



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

Serena Viswanathan  
Acting Associate Director  
Division of Advertising Practices

September 1, 2020

**WARNING LETTER**

*VIA FEDEX*

Gary Steingroot  
I B Tan  
6400 Sunrise Boulevard  
Citrus Heights, CA 95610

Re: Unsubstantiated claims for Coronavirus treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your social media websites at <https://www.facebook.com/pg/I-B-TAN-152613901434211> and <https://www.facebook.com/gary.steingroot>, where you promote services available at I B Tan, including indoor tanning and red light therapy, in July and August 2020. 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:

- On your social media website, <https://www.facebook.com/pg/I-B-TAN-152613901434211>, in a post on August 21, 2020, you state, “One of the treatments for COVID is UV light which is received from tanning as well as Vitamin D which is needed to help fight off viruses...extra bonus Red Light Therapy helps boost your immune system!...” This post includes a graphic advertising an “IMMUNITY PACKAGE SPECIAL” that includes both collagen rejuvenating red light therapy and tanning. This text and graphic was reposted on August 21, 2020 at <https://www.facebook.com/gary.steingroot>.
- On your social media website, <https://www.facebook.com/pg/I-B-TAN-152613901434211>, in a post on August 19, 2020, you state, “COME IN AND GET SOME MUCH NEEDED UV TO HELP FIGHTS [sic] OFF VIRUSES INCLUDING COVID-19.”

- On your social media website, <https://www.facebook.com/I-B-TAN-152613901434211/>, in a post on July 23, 2020, you post a link to an article titled “COVID-19 Severity, Complication Factors Related to Vitamin D Deficiency: German Study” (available at <https://smarttan.com/news/index.php/covid-19-severity-complicating-factors-related-to-vitamin-d-deficiency-german-study/>), and state, “One of the treatments for COVID is UV light which is received from tanning as well as Vitamin D which is needed to help fight off viruses...extra bonus Red Light Therapy helps boost your immune system!...” The link to the article and accompanying text was reposted on July 23, 2020 at <https://www.facebook.com/gary.steingroot.>
- On your social media website, <https://www.facebook.com/pg/I-B-TAN-152613901434211>, in a post on July 15, 2020, you state, “WE ARE OPEN!! DUE TO ALL THE CURRENT RESEARCH THAT SHOWS UV LIGHT HELPS FIGHT COVID-19...IN FACT MANY HOSPITALS ARE USING UV LIGHT TO HELP FIGHT COVID-19.INCLUDING [sic] KAISER AND RED LIGHT THERAPY HELPS BOOST YOUR IMMUNE SYSTEM IT WOULD BE IRRESPONSIBLE FOR US TO CLOSE AT THIS TIME!”
- On your social media website, <https://www.facebook.com/pg/I-B-TAN-152613901434211>, in a post on July 1, 2020, you state, “WORRIED ABOUT ALL THE VIRUSES GOING AROUND INCLUDING THE CORONA VIRUS?? Red Light therapy promotes activity in the lymph nodes, which can boost your immune system to better prevent any possible infections. It also promotes both elastin and collagen production.”

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product or 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 services identified above. Thus, any coronavirus-related prevention or treatment claims regarding such services are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims.

In addition to the claims identified above, you are also advised to review all other claims for your services and immediately cease making claims that are not supported by competent and reliable scientific evidence.

I B Tan  
August 25, 2020  
Page 3

Within 48 hours, please send a message to Richard Cleland 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 Mr. Cleland at 202-326-3088.

Very truly yours,

Serena Viswanathan  
Acting Associate Director

