



United States of America
FEDERAL TRADE COMMISSION
Western Region San Francisco

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Regional Director

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San Francisco, CA 94103

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WARNING LETTER

VIA EMAIL TO: katie@celebrationsaunas.com

Katie Hopkins
Celebration Saunas, Inc.
9615 E County Line Rd,
Ste. B-455
Centennial, CO 80112

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://celebrationsaunas.com> as well as your social media postings on Facebook at <https://www.facebook.com/CelebrationSaunas>, LinkedIn at <https://www.linkedin.com/pulse/self-defense-i-kill-thee-coronavirus-guard-katie-hopkins>, and <https://medium.com/@alottalaffs/in-self-defense-i-kill-thee-coronavirus-on-guard-b07dc24d8931>, on December 7, 2020. We have determined that you are unlawfully advertising that infrared sauna products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- On a webpage titled “In self-defense — I KILL THEE CORONAVIRUS — On Guard!” at <https://celebrationsaunas.com/in-self-defense-i-kill-thee-coronavirus-on-guard>, you claim:
 - “That’s right I am going on the attack. COVID-19 I’m coming for you! I have a secret weapon that induces a natural low-grade fever to kill off all you buggers and sweat them out before they take hold in my body.”
 - “For the last 13 years, I have dedicated myself to educating the public and health professionals about the health benefits of a far infrared sauna and

there are so many health benefits.... Coincidentally, one of the most relevant proven health benefits in the current coronavirus/ SARS-CoV-2 environment is a far infrared sauna's ability to literally induce a low-grade fever to kill off latent viruses. Viruses that haven't had the chance to take hold in the body and make you ... sick!"

- “This is a self-defense course in Coronavirusnot [sic] a cure.”
- “Far infrared sauna is literally manufacturing body heat so you will never feel too hot. Our bodies produce far-infrared light in the form of body heat. The far infrared light of the sauna is going to activate the mitochondria of your cells and maximize cellular energy output increasing your body temperature. (There are so many benefits when this happens- but were here for Coronavirus/ COVID-19 / SARS-CoV-2) In addition, to increasing your body temperature to a maximum low-grade fever of 100 degrees and killing off heat-sensitive viruses in the body...”
- “By increasing my core body temperature to a low-grade fever I’ll kill off a bunch of the virus before it becomes an infection. And if I do get the coronavirus I know it won’t be as bad because I’ll have killed off a bunch of the virus before my body discovered I was sick and with dead-virus floating around its likely I’ve got a few antibodies too.”
- On your Facebook account at <https://www.facebook.com/CelebrationSaunas>:
 - An April 14, 2020 post that states: “STAY SAFE AND STRONG Let’s Fight Against Coronavirus (COVID-19) Together[.] FACT: Raising the core body temperature through the use of infrared sauna can be a powerful tool to help the body to kill viruses...”
 - A March 27, 2020 post that states: “Remember to use your sauna to induce a low-grade fever and make it hard for coronavirus to take hold.”
 - Identical posts on March 11 and 16, 2020 that state: “In self-defense — I KILL THEE CORONAVIRUS — On Guard!” [linking to LinkedIn post at <https://www.linkedin.com/pulse/self-defense-i-kill-thee-coronavirus-guard-katie-hopkins/>, which includes language substantially similar to the webpage at <https://celebrationsaunas.com/in-self-defense-i-kill-thee-coronavirus-on-guard> referenced above].
- In a March 11, 2020 post on Medium.com at <https://medium.com/@alottalaffs/in-self-defense-i-kill-thee-coronavirus-on-guard-b07dc24d8931>, you state: “I KILL THEE CORONAVIRUS — On Guard!” This post contains language substantially similar to the webpage at <https://celebrationsaunas.com/in-self-defense-i-kill-thee-coronavirus-on-guard> referenced above.

Celebration Saunas, Inc.

December 21, 2020

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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 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 Kelly Ortiz via electronic mail at kortiz@ftc.gov describing the specific actions you have taken to address the FTC's concerns.

Sincerely,



Thomas N. Dahdouh
Regional Director
Western Region San Francisco