



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

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices

May 4, 2020

**WARNING LETTER**

VIA EMAIL TO *ccnmadmissions@gmail.com*  
The Wellness Center for Research & Education, Inc.  
d/b/a Dr. Dale's Wellness Center  
Attn: Theresa Dale, Ph.D.  
1237 S. Victoria Ave. #169  
Oxnard, CA 93035

Re: Unsubstantiated claims for Coronavirus treatment or prevention

To Dr. Dale:

This is to advise you that FTC staff has reviewed your websites at <https://www.wellnesscenter.net> and <https://www.drdaleswellnessstore.com> on April 24, 2020. We also reviewed your social media websites at [https://www.instagram.com/theresa\\_dale\\_](https://www.instagram.com/theresa_dale_), <https://www.twitter.com/DrTheresaDale/>, and <https://www.facebook.com/DrDaleWellness/>, where you advertise products such as ALLFLU, BioFilm Detox, Nano Ionic Silver, NAC Pro, and Radiation Pack, and direct consumers to your websites <https://www.wellnesscenter.net> and <https://www.drdaleswellnessstore.com>. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- **“Medical Update for COVID-19.** I am getting daily medical updates and will get them in this blog. Latest technical research shows that COVID-19 strain is a protein. It is proven that the Enzymes in BioFilm will break down all proteins entering the body no matter how they enter the body. The formula includes nattokinase, and will keep the circulatory system and entire body including lymph flowing. For example, I personally take the 2 BioFilm first thing in the morning with 3 NAC Pro, then have my breakfast smoothie. I use the ALLFLU one cap per month, Nano Ionic Silver on my tooth brush. With that said, when COVID-19 strain becomes airborne you can catch it, however, the Virologist's [sic] don't yet know what it morphs into. I will

advise when I know.” [from your webpage <https://www.wellnesscenter.net/dr-dales-blog/>]

- “I want to remind you to go to thewellnesscenter.net. . . . I have events coming up in the next week where I’m teaching people how to deal with their immune system, what to do . . . and the latest news about COVID-19 . . . . So, the other site that I’d love you to check out would be drdaleswellnessstore.com – drdaleswellnessstore.com. We offer sales, like once a month, we offer sales on products, we have a membership where you get educated in everything that is health-related and protocols and audios and videos . . . you can sign up at wellnesscenter.net. You can check out drdaleswellnessstore.com. And the flu remedy that I have that people are using and enjoying to use to prevent COVID-19 and other flu is called ALLFLU.” [from the “Yummy Diets for Immune Strengths” episode of your Natural Health Radio radio show, posted on April 24, 2020 on <https://www.iheart.com/podcast/209-natural-health-radio-28006412/>]
- “[D]uring this social-distancing time, I’m offering complimentary seminars on Zoom. Everyone is invited. No charge. And it’s about the COVID virus, and it’s about how to deal with it, not only homeopathically, which absolutely works, but also deal with it on a spiritual and emotional level. . . . ALLFLU, which is homeopathic pellets taken orally for any kind of flu, it’s FDA-registered, and it’s updated every year with the latest flu, and it covers all flu symptoms from MERS, SARS, influenza, coronaviruses, from fever, coughing, respiratory issues . . . . It’s in some health food stores, you can order it directly from drdaleswellnessstore.com. . . . The other thing that’s very important to take is . . . N–Acetyl Cysteine [NAC PRO] . . . unbelievable product . . . it’s part of this [immune empowerment] protocol . . . you gotta use Whole Body & Immune Pro . . . just amazing for strengthening the immune system . . . Nano Ionic Silver is used for infections, viruses, and bacteria . . . BioFilm Detox is the thing pathogens hate because if you have symptoms of any virus, any flu, any bacteria . . . the BioFilm Detox will pull it out. . . . You just take BioFilm Detox 20-30 minutes before you use ALLFLU or anything that you’re using to get rid of the COVID-19, but ALLFLU is the best thing to use, it’s the most effective, you feel a difference after using it once.” [from the “COVID19 Pt. 1 – Protection with Dr. Dale” episode of your Natural Health Radio radio show, posted on April 24, 2020 on <https://www.iheart.com/podcast/209-natural-health-radio-28006412/>]
- **“Defeat Coronavirus with Homeopathy.** Join renowned speaker, author, healer, naturopath, and homeopath, Dr. Theresa Dale on Zoom. Learn how homeopathy works and why it is the best and safest remedy against all pathogens, including the novel Coronavirus. Seminar Topic: Beating COVID-19 with Homeopathy! . . . #corona #Coronavirus #COVID19 #COVID #SARSCoV2 #coronavirusoutbreak #COVID19US #Pandemic . . . #homeopathyheals . . . #homeopathicremedies . . . #homeopathytreatment . . .” [from your April 6, 2020 post on [https://www.instagram.com/theresa\\_dale\\_](https://www.instagram.com/theresa_dale_)]

- **“Beat Covid19 – Protect Yourself with Homeopathy . . . [Zoom meeting] Hosted by Theresa Dale’s Wellness Center . . . Beating COVID19 with Homeopathy; No side-effects. Learn what they don’t want you to know. What you can do. Join Dr. Dale Thursday, 4/16/20.”** [from your event post on <https://www.facebook.com/DrDaleWellness/>]
- **“URGENT Update! WE NEED TO UNDERSTAND THAT THE COVID-19 strain is a protein. It is proven that the Enzymes in our BioFilm Detox will break down all proteins entering the body no matter how they enter the body. The formula includes nattokinase, and will keep the circulatory system and entire body including lymph system flowing. For example, I personally take the 2 BioFilm first thing in the morning with 3 NAC Pro, then have my breakfast smoothie. I use the ALLFLU one cap per month, Nano Ionic Silver on my tooth brush. With that said, when COVID-19 strain becomes airborne you can catch it, however, the Virologist’s [sic] don’t yet know what it morphs into when it hits the air. Check out our Blog at [www.wellnesscenter.net/blog](http://www.wellnesscenter.net/blog).”** [from your April 3, 2020 post on <https://www.facebook.com/DrDaleWellness/>]
- **“HELP YOUR IMMUNE SYSTEM FIGHT COVID-19. Dr. Dale’s Gift to Help Your Immune System Fight COVID-19 ~ NOW! Use this Coupon Code to order at checkout for any product. Good Until April 5<sup>th</sup>. Coupon 20%. Click here: [drdaleswellnessstore.com](http://drdaleswellnessstore.com). #Corona #covid\_19 #Coronavirus #coronavirusitalianews.”** [from your March 26, 2020 post on <https://www.twitter.com/DrTheresaDale/>]
- **“CORONAVIRUS & 5G FREE EDUCATIONAL TELESEMINAR. In the news we have become aware of the Coronavirus. If you want to know the facts and how to address it, tune into [sic] the teleseminar. . . . Use our Radiation Pack twice per week to avoid most effects. . . . #healing . . . #Coronavirus #5g.”** [from your January 29, 2020 post on [https://www.instagram.com/theresa\\_dale](https://www.instagram.com/theresa_dale) ]

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.

The Wellness Center for Research & Education, Inc.

d/b/a Dr. Dale's Wellness Center

May 4, 2020

Page 4

Within 48 hours, please send a message to Richard Cleland, Assistant Director via electronic mail at [rcleland@ftc.gov](mailto: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,

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices