



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

Serena Viswanathan
Associate Director
Division of Advertising Practices

April 14, 2021

WARNING LETTER

VIA EMAIL TO sara@acceleratedhealthproducts.com

Sara Banta
Accelerated Health Products LLC
3090 Pullman Street
Costa Mesa, CA 92626

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://acceleratedhealthproducts.com/> in March 2021. We also reviewed your social media websites at <https://www.facebook.com/acceleratedhealthproducts/> and <https://www.youtube.com/channel/UC10Yc7gWgyc4hSRZBVewsWQ>, where you direct consumers to your website <https://acceleratedhealthproducts.com/> to purchase products, including supplements and devices. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- In a February 22, 2021 blog post titled “The Antiviral Benefits of Iodine” at <https://acceleratedhealthproducts.com/iodine-antiviral-benefits/>, you state:

“Recently I talked about the recent study by the NIH on how silver can help kill Covid and other viruses....

Just as Silver has been known for thousands of years as a natural antiviral, antibiotic, and antifungal agent, iodine has had a long history as a natural antiviral, among many other functions....

But what is really exciting is now it is getting attention as it relates to boosting your immune system against Covid! In a study dated April 18, 2020 titled ‘*Iodine Intake to Reduce Covid-19 Transmission and Mortality*,’ they state:

‘Iodine is known to deactivate coronavirus very quickly.’

They go on to describe that some of the world is already using iodine to sterilize touch surfaces and skin against Covid, and some Pacific Rim countries already use oral iodine against COVID-19 as well. A few countries are starting tests with an iodine nasal treatment against COVID-19 to give medical workers extra protection. Iodine is on the World Health Organizations listed essential medicines and the CDC’s reference list of COVID-19 disinfectants.

In a prior study (Warren, 2020), only iodine was found to meet all of the following criteria in defending against COVID-19:

1. Known to deactivate coronavirus
2. Known role in relevant immune functions inside the body
3. Known to be safe for people to take
4. Broad availability at a low cost
5. No additional FDA approval required
6. A lack of contrary evidence....

Additionally, Dr. Mercola emphasized Dr. David Brownstein’s peer reviewed case series of 107 COVID 19 patients with a protocol including iodine that was published in the July 2020 issue of Science, Public Health Policy and the Law.

One of Dr. Brownstein’s patients reported:

‘I forgot to use the iodine the first day or two. When you asked me about it, I re-added it back in orally. That made the difference. My mucus thinned out, my breathing was better. I forgot to put the iodine in the nebulizer [too], and [when] I did both at the same time — the oral iodine and the nebulized hydrogen peroxide with iodine — everything cleared up ...’

His breathing was 80%, 90% better shortly after the first or second dose of iodine. He’s another success story that we’ve had, which is supporting people’s immune systems during these viral illness times ... I would implore my colleagues to add iodine into whatever regimen you’re using to treating patients who are ill with flu-like illnesses such as COVID-19.’ ...

Acceleradine® is the only Monatomic Iodine Supplement free of any toxicity or radiation. It is 100% bioactive and absorbable, unlike most iodine supplements that are 10-20 percent absorbed by the body. Furthermore, unlike any other supplement, Acceleradine is a true ionic iodine, and super-charged with Scalar Frequency to further enhance its effects and detox the cells from radiation and heavy metals....

What Else Do I Do Daily To Boost My Immune System?

Acceleradine

I take between 15-20 drops three times a day in water. When you start the Acceleradine, you start slow with 3 drops three times a day.

Accelerated Silver

Silver has been shown to disrupt viral activity and keep viruses from entering the cells. Accelerated Silver is the only silver with Scalar Frequencies embedded in the formula to enhance its efficacy and absorption, that is alkaline, that uses ozonated and UV sterilized distilled water. There is no silver solution like this. I take it 4-5 times a day, leaving it in my mouth for a minute and then swallowing.

X39 Lifewave Patch

This uses phototherapy to activate your body's own stem cells, which in turn boosts the immune system, reduces inflammation, increases energy and vitality, increases mental clarity, and enhances athletic performance. I wear the patch throughout the day and let my stem cells do 'their work' at night.

Accelerated Gold

Gold is known to have immune boosting properties, but more importantly, it is known to enhance mood, reduce stress, calm the mind, help with sleep. A lack of sleep and elevated stress levels significantly compromise your immune system. Accelerated Gold, unlike any other gold supplement, is enhanced with Scalar Frequencies, to further increase its ability to relieve anxiety and stress.

MyVitalC

Not only has MyVitalC been shown to stop the cytokine storm of Covid and have antiviral activity, but it also is 172 times more powerful than vitamin C. It has powerful antioxidant and anti-inflammatory properties, helps improve sleep, and has been shown to double lifespan. I take 1-2 tsps a day.

