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

Serena Viswanathan
Associate Director
Division of Advertising Practices

December 18, 2020

WARNING LETTER

VIA EMAIL to Support@AlphaHormones.com
Alpha Hormones Inc.
468 N. Camden Drive
Suite 5500
Beverly Hills, CA 90210

Re: Unsubstantiated claims for Coronavirus treatment or prevention

To Whom It May Concern:

This is to advise you that in December 2020, FTC staff reviewed your website at https://www.alphahormones.com, and your social media websites at https://www.facebook.com/AlphaHormones/ and https://www.instagram.com/alphahormones/, where you promote products and services available at Alpha Hormones, including Thymosin Alpha-1. We have determined that you are unlawfully advertising that certain products or services treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- "Boost Your Immune System Against COVID-19

  We all want to stay healthy during these challenging times. Without an immune system, we would have no way to fight harmful pathogens that make us sick, such as viruses, bacteria, parasites or fungi. It is difficult to fight off disease with a weakened immune system, which is why it's important to do everything you can to boost your immune system.

  …

  BOOST YOUR IMMUNITY WITH THYMOSIN ALPHA-1

  Sometimes your immune system may need a little extra help. We compound this peptide therapy to help keep your immune system strong.

First, a peptide is a short chain of amino acids that signals the body to act more effectively and efficiently. Thymosins are a family of biologically active hormones secreted by the thymus gland which play a significant role in immunity and inflammation.

Thymosin Alpha-1 controls the maturation of T cells (a type of white blood cell that seeks out and destroys foreign invaders) as well as stem cells.

HERE ARE THE IMMUNE-BOOSTING BENEFITS OF THYMOSIN IN OUR IMMUNE PEPTIDE:

- Modulates the immune system largely by regulating inflammation.
- Stimulates production of Natural Killer (NK) cells, T helper and cytotoxic T cells, all of which play an important role in the immune system. NK cells can kill tumor and virus-infected cells.
- Helps fight bacteria and viruses.
- Assists in antibody formation….
- Inhibits viral replication.

…

GET ADDITIONAL IMMUNE SUPPORT DURING COVID-19

While we need studies to be done specifically on COVID-19, we know that Thymosin Alpha-1 offers the following to help your immune system fight off viral and bacterial pathogens:

- Decreases viral replication and increases viral antigens on the surfaces of infected cells, making them more visible to the immune system to be destroyed
- Improves tissue repair and healing
- Binds toxins produced by infection
- Decreases exacerbation of allergic reactions and inflammation in the lungs
- Sublingual tablet you dissolve under your tongue once daily, no side effects reported with sublingual delivery

Book your appointment today and get our Thymosin Alpha-1 package that includes physician consultation and medication shipped to your home for $299/month. Thymosin Alpha-1 comes in nasal spray bottle or subcutaneous injection vial.

Schedule Appointment [link to webpage offering online appointment scheduling]"

[From your webpage "Boost Your Immune System Against COVID-19," https://www.alphahormones.com/blog/boost-your-immune-system-against-covid-19/.]

- In an April 2, 2020 post to your Facebook page, you state:

  "Has anybody heard of peptide therapy?
  …
  Although there is no definitive treatment and vaccine for COVID-19, peptides can be used as a complementary treatment to boost your immune system. Thymosin Alpha-1 (TA-1) is administered subcutaneously similar to insulin. It is approved in 35 countries and has over 80 clinical trials in over 230,000 patients. It can be prescribed to optimize the performance of your immune health and improve general wellness by preventing viral infections such as the common cold or the flu.

  Even though TA-1 is not as well known as using Hydroxycholoroquine [sic] and Azithromycin (these two drugs have possible adverse effects to your heart) to treat COVID-19, it's well tolerated. TA-1 is generally safe and effective to use on patients. It is used along with conventional medicine in the ICU to treat COVID-19 all around the world. It is proven to be a promising therapy that can give hope to patients and family members during this challenging time."

  [From your post dated April 2, 2020 on your social media website at https://www.facebook.com/AlphaHormones/. Substantially similar claims are made in a post dated April 2, 2020 on your social media website at https://www.instagram.com/alphahormones/.]

- In Facebook and Instagram posts made on October 23, 2020, you state:

  "ALPHAHORMONES.COM

  BOOST YOUR IMMUNE SYSTEM AGAINST COVID-19…

  We all want to stay healthy during these challenging times. Without an immune system, we would have no way to fight harmful pathogens that make us sick, such as viruses, bacteria, parasites or fungi. It is difficult to fight off disease with a weakened immune system, which is why it's important to do everything you can to boost your immune system...

  Call: (213) 334-4111
  Book Now: https://bit.ly/31BotT8 [link to webpage "Boost Your Immune System Against COVID-19," available at https://www.alphahormones.com/blog/boost-your-immune-system-against-covid-19/]

  #AlphaHormones #covid_19 #corona #covid #immunesystem #boost #covıd [sic] #covid19 #covid2020 #covid―19… #coronavirus…"

In addition, in the Instagram post, you responded to the comment, "how can one do that?" with the statement: "We have an excellent peptide to boost your immune system and help fight COVID-19, it's called Thymosin Alpha – 1!"

[From your posts dated October 23, 2020 on your social media websites at https://www.facebook.com/AlphaHormones/ and https://www.instagram.com/alphahormones/.]

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 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 or service identified above. Thus, any coronavirus-related prevention or treatment claims regarding such product or service 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 services and immediately cease making claims if they 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 Richard Cleland at 202-326-3088.

Very truly yours,

SERENA VISWANATHAN Digitally signed by SERENA VISWANATHAN Date: 2020.12.17 14:15:14 -05'00'

Serena Viswanathan
Associate Director