



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

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices

November 24, 2020

WARNING LETTER

VIA EMAIL TO info@drhowardliebowitz.com

Dr. Howard Liebowitz, MD
Liebowitz Longevity Medicine
1513 6th Street
Suite 202
Santa Monica, CA 90401

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff reviewed your website at <https://liebowitzlongevity.com/> in November 2020. We have also reviewed your social media website at <https://www.facebook.com/LiebowitzLongevityMedicine/>, where you direct consumers to your website at <https://liebowitzlongevity.com/> to book appointments for services including Ozone Therapy. We have determined that you are unlawfully advertising that certain services treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- In an October 12, 2020 Facebook post, you state: “As this pandemic rolls on, and the death rate continues to climb, there is mounting evidence of the ability for Ozone therapy to cure the infection. Yet, in the USA, supposedly the most developed and advanced society on Earth, it is summarily being ignored. At the date of this writing worldwide deaths related to COVID-19 infection stand at 1.02 million. And deaths in the US are at 207,000 and climbing. As our government, the CDC, and the FDA all clamor for a miracle vaccine, that we don’t even know will work or will impart significant immunity to stem the death toll, there already exists a simple, inexpensive treatment that is being ignored...READ MORE[.]”

This post includes a link to a blog post on your website [\[https://liebowitzlongevity.com/2020/10/04/mounting-evidence-of-ozone-curing-covid-19-ignored/\]](https://liebowitzlongevity.com/2020/10/04/mounting-evidence-of-ozone-curing-covid-19-ignored/) titled “MOUNTING EVIDENCE OF OZONE CURING COVID-19

IGNORED,” which states: “There’s a fabulous new book just published, and available on Amazon outlining the Italian experience success in treating Covid-19 with Ozone therapy in hospital: *OZONE: A CURE FOR LIFE BY ANTONIO GASPARI*[.] Do yourself a favor and buy a copy. I think you will be impressed as to how easy it is to cure Covid-19 infections. As I have written before, **NO ONE NEEDS TO DIE FROM COVID 19....** I believe that to deny ozone therapy to a patient with a diagnosis of Covid-19 is malpractice and possibly even worse.... Liebowitz Longevity Medicine has been offering Ozone Therapy since 2009. Please call the office at 301-393-2333 to make an appointment or book online...”

[October 12, 2020 Facebook post at

<https://www.facebook.com/LiebowitzLongevityMedicine/>]

- In an October 12, 2020 Facebook post, you state: “A new article published in MEDPAGE TODAY reports on three patients with severe Covid-19 pneumonia treated with Ozone who made complete and rapid recovery. Ozone Therapy is being used readily in Europe and showing incredible success in curing Covid-19 patients. This is the first published article in the USA referring to the benefits of Ozone Therapy for Covid-19. In Italy and Spain there are thousands of patients who have been cured with ozone therapy, yet here in the US it is actually being banned as demonstrated in this action in Texas earlier this year. **READ MORE[.]**”

This post includes a link to a blog post on your website

<https://liebowitzlongevity.com/2020/08/31/is-a-covid-19-cure-being-ignored-by-the-fda-and-cdc-right-under-our-mask-covered-noses/>] titled “IS A COVID-19 CURE BEING

IGNORED BY THE FDA AND CDC RIGHT UNDER OUR MASK-COVERED NOSES?,” which states: “An Italian book entitled ‘Ozone for Life’, available soon in English, reports on the experience of 15 Italian hospitals treating Covid-19 patients successfully with Ozone Therapy. So why aren’t we allowed to use ozone to treat our Covid patients here in US hospitals, supposedly the most advanced medical society in the world? Why are so many people dying when they could be saved with ozone? Why are so many businesses closed when we could be successfully treating this pandemic?... **Hundreds of millions of dollars are being invested in over 70 projects to fast track a vaccine.** Can you imagine the reaction to a cheap, easily applied treatment like Ozone Therapy, that would make all of this work redundant? No wonder the forces that be don’t embrace this European treatment, regardless of how many lives are lost.... But the pharmaceutical industry is so desperate to come up with a cure, they’re throwing everything they have at this virus, hoping something will ‘stick’. At the same time, they are ignoring the growing data from Italy, Spain and China on hundreds of successful cures with Ozone Therapy, in a short amount of time with no side effects.... Why not try something that has been shown to work in hundreds or thousands of patients successfully with no risk, and no side effects?... **Liebowitz Longevity Medicine has been offering Ozone Therapy since 2009.** If you or someone you know would like to book an appointment, please call the office at 310-393-2333 to learn more.”

[October 12, 2020 Facebook post at

<https://www.facebook.com/LiebowitzLongevityMedicine/>]

- In a July 15, 2020 Facebook post, you state: “The COVID-19 pandemic has now been raging around the world for over 6 months, with no end in sight. There has not emerged a successful treatment, and a viable vaccine may still be years away, with no certainty it will even work...READ MORE.”

