



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

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices

September 11, 2020

WARNING LETTER

VIA EMAIL TO info@BestChlorella.com
C'est Si Bon Company
1308 Sartori Ave., Suite 205
Torrance, CA 90501

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff reviewed your website at <https://bestchlorella.com/> on September 2, 2020. We have also reviewed your social media website at <https://www.facebook.com/bestchlorella>, where you promote supplements you sell on your website at <https://bestchlorella.com/>, including Chloenergy and AstaVibrance. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Examples of Coronavirus prevention or cure claims on your social media website include:

- In a Facebook post at <https://facebook.com/bestchlorella> dated August 4, 2020, which includes a photo depicting what appears to be cases of Chloenergy prepared for shipment, you state, "Airfreight to London Heathrow Int'l Airport! Chloenergy, kick out the Corona virus and exterminate it !!!"
- In a Facebook post at <https://facebook.com/bestchlorella> dated July 27, 2020, which includes a photo depicting a box of Chloenergy and a bottle of AstaVibrance on top of a publication displaying a word cloud of alternative medicine terms, with the two most prominent terms being "covid-19" and "CORONAVIRUS," you state: "Stay healthy with Chloenergy® and AstaVibrance®....The two first class supplements for you and your loved ones!!"

- In a Facebook post at <https://facebook.com/bestchlorella> dated June 25, 2020, which includes a photo depicting a box of Chloenergy, a bottle of AstaVibrance, a lemon, and several other supplements, you state: “Natural strategy for Covid-19!”

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 Richard Cleland, Assistant Director 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
Acting Associate Director
Division of Advertising Practices