



United States of America  
FEDERAL TRADE COMMISSION  
Southwest Region

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

June 3, 2020

**WARNING LETTER**

VIA EMAIL TO [charlie@pemf8000.com](mailto:charlie@pemf8000.com)

PEMF Wellness Technology  
242 Cosey Beach Avenue  
East Haven, Connecticut 06512

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://www.pemf8000.com/>, as well as your social media postings on Facebook (<https://www.facebook.com/pemf8000/>), on May 27, 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 a blog post titled “Coronavirus – PEMF | PEMF 8000 and Corvid-19 [sic]” you state “in light of this rapidly expanding coronavirus epidemic, new approaches to dealing with this infection are needed urgently. The purpose of this blog is to recommend... options for helping with COVID-19 prevention and treatment. These include... the use of PEMFs.

....

For those who already own and are using PEMFs on a regular basis, whole body units with intensities greater than 70 Gauss or higher intensity systems with body pads are both appropriate for daily use for preventive purposes. Otherwise, I recommend higher intensity whole body PEMF systems for your protection, preventing infection, and treating it as necessary. Very low intensity whole body systems (which are not carried on drpawluk.com) or systems of less than 70 Gauss cannot be expected to provide enough protection or benefit.

....

The ‘coronavirus disease 2019’ (‘COVID-19’) epidemic, like other similar epidemics before it, requires careful attention and consideration of various preventive measures

including routinely recommended public health measures and other more aggressive measures. . . . These aggressive measures include... initiating or continuing higher intensity PEMF therapies daily to the whole body and/or to the lungs. This therapy can be administered at home.”

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.

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](mailto: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](mailto:zkeller@ftc.gov).

Very truly yours,

Dama J. Brown  
Regional Director  
Southwest Region