



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

May 13, 2020

WARNING LETTER

VIA EMAIL TO hello@vidlwellness.com

Vidl Wellness
8040 John Clayton Memorial Highway
Gloucester, Virginia 23061

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://vidlwellness.com/> on May 10, 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:

- In marketing materials titled “Coronavirus Misinformation Is Spreading As Fast As The Virus!” you claim, “**How to Boost Your Immune System to Help Avoid Coronavirus COVID-19:**... “stock up on immune-boosting plant-based supplements. A strong immune system helps the prevention of various infection diseases. **Boost your immunity with Remedy’s full spectrum medicinal herbal tea...** Remedy has antiviral and antibacterial effects” and “supports a healthy response to inflammation throughout the entire body and boosts energy production at the cellular level. Stock up on immune-boosting supplements now: shop.vidlwellness.com”
- In marketing materials titled “Prevention Is Better, Avoid the Coronavirus,” you claim, “The best way to prevent the spread of the coronavirus (COVID-19): Boost your immunity with our best selling Remedy medicinal tonic.”
- In marketing materials titled “How Prepared Are You For The Coronavirus Outbreak,” you claim, “How Can I prevent coronavirus infection? With care and caution— Coronavirus can be prevented.... To help prevent coronavirus infection, do the same things you do to avoid the common cold: Here are some suggestions to prevent the spread of coronavirus . . . Boost your immunity with our best-selling Remedy medicinal tonic

[\[https://shop.vidlwellness.com/remedy-full-spectrum-herbal-extract-tea.html\]](https://shop.vidlwellness.com/remedy-full-spectrum-herbal-extract-tea.html).”

- In marketing materials titled “Traditional Chinese Medicine Used In The Fight Against Coronavirus,” you claim that “. . . Shuanghuanglian oral liquid could be used to ‘inhibit’ the 2019-nCoV. Made from a blend of honeysuckle, Chinese skullcap [\[https://shop.vidlwellness.com/shop/\]](https://shop.vidlwellness.com/shop/) forsythia, shuanghuanglian is believed to be antiviral, antibacterial and good for the immune system; thus, it is often used to relieve symptoms such as fever, cough, and sore throat.”

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 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