



United States of America  
FEDERAL TRADE COMMISSION  
Southwest Region

1999 Bryan St., Ste. 2150  
Dallas, Texas 75201

May 27, 2020

**WARNING LETTER**

VIA EMAIL TO [order@utopiasilver.com](mailto:order@utopiasilver.com)

Utopia Silver Supplements  
P.O. Box 444  
Utopia, Texas 78884

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff has reviewed your website at <https://www.utopiasilver.com/>, as well as your social media postings on Facebook (<https://www.facebook.com/Utopia-Silver-Supplements-146964865324024/>), on May 17, 2020. 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:

- In marketing materials titled “Rationale for Vitamin C Treatment of COVID-19 and Other Viruses,” you claim:
  - That “[t]o prevent infection by viruses and bacteria, vitamin C (capsules of ascorbic acid, or crystals of ascorbic acid or sodium ascorbate) dissolved in water or juice has been taken at low and high oral doses (200 mg/d to 10,000 mg/d)”;
  - That “[m]any studies have shown the efficacy of vitamin D (2000-5000 IU/d) for preventing viral infections. Vitamin D has been shown to assist the body in preventing viral infections. The level of vitamin D in patients with flu is lower than healthy individuals. For those who do not take supplements of vitamin D, the level of vitamin D is the lowest in the body in the winter and early spring — which is flu season. In a study of hospitalized older patients, those with with [sic] pneumonia more often had a severe vitamin D deficiency.... Further, zinc supplements (20-50 mg/d) are known to assist the immune system in fighting viral

infections, especially by inhibiting viral replication. **Optimal doses for prevention and treatment of COVID-19**[.] The theme of dose-dependent action of vitamin C may be important for prevention and treatment of relatively innocuous viral infections and also for treatment of severe critical SARS pneumonia from COVID-19 and other flu-like infections. In the treatment of COVID-19, we likely need both the anti-viral and antioxidant effects of vitamin C”;

- That “early treatment of a viral infection is important. Oral vitamin C (1000 mg at 1-2 hour intervals) should be started immediately upon noting symptoms of an infection”; and
- That “[c]ombined with an overall integrative approach to health management, vitamin C, vitamin D, zinc, and other essential vitamins and minerals can effectively prevent and treat COVID-19.”
- In marketing materials titled “Does Getting Chilled Prevent a Cold Or Virus?”, you claim that “[i]f you really want to boost your immune system from catching every bug that comes around, simply consume more Vitamin C and stay out of cold environments. Eat lots of citrus fruits, peppers, green vegetables, Brussels sprouts, strawberries, papaya, pineapples, kiwi, etc, or take at least 1,000-5,000mg of Vitamin C per day in supplement form. If you’re actually fighting a cold or influenza OR corona-virus, you may need 10,000-20,000 for a short period of time along with a colloidal silver supplement.”
- In marketing materials titled “Vitamin D Supplements Could Reduce Risk of Influenza, Virus Infection and Death,” you claim, “To reduce risk of infection, it is recommended that people at risk of influenza and/or COVID-19 consider taking 10,000 IU/day (250 micrograms/day) of vitamin D for a few weeks to rapidly raise 25-hydroxyvitamin D [25(OH)D] concentrations, followed by at least 5000 IU/day. . . . For treatment of people who become infected with COVID-19, higher vitamin D doses would be required to rapidly increase 25(OH)D concentrations.”

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 James E. Elliott via electronic mail at [jelliott@ftc.gov](mailto:jelliott@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 Zachary A. Keller at [zkeller@ftc.gov](mailto:zkeller@ftc.gov).

Very truly yours,

Dama J. Brown  
Regional Director  
Southwest Region