federal Trade Commission, the national consumer protection agency, has reviewed your website at <https://www.premilife.com/> on May 8, 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:

- On your homepage, you display a prominent graphic stating, “CORONAVIRUS COVID-19... The Coronavirus pandemic with its daily new cases jump [sic] and deaths surge... We want to share with you an article about the Coronavirus. In this article, you can find all the relevant information you need to know about this virus. Click on the button to read the article,” followed by a button labeled “Take Me To The Coronavirus Article.”
- Consumers who click on the “Take Me To The Coronavirus Article” button are taken to a page titled, “CORONAVIRUS 2019 (COVID-19).” Immediately following the title is a graphic that includes the text “Coronavirus Infections.” Beneath the graphic is a prominent button titled, “Click Here For the Coronavirus Treatment.”
- Consumers who click on the button labeled “Click Here For the Coronavirus Treatment,” are taken to a page promoting the sale of a product called “Umabaxin” that features a graphic with the text “Coronavirus Infections.” You

claim, “Based on the individual homeopathic constituents of Umabaxin[,] therapeutical possibilities result for the treatment of Coronavirus Infections.”

- In addition, in several places on your website, you indicate that “Coronavirus” is a disease for which you sell a treatment. For instance, on your home page, you invite consumers to “Click the button below and order the homeopathic treatment to your disease!” Consumers who click on the referenced button, labeled “ORDER YOUR TREATMENT!,” are taken to a webpage that states, “Choose the disease/s you want a treatment for:,” followed by a drop-down menu. “Coronavirus Infections” is one of the options in the drop-down menu. Similarly, if consumers click on “Diseases & Homeopathy” from the website navigation menu and select “Lungs and Breathing,” they are presented with a list of diseases and medical conditions that includes “Coronavirus 2019 (COVID-19).”

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 for products that you advertise and market, sell, or otherwise promote or make available in the United States.

You are also advised to review all other claims for such 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) at +1-214-979-9382.

Very truly yours,

Dama J. Brown  
Regional Director  
Southwest Region