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

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices

September 9, 2020

WARNING LETTER

VIA EMAIL TO bombshellbeads@hotmail.com
Megan Brady
Kim Marshall
Bombshell Beads, LLC
835 Harrisburg Ln.
Mount Juliet, TN 37122

Re: Unsubstantiated claims for Coronavirus prevention or treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your websites at https://bombshellbeads.com/ and https://www.kim-marshall.com/ in August and September 2020. We also reviewed your social media websites at https://www.facebook.com/Bombshell-Beads-2406275462788033, https://www.instagram.com/bombshellbeads/, https://www.facebook.com/kimprimpandpucker/, https://www.facebook.com/kim.mcquillenmarshall, and https://www.instagram.com/kimmarshall444/, where you direct consumers to your websites, https://bombshellbeads.com/ and https://www.kim-marshall.com/, to purchase bead bracelets. 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 websites include:

- In a Facebook Live video that was streamed on March 16, 2020:
    - Beginning at approximately 27:25, Ms. Marshall states: “Listen to me clearly, I want you to get a pen and paper right now. Because you can buy these things with my 25% off code and I was up so freakin’ late last night working for you, and let me tell you why. Because I have a list of bracelets that are going to help you with your immune health and breathing and respiratory issues, which is what we need with the Corona-Borona…. So we’re going to go over

beads that you should be wearing to boost your immunity and to help with lung and respiratory issues…. I have… four for immunity health… five for respiratory and breathing health…. These are what you should be investing in right this dang damned minute. You are going to take your health back…"

- Beginning at approximately 33:12, Ms. Marshall states, "This is what you should be investing in for your health with this virus that's going around…. The first section we're going to work on is immune health… Amethyst… it regulates gut flora, which reinforces immunity… Amethyst is also a natural tranquilizer and it resets the ability to fight pathogens…. Number two: Aquamarine. It's an anti-inflammatory, it has a general tonic effect, it works on your throat chakra to cleanse, and it's helpful with the respiratory tract. It's known as the stone of breath. Very important. So we have two so far for immune health: amethyst and aquamarine. Next is blue lapis…. Alleviates pain and activates the throat chakra…. Last is hematite. And that is the purification gemstone and it is just an all-around cleanser…. So let me go over the four for immune health…. These truly are going to help you tremendously…. Amethyst, aquamarine… hematite… and then lapis… So those four are for immune health. Now we're going to move to breathing and respiratory health…. I was looking for stones that purify the respiratory tract and flush out toxic blockages…. So the first one is moss agate… and this one also does double duty as immune health as well… It treats lungs, breathing difficulties, relax [sic] and opens congested bronchia and the lungs, speeds recovery, anti-inflammatory, and boosts the immune system…. Our black onyx is one that helps with lung issues. Absorbs the alignment of lung issue [sic] and cleanses lung tissue…. Next is carnelian…. It is an antidote for throat and lung issues. It works on affected bronchioles…. I'm anticipating like for the coronavirus and stuff so we did immune health, and then we're doing respiratory and lung. Next is rose quartz… Eliminates lung and respiratory issues, aids in the removal of congestion and phlegm…. And lastly is tiger's eye. That maintains the health of the lung..."

- Beginning at approximately 52:00, Ms. Marshall states: "I want you to understand that you need to be investing in these for your health. You're not panicking over the virus, you are not doing any of those things. You are boosting your immune health. You are boosting your immune health."

- Beginning at approximately 1:30:50, Ms. Marshall states: "Real quick, let me go over them again. Immune health: amethyst, aquamarine, hematite, and lapis. Breathing: moss green agate, black onyx, carnelian, matte rose quartz, and tiger's eye… That's what we're doing here in this household for the corona BS."

[Video available at https://www.facebook.com/kim.mcquillenmarshall/videos/10221284519159553/]

- In a March 17, 2020 Facebook post:

    - You state: “Hi!!! Time for some knowledge (which makes you feel powerful)! Last night I told you exactly how healing stones work and made some suggestions. You should order immediately to stay at the top of your game when it comes to Immune Health and Breathing/Respiratory Health.” The post includes descriptions of certain stones (amethyst, matte aquamarine, gold or silver hematite, blue lapis, moss green agate, black onyx, carnelian, matte rose quartz, and tiger’s eye), including statements similar to those quoted from the March 16 Facebook Live video referenced above.

    - This post also includes an image titled “Healing Stones” (hereinafter “the Healing Stones Graphic”) that depicts ten different bracelets for either “Immune/Health” (Amethyst, Matte Aquamarine, Silver or Gold Hematite, and Blue Lapis) or “Breathing/Respiratory” (Moss Agate, Black Onyx, Matte Rose Quartz, Tiger’s Eye, and Matte Carnelian). The Healing Stones Graphic includes the URL www.kim-marshall.com and provides a discount code to purchase the bracelets.

  [March 17, 2020 Facebook post available at https://www.facebook.com/kim.mcquillenmarshall/posts/10221296387576256]

- In a March 17, 2020 Instagram post:

    - You shared the same statements and the Healing Stones Graphic that were included in the March 17, 2020 Facebook post described above.

    - The @bombshellbeads account commented on this Instagram post, stating, “Wow @kimmarshall444 this is outstanding especially during a national crisis to stay healthy.”

  [March 17, 2020 post on https://www.instagram.com/kimmarshall444/]

- In a Facebook Live video that was streamed on April 15, 2020:

    - Beginning at approximately 1:19:39, Ms. Marshall states: “Let me show you about immunity health… I can just tell you and then I’ll put up the graphic, okay. For immune health. Amethyst: regulates gut flora, which reinforces immunity, it is a natural tranquilizer, and it resets your ability to fight pathogens…. Matte aquamarine: it is an anti-inflammatory, it has a general tonic effect, it works on your throat chakras to cleanse that area, and it’s fantastic for your respiratory tract, it is known as the stone of breath… These bracelets I’m describing are for if you’re concerned about the virus. Hematite… it is the purification gemstone, and it’s also known as the master cleansing stone… it cleanses your blood. Blue lapis: it activates your throat chakra and alleviates pain. So those are the four for immune health. So then

we get into breathing and respiratory issues. Moss agate: treats lungs, breathing difficulties, relaxes and opens congested bronchia and the lungs, speeds recovery, it's also an anti-inflammatory, and it boosts your immune system…. I was looking for stones that purify the respiratory tract and flush out toxic blockages. Black onyx… absorbs ailments of lung issues and cleanses lung tissue. Carnelian… it is an antidote for throat and lung issues, and it works on affected bronchioles. Matte rose quartz… eliminates lung and respiratory issues and aids in the removal of congestion and phlegm. And lastly, tiger's eye… it maintains health of your lungs and it harmonizes your other stones."

- At approximately 1:26:48, Ms. Marshall displays the Healing Stones Graphic on in iPad and states, "This is for right now, for the virus. I will post that picture."

[Video available at https://www.facebook.com/kimprimpandpucker/videos/1102927976738730]

- On April 16, 2020, Ms. Marshall posted a comment to an April 15, 2020 post on her Primp and Pucker Facebook page. In the comment, Ms. Marshall states, "I forgot to post this. Here is [sic] the bracelets I recommend for anyone wanting to boost their immunity with the state of things these days." The comment also included the Healing Stones Graphic.

  [April 16, 2020 comment to April 15, 2020 post available at https://www.facebook.com/kimprimpandpucker/posts/139389460962472]

- In a Facebook Live video that was streamed on July 22, 2020, beginning at approximately 44:30, Ms. Marshall states: "Respiratory issues…. I actually put up a thing when the coronavirus was getting huge and I talked specifically about beads that helped with immunity and breathing and respiration. Moss green agate: treats the lungs, breathing difficulties, relaxes and opens congested bronchia and lungs, speeds recovery, it's an anti-inflammatory, and it boosts your immune system. Black onyx: it absorbs ailments of lung issues and cleanses the lung tissue…. Carnelian: it's an antidote for throat and lung issues and it works on affected bronchioles as well. Matte pink quartz: eliminates lung/respiratory issue [sic] and aids in the removal of congestion and phlegm. Tiger's eye: it maintains the health of the lung and harmonizes your other stones."

  [Video available at https://www.facebook.com/kimprimpandpucker/videos/2081118268698758]

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 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 Mr. Cleland at 202-326-3088.

Very truly yours,

SERENA VISWANATHAN
Digitally signed by SERENA VISWANATHAN
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Serena Viswanathan
Acting Associate Director
Division of Advertising Practices