This post includes a link to a blog post on your website

<https://liebowitzlongevity.com/2020/07/14/is-ozone-therapy-for-covid-19-compassionate-care/> titled “IS OZONE THERAPY FOR COVID-19

COMPASSIONATE CARE?,” which states: “The conventional response to treatment in the US has been to ‘throw’ all sorts of unproven, untried and unsuccessful drugs and combinations at patients with the blind hope that something will work. So far nothing has. In other countries such as Spain, Italy and China success in treating COVID-19 with Ozone therapy has been reported in over 20 recently published medical articles. There are currently multiple clinical trials going on in those countries involving dozens of hospitals and thousands of patients. So far preliminary results reveal that for moderately ill patients 94% completely recover in as little as 5 days after only 3 or 4 ozone treatments and up to 73% of severely ill patients intubated in the hospital recover as opposed to only 20% of the same group of patients in NYC. I have received anecdotal reports from my colleagues who have treated confirmed COVID positive patients by nasal swab, recovering after only **one** ozone treatment with their swab becoming negative and resolution of all symptoms....WHY IS OUR GOVERNMENT NOT EXPLORING THE POTENTIAL BENEFITS OF OZONE THERAPY FOR COVID-19 WHILE PEOPLE ARE DYING AND THE ECONOMY IS DETERIORATING?”

[July 15, 2020 Facebook post at

<https://www.facebook.com/LiebowitzLongevityMedicine/>]

- In a May 22, 2020 Facebook post, you state: “To study the effect of Ozone treatments on COVID-19 patients a controlled, randomized, multi-center clinical study has been undertaken involving 800 patients in 26 hospitals (and is currently ongoing) in Spain, Italy, and China. The Italian Scientific Society of Oxygen-Ozone Therapy (SIOOT) has released 3 reports on hospitalized COVID-19 patients in Italy that show extremely promising results for oxygen-ozone therapy.”

This post includes a link to a blog post on your website

<https://liebowitzlongevity.com/2020/05/22/nobody-needs-to-die-or-go-broke/> titled

“NOBODY NEEDS TO DIE...OR GO BROKE, FROM COVID-19,” which states: “Currently more than 20 hospitals are using oxygen-ozone therapy... **Comparative analysis shows promising results. The Italian data reports show a significantly lower death rate for the oxygen-ozone group and rapid improvement compared to areas where oxygen-ozone therapy is not being utilized, such as NYC.**”

Control data of blood biomarkers also show broad beneficial effects.... ‘This data confirms that, if ozone therapy was practiced on patients who are positive (for COVID-19) or have symptoms that are in isolation at home, oxygen-ozone...could eradicate the epidemic and safely restart economic activities,’ concluded Dr. Valdenassi... Ozone Therapy has now been proven in hundreds of patients to work against COVID-19. [Y]et our government continues to experiment with our population and allow thousands of people to die and go broke rather than try this therapy.... Dr. Liebowitz has performed Ozone Therapy and Ultraviolet Blood Irradiation on thousands of patients since 2009. Call the office at (301) 393-2333 to schedule an appointment or book online.”

[May 22, 2020 Facebook post at
<https://www.facebook.com/LiebowitzLongevityMedicine/>]

- In an April 16, 2020 Facebook post, you state: “We have never faced anything like the COVID-19 pandemic in modern civilization. The devastation to our way of life, businesses, economy and social interaction is unprecedented. As we turn to world leaders and modern medicine for answers and help, there do not appear to be many options, other than to avoid human contact...”

This post includes a link to a blog post on your website
[\[https://liebowitzlongevity.com/2020/04/16/can-ozone-therapy-save-the-world/\]](https://liebowitzlongevity.com/2020/04/16/can-ozone-therapy-save-the-world/)
titled “CAN OZONE THERAPY SAVE THE WORLD?,” which states: “A sense of feeling hopeless and lost are pervasive. Yet, in the midst of so much anxiety and confusion, there flickers a tiny glimmer of hope – OZONE THERAPY.... [T]here are multiple countries using ozone therapy to combat COVID-19 with some very exciting positive results.... Reports from some of those countries are indicating that ozone therapy may be effective in treating patients with COVID-19 infections.... Early reports from China, Spain and Italy indicate that ozone seems to be effective in treating patients with COVID-19 if they are treated early in the course of the illness.... Patients are dying needlessly, while China, Spain and Italy are leaving us in the dust and making us look stupid, by ignoring the one treatment that so far has shown tremendous promise in curing patients otherwise hopelessly ill with this horrible infection. *If you are not aware, Dr. Liebowitz has been performing Ozone Therapy for his patients for the past 12 years, and probably has more experience with doing so than anyone in the Los Angeles vicinity.*”

[April 16, 2020 Facebook post at
<https://www.facebook.com/LiebowitzLongevityMedicine/>]

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a service 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 service identified above. Thus, any coronavirus-

Liebowitz Longevity Medicine

November 24, 2020

Page 5

related prevention or treatment claims regarding such service 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 services 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, Assistant Director 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 Richard Cleland at 202-326-3088.

Very truly yours,

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices