

[Antitrust Law Daily Wrap Up, CONSUMER PROTECTION NEWS: FTC announces 20 more warning letters to marketers over COVID-19 claims, \(Nov. 12, 2020\)](#)

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By Jeffrey May, J.D.

Agency says so-called "treatments," like gemstone bead bracelets, water filtration systems, and laser light therapy, have one thing in common: there is no evidence that they work against the Coronavirus.

Twenty more marketers have been warned by the FTC to stop making unsubstantiated claims that their products and therapies can prevent or treat COVID-19. Today, the agency [announced](#) that it has sent warning letters to more than 330 companies and individuals since the start of the pandemic.

Some of the recent letters target products and "treatments" that have not yet been questioned by the agency, including: gemstone bead bracelets, copper water bottles, fitness classes/personal training, and water filtration systems. For instance, individuals associated with Bombshell Beads, LLC were [warned](#) about claims made in Facebook Live videos that bracelets containing amethyst, aquamarine, or other gemstones help with immune health and breathing and respiratory issues. Similarly, operators of Copper H2O were [advised](#) about questionable claims that copper water bottles can help consumers avoid the flu, colds and other viruses, including the coronavirus.

Other warnings address claims for products that the FTC has previously identified, including: intravenous (IV) Vitamin C infusions, ozone therapy, and supplements. Among the claims were "IV Therapy drips have been proven incredibly effective in defending against COVID-19" and representations that two supplements—Chloenergy and AstaVibrance—were a "Natural strategy for Covid-19!"

According to the FTC, currently there is no scientific evidence that these products or services can prevent or treat the disease. An [agency blog post](#) details the targeted claims.

The letter recipients were advised to cease making claims that are not supported by competent and reliable scientific evidence. They also must respond to the agency within 48 hours of receipt of the warnings.

Recent enforcement actions. In announcing the warning letters, the FTC took the opportunity to tout some of its successes in battling questionable marketing efforts during to the pandemic. Among other actions, it noted the filing of a [temporary restraining order](#) against 25 websites that allegedly have been playing on consumers' COVID-19 pandemic fears to trick them into paying for Clorox and Lysol products that the defendants never deliver (*FTC v. Unknown Parties*, Case No. 5:20-cv-02494-SL).

Companies: Bombshell Beads, LLC; Copper H2O

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