



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

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices

September 9, 2020

WARNING LETTER

VIA EMAIL TO contact@americanregen.com

Dr. Andrey Lutskovsky
American Regenerative Clinic
31000 Telegraph Rd., Ste. 140,
Bingham Farms, MI 48025

Re: Unsubstantiated claims for Coronavirus prevention and treatment

Dear Dr. Lutskovsky:

This is to advise you that FTC staff has reviewed your website at <https://americanregen.com/> on September 1, 2020. We have also reviewed your social media website at <https://www.facebook.com/americanregen>, where you promote services and treatments you offer at your clinic, including stem cell therapy and ozone therapy. We have determined that you are unlawfully advertising that certain products or services treat or prevent Coronavirus Disease 2019 (COVID-19).

Examples of Coronavirus prevention or cure claims on your websites include:

- On your website at <https://americanregen.com/treatments-for-coronavirus-and-the-benefits-of-stem-cell-treatments/>, you state: “Treatments for Coronavirus and the Benefits of Stem Cell Treatments... Ozone and the Coronavirus. . . Alternative treatments like stem cells and high dose ozone are proven to be highly effective against all germs including coronavirus. . . . American Regenerative Clinic leading [sic] by Dr Andrey Lutskovsky, has been provided [sic] stem cell and 10-pass ozone treatments for years. Those solutions could be use[d] not only for treatment, but as prophylaxis measures for elderly and people with compromised immune system[s].”
- In a Facebook post at <https://www.facebook.com/americanregen> dated March 16, 2020, you state: “During pandemic it is very important to have [a] strong immune system. Ozone Therapy is an effective profilaxis [sic] and therapeutic tool for viral and bacterial infections. Ozone therapy will improve the intake of oxygen in the

body thus giving the immune system a boost. This boost will allow the immune system to begin to repair the infected areas or cells within the body. Multi-pass systemic ozone effectively kills all germs inside human body. With improved immune functionality, the body will heal and repair itself more efficiently. Call us for scheduling an appointment. . . .” This post also includes an illustration depicting a round object with spikes – resembling a coronavirus – making an angry face as it comes up against a stop sign.

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a service or 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 services or products identified above. Thus, any coronavirus-related prevention or treatment claims regarding such services or 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 services or products 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