



UNITED STATES OF AMERICA
Federal Trade Commission
NORTHWEST REGION

Charles A. Harwood
Regional Director

October 20, 2020

WARNING LETTER

VIA EMAIL TO karenunikstile@gmail.com

Karen Martí Reyes

dba Cebilon Y Vivenso #1Germany Sistem “Premios Awars 2020”

P.R.

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern:

This is to advise you that on September 17, 2020, FTC staff reviewed your social media website at www.facebook.com/AguaPuraYalkalinaCebilon/, where you direct consumers to contact you via telephone or email to purchase the aura Cebilon water filtration system. We have determined that you are unlawfully advertising that certain products prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims¹ on your social media website include the following:

- In a Facebook post, posted to www.facebook.com/AguaPuraYalkalinaCebilon/ on February 27, 2020, you state: “La solución para el corona virus: Necesitas un entorno alcalino para fortalecer tu sistema inmunológico y luchar contra cualquier enfermedad. Nosotros te podemos brindar el Agua 100% Alcalina PH10.”²

In the video posted with the above text, a man in a lab coat states: “Por esto de las infecciones, los virus, especialmente el coronavirus. ¿Cómo podemos prevenir y proteger nuestro cuerpo? Quiero que estén muy atentos a estas recomendaciones. Compartan esta información a través de las redes sociales, a través de los grupos de WhatsApp. Compártelo con tus amigos, con tus familiares, porque puede llegar a salvar muchas

¹ An English translation of the claims appears in the footnotes.

² “The solution for the corona virus: You need an alkaline environment to strengthen your immune system and fight against any disease. We can provide you with 100% Alkaline PH10 Water.”

vidas. El consumo del cloruro de magnesio nos ayuda a alcalinizar al cuerpo, y en un cuerpo alcalino, los virus y las enfermedades no entran...”³

- In a Facebook post, posted to www.facebook.com/AguaPuraYalkalinaCebilon/ on March 29, 2020, you state: “Los 2 mejores productos para enfrentar el Coronavirus. Ambos por el precio de 1. Purificador de aire Vivenso con 25 años de garantía...te incluye gratuitamente el Sistema Cebilon con garantía de por vida, que te brinda hasta 75 galones de agua pura y alcalina. Indispensable para que no se desarrolle este virus dentro de tu cuerpo y el de tu familia. Lo más que se recomienda para subir tus defensas y alcalinizar tu cuerpo...”⁴
- In a Facebook post, posted to www.facebook.com/AguaPuraYalkalinaCebilon/ on April 2, 2020, you state: “Los beneficios de la agua Alcalina[:] Es fundamental para nuestro sistema inmunológico, y más con esta pandemia que ataca a los que tienen su sistema inmunológico comprometido. ¿Y tu ya tomas Agua Alcalina? Te oriento Gratis.”⁵

A graphic included with this post, titled “10 beneficios de beber agua alcalina,”⁶ includes the statement: “Ayuda a tener mayor resistencia contra enfermedades.”⁷

- In a Facebook post, posted to www.facebook.com/AguaPuraYalkalinaCebilon/ on April 30, 2020, you state: “Contáctanos para ayudarle a prevenir enfermedades y virus mortales como el covid-19. Su salud es primero protégete usando la mejor calidad de agua. Esto no es Juego. Queremos ayudarle. Tenemos grandes soluciones para usted y su familia.”⁸

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 or evidence is currently known to exist for the product identified above. Thus, any coronavirus-related prevention or treatment claims regarding such product are not supported by

³ “This is why infections, viruses, especially the coronavirus. How can we prevent and protect our body? I want you to be very attentive to these recommendations. Share this information through social media, through the WhatsApp groups. Share it with your friends, with your family. The consumption of magnesium chloride helps us alkalize the body, and in an alkaline body, viruses and diseases do not enter...”

⁴ “The 2 best products to deal with the Coronavirus. Both for the price of 1. Vivenso air purifier with [a] 25 year warranty... it includes for free the Cebilon System with a lifetime guarantee, which gives you up to 75 gallons of pure and alkaline water. Indispensable so that this virus does not develop inside your body and that of your family. The most recommended to raise your defenses and alkalize your body...”

⁵ “The benefits of Alkaline water[:] [i]s fundamental for our immune system, and more so with this pandemic that attacks those who have their immune system compromised. And do you already drink Alkaline Water? I will guide you for free.”

⁶ “10 benefits of drinking alkaline water.”

⁷ “Helps to have greater resistance against diseases.”

⁸ “Contact us to help you prevent deadly diseases and viruses like covid-19. Your health is first protect yourself using the best water quality. This is not [a] Game. We want to help you. We have great solutions for you and your family.”

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competent and reliable scientific evidence. You should 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 Laura M. Solis, via electronic mail at lsolis@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 Ms. Solis at 206-220-4544.

Very truly yours,

Charles A. Harwood
Regional Director
Northwest Region