



United States of America
FEDERAL TRADE COMMISSION
Western Region San Francisco

Thomas N. Dahdouh
Regional Director

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San Francisco, CA 94103

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WARNING LETTER

VIA FEDEX TO:

Enlighten Sauna
1395 Martsen Rd. Unit A
Burlingame, CA 94010

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom it May Concern,

This is to advise you that FTC staff reviewed your website at <https://enlightensauna.com/> as well as your social media postings on Facebook (<https://www.facebook.com/enlightensauna/>), on December 7, 2020. We have determined that you are unlawfully advertising that infrared sauna products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- On your home page at <https://enlightensauna.com/>, you claim:
 - “Boosting Your Immune System With Infrared Sauna To Counter New Coronavirus... How infrared sauna can help against novel coronavirus by boosting your immune system[.] Your whole body benefits from sauna use. Sauna could help boost your immune system in the age of coronavirus...”
- On a webpage at <https://enlightensauna.com/boosting-your-immune-system-with-infrared-sauna-to-counter-new-coronavirus-en.html>, titled “Boosting Your Immune System With Infrared Sauna To Counter New Coronavirus: How infrared sauna can help against novel coronavirus by boosting your immune system,” you claim:

- “How infrared sauna can help against novel coronavirus by boosting your immune system”
- “Sauna could help boost your immune system in the age of coronavirus.”
- “Infrared sauna is... a precautionary measure to boost your resilience towards all kinds of infections, bacterial, fungal and viral.”
- “Novel coronavirus - covid-19, what we know so far ... there is plenty of information that we can dissect from current research in order to protect ourselves. We should be looking for ways to boost our own immune system... [B]oosting your immunity is possible in the long term through infrared sauna heat treatment. Using a sauna is like a drill for most of the body systems. Better functioning cardiovascular and respiratory systems increases the resilience of the immune system. A solid, well looked after immune system is better prepared to handle real threats such as viruses, i.e the novel coronavirus also known as Covid-19. ”
- “In order to minimize the impact of a virus such as coronavirus on your health, you need to boost your immune system. Your immune system will fight off the infection internally. The better prepared your immune system is the higher your chances of you staying out of danger.”
- “Building resilience against viruses such as Covid-19 ... It would be irresponsible to claim outright that infrared saunas protect against viruses such as the Covid-19. However, there are several reasons backed by scientific evidence why infrared light treatment such as what you get in infrared saunas could help to protect you in the long run. Leaving aside nutritious diet and vitamin deficiencies, unless you dine in your infrared sauna (maybe we should include a dining table with our sets) everything else, including immune system, lung capacity, oxygen saturation, can be improved over time through sauna use.”
- “Ways to become more resilient to the new coronavirus through sauna use by improving your immune system ... *A 2011 article about SARS virus, which is in the same family of viruses as the Covid-19 outlined that the virus survives much worse in the heat.* In that study ... virus viability was rapidly lost ($>3 \log_{10}$) at higher temperatures and higher relative humidity (e.g., 38°C (100.4 °F), and relative humidity of $>95\%$). Much like other viruses, they do not do well in the heat. So when it comes to surfaces and air, infrared light in saunas, as with other saunas where temperatures reach up to incredible near-boiling heights seems to kill the virus.”
- “Your immune system is looking after you, so look after your immune system by implementing an infrared sauna into your life. In addition to

feeling healthier, happier and better rested you gain an additional benefit of being more resilient to viruses such as the covid-19.”

- In a March 25, 2020 Facebook post at <https://www.facebook.com/enlightensauna/>, you claim:
 - “As coronavirus is sweeping the nation, it’s time to think about your immune system. Are you sure it’s up to scratch? [link to <https://enlightensauna.com/boosting-your-immune-system-with-infrared-sauna-to-counter-new-coronavirus-en.html>] Building resilience against viruses such as Covid-19 is no easy feat and it does not happen overnight, but it does happen. The first thing to consider is your diet, then sleep, then exercise. If all of these are fine, then why not improve it further with a bit of heat shock protein activation. It is also called infrared sauna therapy. Did you realise [sic] that regular infrared sauna use has a positive impact on your immune system? Besides the well-publicized benefits to a person’s well-being such as improving skin health and detoxifying effect, an infrared sauna can also build up that resilience.... #covid_19 #coronavirus”

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 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 products 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 Kelly Ortiz via electronic mail at kortiz@ftc.gov describing the specific actions you have taken to address the FTC’s concerns.

Sincerely,



Thomas N. Dahdouh
Regional Director
Western Region San Francisco