Serena Viswanathan
Associate Director
Division of Advertising Practices

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

November 4, 2021

CEASE AND DESIST DEMAND

VIA EMAIL TO support@goodstuffnc.com

Johnny Pires
Marissa Monteiro
GoodStuff Juices LLC
803 Moye Blvd. Suite A
Greenville, NC 27834

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that in October 2021, FTC staff reviewed your website at https://goodstuffjuices.com/. We have also reviewed your social media websites at https://www.facebook.com/goodstuffjuices, https://www.facebook.com/jclever1, https://www.facebook.com/marissa.monteiro.96, https://www.instagram.com/goodstuffjuices/ and https://www.instagram.com/goodstuffjuicesmass/, where you direct consumers to your website at https://goodstuffjuices.com/ and to https://www.amazon.com/ to purchase Lung Tea and other cold pressed juices. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or cure claims on your social media website at https://www.facebook.com/goodstuffjuices include:

- "Is it a fact that 80%+ of patients who are put on ventilators die? Did you know we feature a Lung strengthening juice? It also helps clear the lungs of accumulated mucus. Try it today!" The post includes a photo of GoodStuff Juices Lung Tea.

  [Post on August 29, 2021.]

- "I was diagnosed with C9vid [sic] in May!" This post includes a photo of GoodStuff Juices Lung Tea accompanied with the text, "I was diagnosed with covid in May. Literally within 2 days of drinking this I felt sooo much better. The mucus was coming

out in rare form. Herbs are great for the mind body & soul. Add this to your daily regime. You'll feel what I'm talking about."

[Post on August 13, 2021; you also shared the identical photo in a post on June 29, 2020.]

- "Lung tea on hand today. Ready to drink! When you have society choosing blood clots and heart problems over cold and flu symptoms, or even no symptoms at all, you know critical thinking is in short supply. Happy Friday. Add life to your years with GoodStuff Juices!"

  [Post on July 16, 2021; you also posted identical statements on your Facebook account at https://www.facebook.com/jclever1 on the same date, along with a photo depicting a bottle of GoodStuff Juices Lung Tea and a bottle of GoodStuff Juices Flu Shot No Needle.]

- You shared a July 31, 2020 post from another Facebook user that states: "Detox those lungs, we need all the good things this LUNG TEA offer [sic], especially with this spread of Covid these days. If you have had covid or have any issues or wanna boost your lung health, shop @Good Stuff Juices. Pick up a 1 or 3 day cleanse while you're there. Im on day 2 of my 3 day cleanse. Getting ready for Slimdown 29." The post you shared includes a photo that depicts bottles of GoodStuff Juices Lung Tea.

  [Post on July 31, 2020; you shared the same statements and photo in an Instagram post at https://www.instagram.com/goodstuffjuices/ on the same date.]

- You shared a June 26, 2020 Facebook post from another user that includes a photo of two bottles of GoodStuff Juice, including Lung Tea, and states: "Johnny Juice have [sic] Covid-19 patients recovering in days. Check out his reviews...."

  [Post on June 26, 2020.]

- You shared an image with the text, "Johnny Juice your Lung Tea was 'magic' for my dad when we thought he had covid. I'll tell everyone about that success story!"

  [Post on May 7, 2020. You shared the same image in an Instagram post at https://www.instagram.com/goodstuffjuices/ on August 1, 2020.]

Some examples of Coronavirus prevention or cure claims on your social media website at https://www.facebook.com/jclever1 include:

- "Soothe your fears with Lung Tea." This post includes a photo of GoodStuff Juices Lung Tea accompanied with a screenshot of a comment from another user that states, "My family and I used this while we had Covid in August, and we could tell a difference right

away. It helped keep our lungs clear. Our 5 year old would drink half! Definitely what you need to have if dealing with Covid."

[Post on October 7, 2021; you also shared the identical photo in a post on October 9, 2021.]

- "Lung tea ready for you to help battle this time variant." This post includes the image of a man wearing a surgical mask, with the caption "Wake County to mandate face masks by end of next week," and a link to an article titled "Masks required again in Raleigh starting Friday night," available at https://www.wral.com/coronavirus/masks-required-again-in-raleigh-starting-friday-night/19823970/.

  [Post on August 13, 2021.]

- "Rest assured – that 2020 super bug can't touch you with Lung Tea stocked in your freezer." In this post, you shared a January 26, 2021 Facebook post from https://www.facebook.com/goodstuffjuices that includes a photo of GoodStuff Juices Lung Tea with the text:

  "Benefits of Lung Tea:
  - Helps soothe inflammation and relieve pain in the Lungs
  - Relieves respiratory spasms
  - Great for clearing lymphatic congestion in the chest & lung area.
  - Softens and dissolves hardened masses of accumulated mucus while soothing the mucus membranes in the lungs and GI tract.

  Drink 1 bottle for congestion relief. Drink 3 (one every 3 hours) for a stronger effect."

  [Post on January 26, 2021.]

- "Lung tea ready. 2020 super bug where?" This post includes two photos of GoodStuff Juices products, with Lung Tea depicted in both photos.

  [Post on December 30, 2020.]

- "Lung Tea instead let's go!" In this post you share a December 18, 2020 Facebook post from another user that states, "Two British healthcare workers who were among the first in the world to receive the vaccine when it became available went into anaphylactic shock afterwards."

  [Post on December 18, 2020.]

- "The 'COVID kit' will consist of 2 'lung teas' and 1 'FLU Shot No Needle' all for a clean $20."

One comment on this post asks: "Is this free info or for sale?" You responded with a comment stating: ". . . for sale starting tomorrow" The original commenter responded: "Johnny Juice man you are so far from me. I'm in Maryland lol. But congratulations on that. We need more natural remedies for our bodies." You responded with a comment stating: ". . . my cold-pressed juicing company ships Nationwide. GoodStuffJuices.com"

[Post on July 30, 2020.]

- "Never be scarred [sic] of COVID again. Kills COVID quick!!" The post includes a photo of GoodStuff Juices Lung Tea and text that states, "I was diagnosed with covid in May. Literally within 2 days of drinking this I felt sooo much better. The mucus was coming out in rare form. Herbs are great for the mind body & soul. Add this to..."

  [Post on July 27, 2020.]

- "Lung Tea is restocked and going fast. . . .

  'I was diagnosed with covid in May. Literally within 2 days of drinking this I felt sooo much better. The mucus was coming out in rare form. Herbs are great for the mind body & soul. Add this to your daily regime. You'll feel what I'm talking about....'" This post includes a photo of GoodStuff Juices Lung Tea.

  [Post on June 25, 2020.]

- "Review coming in all the way from the windy city. Beat corona virus using my 3 Lung Tea. You can too. Stop in to my juicing factory we have this on hand. Located right beside Subway and Pizza Hut near the Hospital Greenville NC."

  This post includes two photos. The first photo depicts a bottle of GoodStuff Juices Lung Tea superimposed with the text: "...I was diagnosed with covid in May. Literally within 2 days of drinking this I felt sooo much better. This mucus was coming out in rare form. Herbs are great for the mind body & soul. Add this to..." The second photo depicts the label of a bottle of GoodStuff Juices Lung Tea and includes the text: "I was diagnosed with covid in May. Literally within 2 days of drinking this I felt sooo much better. The mucus was coming out in rare form. Herbs are great for the mind body & soul. Add this to you daily regime. You'll feel what I'm talking about..."

  [Post on June 23, 2020; you also shared this post, including the two photos, on your Facebook account at https://www.facebook.com/goodstuffjuices on June 23 and June 27, 2020.]

Some examples of Coronavirus prevention or cure claims on your social media website at https://www.instagram.com/goodstuffjuices/ include:

- "Super rich Sea Moss gel available + Flu Shot No Needle for the 2020 super bug remedy." The post includes a photo of your Flu Shot No Needle and Sea Moss products.

  [Post on October 27, 2020.]

- You shared a video that includes the text: "First case of COVID at my school let me get something to boost my immune system @goodstuffjuices."

  [Post on September 14, 2020.]

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 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 are also advised to review all other claims for your products and immediately cease and desist from making claims that are not supported by competent and reliable scientific evidence. You must immediately cease and desist making all such claims.

Violations of the FTC Act may result in legal action seeking a Federal District Court injunction. In addition, pursuant to the COVID-19 Consumer Protection Act, Section 1401, Division FF, of the Consolidated Appropriations Act, 2021, P.L. 116-260, marketers who make deceptive claims about the treatment, cure, prevention, or mitigation of COVID-19 are subject to a civil penalty of up to $43,792 per violation and may be required to pay refunds to consumers or provide other relief pursuant to Section 19(b) of the FTC Act, 15 U.S.C. § 57b(b).

Within 48 hours, please send a message to Richard Cleland, Assistant Director via electronic mail at rcleland@ftc.gov certifying that you have ceased making unsubstantiated claims for the products identified above. 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: 2021.11.04 10:30:03 -04'00'

Serena Viswanathan
Associate Director
Division of Advertising Practices

cc: Facebook and Instagram *via email to* consumerpolicy@fb.com