



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

April 24, 2020

WARNING LETTER

VIA EMAIL TO admin@activeherb.com

ActiveHerb Technology, Inc.
8830 Rehco Road, Suite E
San Diego, California 92121

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.activeherb.com/> on April 22, 2020. We have determined that you are unlawfully advertising that certain products prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website include:

- In marketing materials titled “The Official TCM [traditional Chinese medicine] Formula That’s Successfully Treating COVID-19 Patients in China,” you claim that a product called “Qing Fei Pai Du Tang” is a “one-remedy-fits-all solution” that is “the official formula to treat coronavirus.”
- In marketing materials titled “The Official TCM Formula That’s Successfully Treating COVID-19 Patients in China,” you claim that Qing Fei Pai Du Tang “has been used to treat thousands of patients, ranging from the mild to severe.”
- In marketing materials titled “The Official TCM Formula That’s Successfully Treating COVID-19 Patients in China,” you claim that Qing Fei Pai Du Tang responds to “an external pathogenic attack such as coronavirus” by, “on a top-level theory, expel[ling] the evil, virial insult.”
- In marketing materials titled “The Official TCM Formula That’s Successfully Treating COVID-19 Patients in China,” you claim that “coronavirus is an epidemic damp disease . . . Qing Fei Pai Du Tang works by ventilating the lungs, releasing the

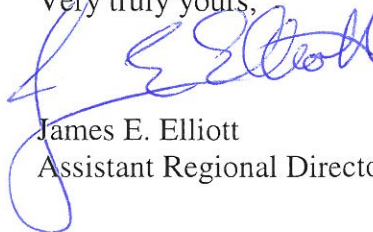
exterior, clearing heat and phlegm, and promoting water removal; the formula is acrid and cooling in nature.”

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 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,



James E. Elliott
Assistant Regional Director, Southwest Region