



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

April 27, 2020

WARNING LETTER

VIA EMAIL TO info@bee-and-you.com

Bee & You

42 Broadway Suite 12-403

New York, NY 10004

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://www.beeandyou.com/> in April 2020. We also reviewed your social media websites at <https://www.facebook.com/BeeAndYouNatural/> and <https://www.instagram.com/beeandyounatural/>, where you are promoting products for sale on your website, including Propolis, Royal Jelly, and Bee Pollen. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or cure claims on your websites include:

- On your social media websites at <https://www.instagram.com/beeandyounatural/> and <https://www.facebook.com/BeeAndYouNatural/>:
 - In posts on March 6, you state: “Our 3 in 1 mix is formulated with the highest quality and pure ingredients! PROPOLIS to support your immune system, ROYAL JELLY to boost your energy and cognitive functions and RAW HONEY to preserve both! Consume a tablespoon daily during the Coronavirus outbreak. Propolis is an all-natural bee product that’s been used in traditional medicine for many ages. It’s very high in phenolics and flavonoids and is a great natural source of antioxidants to support the immune system, especially during time[s] of cold & flu.”
 - In posts on March 26, you post a sponsored post written by a mother, which states: “#Sponsored. It’s crazy these days with the ongoing coronavirus

outbreak. I was quite worried on finding solutions to boost my immune system and staying safe but finally may have found a natural solution... The tablets are a mixture of the propolis, royal jelly and pollen. Which are rich in proteins, minerals, and enzymes.. All this goodness in turn boosts your immune system and is naturally very high in antioxidants.”

- In posts on April 14, you state: “A recent scientific study published in the Journal of Medical Virology, emphasized the importance of immune system reactions under the coronavirus infection. In addition to many common drugs available in the market, various natural supplements can inhibit influenza viruses similar to other drugs. One of the natural supplements that effectively supports the immune system is propolis. It is one of the most popular bee products that has antiviral, antibacterial, antifungal and antioxidant properties.”
- On your social media website at <https://www.instagram.com/beeandyounatural/>, in a post on March 8, you state: “Propolis is the most potent antioxidant out there. An all-natural bee product t[ha]t enhances your immune response to pathogens and viruses while increasing the number of healthy cells in your body. Use 20 to 80 drops a day to boost your immunity during the corona virus outbreak!”

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 Richard Cleland, Assistant Director 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 Richard Cleland at 202-326-3088.

Very truly yours,

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices