



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

April 10, 2020

WARNING LETTER

VIA EMAIL TO products@abundantlifewellnesscenter.com
Abundant Life Wellness Center
Attn: Jennifer Trejo
3904 Boat Club Road
Lake Worth, TX 76135

Re: Unsubstantiated claims for Coronavirus treatment or prevention

Dear Ms. Trejo:

This is to advise you that FTC staff has reviewed your website at <https://abundantlifewellnesscenter.com> on April 8, 2020. We also reviewed your social media website at <https://www.facebook.com/AbundantLifeWellnessCenter/>, where you direct consumers to your website <https://abundantlifewellnesscenter.com>, where they can schedule Zyto Elite Biofeedback testing sessions, purchase Zyto hand cradles, and purchase supplements. We have determined that you are unlawfully advertising that certain services and products treat or prevent Coronavirus Disease 2019 (COVID-19).

An example of a Coronavirus treatment or prevention claim on your social media website at <https://www.facebook.com/AbundantLifeWellnessCenter/> includes:

- “We have good news at Abundant Life Wellness Center. Zyto, our biofeedback software system, has made the option available for us to scan individuals for a customized homeopathic dilution for the Coronavirus. We can then imprint the homeopathic dilution into an antiviral remedy for you to take daily. This means that if you are exposed to the virus and you are taking your customized homeopathic dilution, you could present with less or no symptoms than if you were not taking it. While this virus is non-life threatening to most people, you will generally feel like you have the flu for several days to 2 weeks.” [Facebook post dated March, 13, 2020]

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

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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 service and product identified above. Thus, any coronavirus-related prevention or treatment claims regarding such service and product 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 services 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,

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices