



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

April 29, 2020

WARNING LETTER

VIA EMAIL TO info@ehecenter.com

EHE Clinic & Wellness
2001 South Main Street, Suite #206
Blacksburg, Virginia 24060

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.eheclinic.com/> on April 24, 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:

- Claiming that “Traditional Chinese Medicine has been shown to be very efficient in preventing and treating the coronavirus.”
- Claiming in marketing materials titled “Prevention for Corona Virus” that you possess “herbs for preventing the Corona virus” and that consumers should “take herb formulas for prevention.”
- Claiming in marketing materials titled “Traditional Chinese Medicine for COVID-19” that Dr. Joy Yang has used herbal remedies to successfully treat people for COVID-19.
- Marketing products as “Herbs for COVID-19” that are “based on those used in China in many coronavirus patients with very good results” and expressly claimed to prevent or treat coronavirus, including:

- A “Prevention Formula” marketed toward adults and children, to be taken for prevention “[i]f you go shopping or any public places”;
- A “Prevention & Help with Early Symptoms” formula marketed toward adults and children;
- A “Prevention & Immunity” formula marketed toward “People older than 60 years old & People with Health Problems”; and
- A “Help with Multiple Symptoms and Rebalance” formula marketed toward “People Suspected Have [sic] Coronavirus” and that was “used in Wuhan to treat coronavirus patients who were already developed [sic] multiple symptoms...”

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