



Serena Viswanathan
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Division of Advertising Practices

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

April 14, 2021

WARNING LETTER

VIA EMAIL TO support@coatedsilver.com

Dr. Calin V. Pop, MD
Dr. Dan V. Goia, PhD
Nodari Rizun
Noble Elements LLC
1621 Central Ave.
Cheyenne, WY 82001

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff reviewed your website at <https://coatedsilver.com/> in March 2021. We have also reviewed your social media websites at <https://www.facebook.com/coatedsilver/>, https://www.instagram.com/coated_silver/, and https://twitter.com/coated_silver, where you direct consumers to your website at <https://coatedsilver.com/> to purchase Coated Silver products. We have determined that you are unlawfully advertising that Coated Silver Colloidal Silver Concentrate treats or prevents Coronavirus Disease 2019 (COVID-19).

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

- In a September 20, 2020, Instagram post you share an image of a bottle of Coated Silver product and state: “Flying during covid. Killer dose. 5 drops. Better Safe than Sorry. Travel Bravely!”
- In a blog post dated August 12, 2020, and titled “Can coated colloidal silver kill viruses?,” you state: “With the recent concern surrounding the coronavirus and other dangerous viral illnesses, many people are now wondering whether colloidal silver could be effectively used to kill viruses. Below is some information to help you understand the potential of colloidal silver as an antiviral agent.... Because colloidal silver has already been established as an effective antimicrobial against bacteria, many researchers have

examined this substance's ability to combat specific viruses as well. The results of these studies have been largely encouraging, indicating that colloidal silver may have potential to act as an antiviral agent.... If you are planning to take coated colloidal silver, the supplements available from Coated Silver offer advantages that cannot be duplicated....Please contact Coated Silver today to learn more about our products or to make a purchase.”

[Blog post located at <https://coatedsilver.com/can-coated-colloidal-silver-kill-viruses/>]

- In another blog post dated August 12, 2020, and titled “Is Colloidal silver a cure for coronavirus?,” you state: “With more than 10 million cases and more than half a million deaths, coronavirus is one of the deadliest pandemics the world has ever seen. Although most people who contract this virus will recover from it, it is only natural to want to protect yourself as much as possible.... For this reason, many people are looking for their own ways to combat this virus.... Throughout history, colloidal silver has been used to combat pathogens, including viruses. For this reason, some people have wondered whether colloidal silver can be used to kill or cure coronavirus.... Other researchers have explored colloidal silver's ability to kill viruses. The results of these studies have been mostly positive, indicating that colloidal silver has antiviral properties... In spite of the fact that the FDA has not approved colloidal silver for treating or preventing COVID-19, many people still choose to take this supplement in hopes of supporting the immune system or having some other beneficial effect.... If you are looking for a reliable coated colloidal silver product, Coated Silver is [sic] offers a supplement that can be easily dissolved in the liquid of your choice.... Please contact us to learn more about supplements or to make a purchase.”

[Blog post located at <https://coatedsilver.com/is-colloidal-silver-a-cure-for-coronavirus/>]

- In a blog post dated July 6, 2020, and titled “Can Colloidal Silver Kill Viruses,” you state:

“Because colloidal silver has been shown to be effective against bacteria, it is only natural to wonder whether it could be useful against viruses as well. For this reason, multiple research teams have been exploring this possibility for the past several decades. So far, findings have been mostly positive when it comes to colloidal silver's antiviral properties. Research has shown that colloidal silver may even be effective against viruses. Below is some information about the existing research on colloidal silver.

Scientific research showing that silver can overcome viruses is more than thirty years old. Study after study found that the presence of silver stopped a wide variety of viruses in their tracks, interfering with the virus replication process. Thus, without the opportunity to grow, the viruses could not infect the host....

To combat coronaviruses and future generations of unknown contact viruses, industry and medicine are combining to produce a range of surface coatings, be they plastic or paint. Regardless of the form, the common factor is the inclusion of nanosilver. When these mixtures make contact with humans, through touch, for example, the embedded nanosilver emits silver ions. These ions destroy any virus that lands on the surface, and some even enter the human body and work there.

‘As time passes, more and more studies pit colloidal silver against other viruses. The results consistently come back in favor of the nanosilver. Some healthcare professionals take a strong stand for colloidal silver. Despite the lack of government backing, they recommend nanosilver as a remedy for swine flu (or any flu) and as a weapon against the predicted viral pandemics that we may face in the not-so-distant-future.’ ...

When put into close contact with colloidal silver, researchers have found that viruses can be effectively destroyed in a matter of minutes. Many researchers believe that colloidal silver destroys viruses in the body by interrupting the replication process....

Based on the available research, it is clear that colloidal silver has many potentially useful properties. One such property, specifically the ability of colloidal silver to destroy a virus or another type of pathogen, is particularly interesting in today’s world....

In addition to combating viruses directly, colloidal silver may also boost the effectiveness of your own immune responses to viruses and other dangerous pathogens. Silver particles may be beneficial to the immune system in several ways. Specifically, these particles may improve your immune system’s ability to recognize dangerous pathogens, allowing your body to eliminate them before they are able to cause a serious infection....

With coated silver, you can improve your immune function and protect yourself from viruses with little to no health risks. Contact us to learn more or place your order today!”

This blog post includes include two images of spherical objects with spikes that are typical depictions of the SARS-CoV-2 coronavirus.

[Blog post located at <https://coatedsilver.com/can-colloidal-silver-kill-viruses/>]

- In another blog post dated July 6, 2020, and titled “All About Colloidal Silver: Is It Healthy or Dangerous,” you state: “Colloidal silver is an alternative therapy that may be used for a wide range of purposes, from treating deadly viruses to preventing bacterial infection... Some of the potential health benefits of colloidal silver include:... Antiviral – Some people believe that colloidal silver can kill viruses and prevent or treat infections when ingested....” This blog post includes multiple images of spherical objects with spikes that are typical depictions of the SARS-CoV-2 coronavirus.

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[Blog post located at <https://coatedsilver.com/all-about-colloidal-silver-is-it-healthy-or-dangerous/>]

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 product 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 or services and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Violations of the FTC Act may result in legal action seeking a Federal District Court injunction and an order may require that you pay back money to consumers. In addition, pursuant to the COVID-19 Consumer Protection Act, Section 1401, Division FF, of the Consolidated Appropriations Act, 2021, P.L. 116-260, marketers who make deceptive claims about the treatment, cure, prevention, or mitigation of COVID-19 are subject to a civil penalty of up to \$43,792 per violation.

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
Associate Director
Division of Advertising Practices

cc: Instagram via email to consumerpolicy@fb.com
Shopify via email to gov-inquiries@shopify.com