Genius Insight Health App

I scan myself every morning to show me the viral, bacterial and other pathogenic activity in my body, in addition to the strength of my immune system, my hormones, my organs— my overall health. With that information, I then set up a program to cancel out the negative frequencies of those health imbalances to keep my body in its optimal state.

Accelerated Keto and Intermittent Fasting

Accelerated Keto cuts the sugar cravings and provides steady physical and mental energy all day long. As it suppresses your appetite, you are improving your insulin sensitivity and blood sugar, reducing inflammation throughout the body, improving liver health, and ultimately boosting the immune system. Insulin resistance is the number one risk for those who contract Covid. I take 3-4 pills in the morning with my coffee and wait till at least 12pm to eat my first meal.

Silent Night Sleep Patches

The patches enhance the quality and quantity of sleep with no drugs, chemicals or stimulants. Regardless of the stress during the day, I am able to count on deep quality sleep which is essential for a strong immune system. I wear the patches at night.

Accelerated Cellular Detox Powder

This is the only organic combination of 6 ingredients to help detox the body gently, reduce intestinal inflammation, and boost the integrity of the gut, which is where 80 percent of the immune system exists.”

- In a February 15, 2021 blog post titled “How Silver Is Impacting COVID Research” at <https://acceleratedhealthproducts.com/silver-impacting-covid-research/>, you state:

“How Does Silver Boost Your Immune System?”

Now, let’s dive deep into how to boost your physical health and make your Immune System bulletproof against COVID and all pathogens.

Considering the new interest in common natural immune boosters and antivirals to fight Covid, the NIH recently researched the efficacy of silver as a potential antiviral agent. A recent 2020 study done by the NIH looking at the Potent antiviral effect of silver nanoparticles on SARS-CoV-2 stated:

‘The elemental metal, Silver has broad spectrum antimicrobial action against various bacteria, fungi and virusesSeveral studies have demonstrated the potent antiviral action silver nanoparticles against various human pathogenic viruses such as respiratory toll virus (RSV), influenza virus, norovirus, Hepatitis B virus, and human immunodeficiency virus (HIV). [I]n addition to these viruses since silver has been demonstrated to kill SARS-CoV, ... the strong possibility of (silver nanoparticles) to inhibit SARS-CoV-2.’

What did they find?

They found that ‘Silver inhibits extracellular viruses by preventing viral entry.’

According to the study dated September 2020, Silver has been long known for its antimicrobial effect, and the antiviral property silver nanoparticles is now being extensively researched with renewed interest. The exact mechanism by which it exerts its killing effect on viruses is still unknown. However, [] it has been consistently observed that silver nanoparticles interact with the structural proteins on the surface viruses to inhibit infection in the early phase by either preventing viral attachment or entry or by damaging the surface proteins to affect the structural integrity of the virus. In this study, they found silver nanoparticles effectively inhibit

extracellular SARS-Co V-2 to protect the target cells from infection and interfere with viral entry.

Moreover, Silver nanoparticles have been shown to bind to viral surface proteins rich in sulfhydryl groups and leave the disulfide bonds to destabilize the protein, which then affects viral infectivity. Studies on HIV have shown this mechanism occur as well. According to this study they concluded that silver nanoparticles exert their antiviral effect on SARS-CoV-2 by disrupting the disulfide bonds on the spike protein and ACE2 receptors....

The above study found that other silver products with larger particle size 'are not capable' to have the same interaction to the viral protein. Furthermore, the study found that silver solutions with 20ppm and above become cytotoxic to human cells.

How Does Accelerated Scalar Silver Compare?

Not only is Accelerated Scalar Silver a nanoparticle silver with 10PPM, but it is enhanced with Bio informational SCALAR frequencies to increase its ability to devitalize all viruses, bacteria and other foreign pathogens. We have embedded Scalar frequencies that cancel out the negative frequencies of foreign pathogens, including the current one we are all concerned about.”

- In an October 9, 2020 blog post titled “Strengthen Your Immune System With Iodine” at <https://acceleratedhealthproducts.com/iodine-immune-support/>, you state:

“It’s that time of year! We are in the middle of cold and flu season, but this year we also have the lingering fear of COVID.

More than ever, people are grasping for ways to really strengthen and boost their immune system and take their power back....

Did you know? Iodine was used as a common remedy for preventing the flu and as a treatment during the 1918 Spanish Flu pandemic. The history of iodine has been lost as it pertains to protecting people from the 1918 influenza pandemic that killed over 30 million people. Iodine was the most effective agent for killing viruses, especially influenza viruses. Aerosol iodine was found to kill viruses, and solutions of iodine were equally effective....

Iodine is Antiviral, Antifungal, Antimicrobial & More...

There is no pathogen resistant to iodine...

