



March 2, 2026

VIA EMAIL

Dr. Kirstin Bibbins-Domingo, Editor in Chief
Kataryna DeLisle, Editorial Counsel
Journal of the American Medical Association
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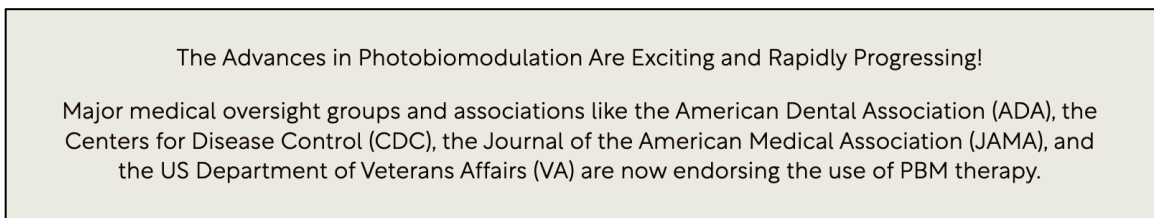
Re: Kerber USA Inc.'s Improper Use of JAMA Logo and False Endorsement Claims

Dear Dr. Bibbins-Domingo and Ms. DeLisle:

A recent Truth in Advertising, Inc. (“TINA.org”) investigation has found that Kerber USA Inc. is improperly and misleadingly using the Journal of the American Medical Association logo in marketing materials promoting its SunPowerLED photobiomodulation (PBM) light devices, in violation of AMA and JAMA policy. Specifically, the New York-based company displays a JAMA logo in its marketing materials, including on its SunPowerLED homepage as shown below,¹ sending the false and misleading impression that JAMA favors or endorses SunPowerLED products.



The company also makes false and misleading statements further suggesting that the CDC endorses SunPowerLED products or related PBM therapy. For example, on its homepage, the company states that “Major medical oversight groups and associations like . . . the Journal of the American Medical Association (JAMA) . . . are now endorsing the use of PBM therapy.”²



These representations are false and misleading, and violate AMA and JAMA policies.³

Please note that TINA.org notified Kerber USA Inc. of this problematic marketing by sending the company a letter via email on February 18, 2026 in which we urged the company to remove the unauthorized logos and statements from its marketing materials.⁴ To date, however, the company has not made any material changes to its website.

Accordingly, TINA.org respectfully urges JAMA to investigate Kerber USA Inc.'s improper use of the JAMA logo and its false and misleading endorsement claims, and to take appropriate action.

Please do not hesitate to contact us should you have any questions.

Sincerely,



Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.



Bonnie Patten, Esq.
Executive Director
Truth in Advertising, Inc.

Cc via email: Tom Kerber, CEO, Kerber USA Inc.

¹ SunPowerLED homepage, sunpowerled.com.

² SunPowerLED homepage, sunpowerled.com.

³ JAMA Terms of Use, <https://jamanetwork.com/pages/terms-of-use>; AMA PolicyFinder, <https://www.ama-assn.org/form/policy-finder>; Guidelines for Medical and Health Information Sites on the Internet, <https://jamanetwork.com/journals/jama/fullarticle/192531>; Principles Governing Advertising in Publications of the American Medical Association, https://jamanetwork.com/DocumentLibrary/Advertising/AMA_Advertising_Principles_Feb2016.pdf.

⁴ TINA.org's Feb. 18, 2026 letter to Kerber USA Inc., available at https://truthinadvertising.org/wp-content/uploads/2026/02/2_18_26-TINA-letter-to-Kerber-USA-re-SunPowerLED-marketing.pdf. Of note, the company is also improperly using logos belonging to, and making false and misleading statements regarding, other agencies and organizations, including the U.S. Food and Drug Administration, Centers for Disease Control and Prevention, the U.S. Department of Veterans Affairs, and the American Dental Association. TINA.org has notified each of these agencies and organizations as well.