



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

June 2, 2020

WARNING LETTER

VIA EMAIL TO info@pemf.sg

Eastbay Wellness Pte Ltd
#06-06A LTC Building B
12 Argumugam Road
Singapore 409958

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that the staff of the United States Federal Trade Commission, the national consumer protection agency reviewed your websites at <https://pemf.sg/> and <https://eastbaywellness.com.sg/> on May 26, 2020. We have determined that you are unlawfully advertising that your PEMF (pulsed electromagnetic field) devices treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- In marketing materials titled “PEMF and COVID-19 Corona Virus” available at <https://pemf.sg/pemf-and-covid-19/>, you claim, “You probably have also come across countless alternative and home remedies to fight and prevent the virus since currently there are no approved treatment solutions available. Of course, one ‘alternative’ you should have come across is Pulsed Electromagnetic Field (PEMF) therapy. If you are an owner of any PEMF system already, the answer is simple. Use it, while you find out the efficacy of PEMF against the COVID-19 Corona Virus. . . . While we strongly believe PEMF can play an important role in combating this virus, you still need to apply it consistently to realise the effect. . . . We do recommend, however, you to get a **trial or rental system** [link to <https://eastbaywellness.com.sg/rental>] whenever possible, explore, experience and understand the underlying working principle. This is not just a system you invest during this pandemic, but it can be the system you can integrate into your healthy lifestyle for life! There are many excellent articles and videos (below) from established and renown PEMF experts you can refer to below to understand how PEMF can help you during this trying times for humankind.”

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 products are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims for products that you advertise and market, sell, or otherwise promote or make available in the United States.

You are also advised to review all other claims for such 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,

Dama J. Brown
Regional Director
Southwest Region