



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

Richard Quaresima
Acting Associate Director
Division of Advertising Practices

April 10, 2020

WARNING LETTER

VIA EMAIL TO info@vidaful.com

Vidaful Medicine
234 South Bryn Mawr Avenue, Suite 101
Bryn Mawr, PA 19010

Re: Unsubstantiated claims for Coronavirus prevention

To Whom It May Concern:

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

Some examples of Coronavirus prevention claims on your website include:

- Your website contains a reprinted article relating to the treatment of a patient with COVID-19 using stem cell therapy and states: “The Coronavirus is here and while washing your hands and using hand sanitizer is very important for prevention if you’re at all worried or at risk boosting your immune system might be a good idea. We offer high dosage Vitamin C and D IVs, Ozone Therapy and Stem Cell Therapy which all can be used as preventative measures.” [from your webpage <https://www.vidaful.com/articles/coronavirus>]
- “**Coronavirus Prevention with High Dose Vitamin C IV.** . . . If you or someone you know is looking to take preventative measures for the Coronavirus please contact us today as our schedule is quickly filling up. . . . For anyone potentially exposed to the [corona]virus, I suggested high dose vitamin C IV therapy at least twice a week for prevention purposes.” [from your webpage <https://www.vidaful.com/articles/vitaminc-coronavirus>]

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product or service can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, including, when appropriate, well-controlled human clinical

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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 or services identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products or services are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims, including through the use of the reprinted article referred to above.

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 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