



STATE OF NEW YORK
OFFICE OF THE ATTORNEY GENERAL

LETITIA JAMES
ATTORNEY GENERAL

DIVISION OF SOCIAL JUSTICE
HEALTH CARE BUREAU

April 1, 2020

VIA EMAIL

Finest Herbalist
PO Box 534
Pleasant Grove, UT 84062

Re: CEASE AND DESIST NOTIFICATION

To Whom it May Concern:

The New York State Office of the Attorney General (“OAG”) is extremely concerned by marketing claims that have presented Pure Herbal Total Defense Immunity Blend as a means of curing or treating the 2019 novel coronavirus (COVID-19). Consumers have encountered these claims in email campaigns using titles such “Protection From Corona Virus With Immunity Oil” and “Fight back against the coronavirus outbreak! Pure Herbal Total Defense Immunity Blend.” See <http://garwarner.blogspot.com/2020/03/cauce-spamfighters-rally-against-corona.html>. These claims have been disseminated through text messages and on websites purporting to belong to news outlets. See, e.g., <https://www.forbes.com/sites/thomasbrewster/2020/03/19/coronavirus-scam-alert-beware-fake-fox-news-text-messages-promising-a-cbd-oil-cure/#221db8096ca0>; https://www.healthy-tips.life/healthytips_cor/.

The 2019 novel coronavirus poses serious consequences to public health, and consumers are concerned as to how they can best protect themselves and their families. These claims may mislead consumers as to the effectiveness of Finest Herbalist products in protecting against the current outbreak. The World Health Organization (“WHO”) has noted that there is no specific medicine to prevent or treat this disease. Therefore, any misrepresentation on the internet that Finest Herbalist products are effective at combatting and/or treating COVID-19 violates New York law.

You are hereby advised to immediately cease and desist from making any such misleading claims as they violate New York’s consumer protection statutes, Executive Law § 63(12) and General Business Law Article 22-A §§ 349 and 350, which prohibit fraudulent and deceptive business practices and false advertising. In light of the widespread dissemination of misleading claims regarding your product, you are further advised to add a specific disclaimer to all webpages for this product specifying that it is not intended to diagnose, treat, cure, or prevent any disease, including the 2019 novel coronavirus.

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Within the next **ten business days**, please contact the undersigned to confirm that you have so complied. Your failure to comply with this directive may result in further action by this office. Please be advised that the Office of the Attorney General is authorized pursuant to Executive Law § 63(12) and General Business Law Article 22-A to bring suit to enjoin any deceptive acts and practices, and to seek restitution, damages, and penalties of up to \$5,000 per violation (§ 350-d).

Very truly yours,

Lisa Landau
Chief, Health Care Bureau