My Top Three Immune Boosters

1. Acceleradine Iodine

Unlike most iodine supplements, this is monoatomic, meaning the body does not need to break apart the iodine from another molecule to absorb it. It has 100% absorption and it is uncontaminated from an underground, pristine mine in South America....

2. Accelerated Scalar Silver

Not only does Accelerated Scalar Silver™ have an alkaline pH of 8.0, creating an environment that foreign pathogens may not be able to survive in, but it is programmed with Bio Informational Scalar technology to further help strengthen the Immune System and devitalize foreign pathogens including viruses and bacteria. Furthermore, we use micro-clustered water technology to lower the surface tension for better absorption. No other silver company does this.

3. MyVitalC ESS60 (C60)

MyVitalC has proven to be highly effective at addressing one of the most pernicious viruses that humanity has ever encountered: HIV. Now that MyVitalC is observed to have virucidal (virus-killing) properties, it has gone beyond the stage of research studies and has been patented as a treatment for HIV.

Not only does MyVitalC reduce the infections caused by viruses, but it also directly inhibits the reproduction of the virus. Viruses normally cause disease in the human body by taking over the cells of the body and replicating until it overwhelms the immune system. Typically a young and healthy person has an immune system that can overcome most common viruses such as the common cold and influenza.

Unlike many pharmaceutical drugs, MyVitalC does not have any harmful side effects. Furthermore, we do know that the regular use of MyVitalC can improve your immune system, and is 172 times more powerful than Vitamin C....”

- In a March 10, 2020 video titled “Top Ten Ways to Fight the Coronavirus and Boost the Immune System,” available at <https://www.youtube.com/watch?v=60rWkIlgDFs>, you state:

“Now let’s talk about my top ten tips to fight the coronavirus and boost your immune system. Boosting your immune system is the number one defense against the virus... Number one: Accelerated Silver. Silver has been known for thousands of years to kill all known foreign pathogens, including viruses in the coronavirus family. I recommend taking two teaspoons four to five times a day,... spraying it in your nostrils to prevent the pathogens from finding their way through the nose into your system, putting one to two drops in your ears to prevent your ears from being the

gateway to your system... That is the number one tip from this video today. Number two: MyVitalC.... It is 172 times more powerful than Vitamin C and Glutathione.... As it relates to the coronavirus, it suppresses the cytokine storm that typically occurs as a result of the virus. China has been dosing their patients with large doses of Vitamin C to prevent this action from occurring in the coronavirus patients. Knowing that MyVitalC is 172 times more powerful, it helps with this action as well.... Number four: Restore. Eighty percent of the immune system is in the gut and most Americans suffer from leaky gut... If your gut is less than optimal, then your immune system is suppressed and you will be more susceptible to contract viruses like the coronavirus... Number five: Acceleradine. Acceleradine is 100% bioavailable iodine.... it's also known to kill viruses... It's essential for a strong immune system. Number six: the AmpCoil device... It's an at-home device that contains programs to boost the immune system, cancel out the frequencies of specific viruses... Number seven: A low-carb diet and Accelerated Keto... You can find the products we discussed at Accelerated Health Products..."

The description for this video includes a link to your website <https://acceleratedhealthproducts.com>, as well as a list of the products discussed and hyperlinks to purchase each one from your website.

You make substantially similar statements in a March 11, 2020 Accelerated Health Radio show titled "Episode 24: Coronavirus w Jason Goodman" that is available on your website at <https://acceleratedhealthproducts.com/coronavirus-with-jason-goodman-ahr-episode-24/>.

- In a September 19, 2020 Facebook post, you share an image of bottles of Accelerated Scalar Silver and Accelerated Gold products that also includes the text "BOOST IMMUNITY" and state:

"If you haven't added our Scalar Silver to your wellness regimen, now is the time! Between Covid and coming into cold and flu season, our bodies need a boost. Our immune systems are weakened from isolation, making us all more susceptible to illness. Not only is our silver safe for young and elderly, it is also practically tasteless and odorless and does not expire. It's a no-brainer !..."

- In a February 6, 2020 Facebook post, you share an image of Accelerated Silver and state:

"Coronavirus Update: the numbers have risen to at least 636 deaths and 31,161 confirmed cases across at least 26 countries. While this is alarming, staying educated and aware is the best thing we can do to limit the frenzy!"

Sara Banta
Accelerated Health Products LLC
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If you're at risk for Coronavirus, you need Accelerated Silver! There is no cure except for a strong immune system - so all we can do is use good hygiene and boost our immunity!... Spread the health!!..."

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 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.

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 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 Mr. Cleland at 202-326-3088.

Very truly yours,

Serena Viswanathan
Associate Director

cc: Facebook via email to consumerpolicy@fb.com
YouTube via email to youtube-gov-support@google.com