



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

1999 Bryan St., Ste. 2150
Dallas, Texas 75201

June 17, 2020

WARNING LETTER

VIA EMAIL TO jenwintondc@yahoo.com

Active Lifestyle Clinic
16515 South 40th Street #131
Phoenix, Arizona 85048

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff reviewed your website at <https://activelifestyleclinic.com/> on June 15, 2020. We also reviewed your social media websites at <https://www.facebook.com/ActiveLifestyleClinic/> and <https://www.instagram.com/activelifestyleclinic/>, which direct consumers to your website <https://activelifestyleclinic.com/>, where they can book appointments for services including chiropractic care and ozone therapy. We have determined that you are unlawfully advertising that certain products or services prevent or treat Coronavirus Disease 2019 (COVID-19).

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

- In marketing materials titled “Active Lifestyle Clinic is Here for You[.] Learn about our COVID-19 protocol,” accessible by clicking on “Watch Our COVID-19 Protocol Videos” from your homepage, you promote a video by stating: “Looking for an effective, safe, and affordable way to treat virus and infection while strengthening your immune system? Watch Dr. Todd share about OZONE!”

In that video, you state: “What if I tell you there’s been an antiviral treatment that’s been around for over 100 years, that’s been proven very effective, against all types of bacteria, viruses, pathogens. It’s safe, and part of it’s in the air we breathe. . . . what we find with O3, or ozone, is [that] it helps to modulate the immune system . . . we use ozone in many ways, but we’ve specifically found that it’s very helpful in both prevention, and in the treatment of all types of viruses.

- In a March 23, 2020 Facebook post, you share a video featuring Dr. Jen and Dr. Todd. In that video:
 - Dr. Jennifer Winton first states, “we are living in extraordinary times right now... a pandemic... we’re open and the reason we’re here is to help you and help your immune system.... Chiropractic care is really important for your nervous system. And your nervous system is linked to your immune system. We don’t have to be in fear, we don’t have to be afraid of this coronavirus. What we need to do is we need to keep our immune system strong... The adjustments really help with the immune system...”
 - Dr. Todd Winton then states, “Of course the immune system really is the key here. And what we’re finding is that those people that have poor immune systems such as the elderly or those that are immune compromised, they’re the ones that are really in danger. And so, that’s our goal our goal... is to take your immune system where it’s at and just raise it to the next level. So, Dr. Jen with improving your nerve function so it can react quickly and that the main therapy that I use for helping the immune system is called ozone, medical-grade ozone... One thing that we’ve found with this particular coronavirus is that it does have a soft underbelly for oxidative therapies, and that includes ozone. So we find, so we feel that it can very helpful and effective for your own immune system and it can be a vital part in fighting this pandemic. So I don’t feel that we need to be in fear because we have tools that can help you....”
 - Dr. Jennifer Winton concludes by stating, “So it’s good news everybody. If you are feeling kind of nervous or want to just boost your immune system, come in, get your adjustments, get an ozone IV . . . it’s full of oxygen—ozone—so what that’s doing is like Dr. Todd had just mentioned it’s killing the virus, helping your body’s own immune system adapt to it, as like a vaccine in a sense.”
- In an April 8, 2020 Facebook post, you share a video featuring Dr. Jen, in which she states: “we are open for adjustments... It’s important to come in and get your adjustments because your nervous system controls everything in your body, including your immunity. This coronavirus can be very contagious and very dangerous for those that have an immune system that’s compromised. But getting an adjustment is a great thing to do for your immunity – it will boost it! So come on in... give us a call...” This video is also available on your website on the page titled “Active Lifestyle Clinic is Here for You[.] Learn about our COVID-19 protocol.”

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 products or services identified above. Thus, any Coronavirus-related prevention claims regarding such product or services 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 James E. Elliott via electronic mail at jelliott@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 Zachary A. Keller at zkeller@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director
Southwest Region