



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

May 21, 2020

WARNING LETTER

VIA EMAIL TO bodyglyph@msn.com

Rose Czynry
Bodhi Glyphix
12377 Big Tree Rd (Rte. 20A)
Wales Center, NY 14052

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Ms. Czynry:

This is to advise you that FTC staff has reviewed your website at <http://www.bodyglyphix.com/> in May 2020. We have also reviewed your social media website at <https://www.facebook.com/pg/BodyGlyphixStudio/> where you promote the sale of silver products including a Silver Biotics supplement available for sale at your studio and promoted on your website at <http://www.bodyglyphix.com/hotproducts.html>. 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:

- On your social media website at <https://www.facebook.com/pg/BodyGlyphixStudio/>:
 - In a post on March 7, you share a photo of liquid silver supplement and state: “Our best defense against all viruses, bacteria, fungi, etc is always in stock here at our humble studio. Bodhi Glyphix has been selling silver biotics for many years now...Now shown to be effective against SARS (a Corona Virus)...Our silver is the most effective of all silvers, here’s why...Our silver technology is a tiny silver molecule PERMANENTLY suspended in water and is covered by a unique AG404 coating...it is backed by more than 300 independent reports and test series.... SARS is another coronavirus for example and... a letter from the [sic] department of homeland security stat[es] that our product is effective against

SARS... Should you wish to pick up Silver Technology from our studio~ pm us..." In a comment to that post, you state: "We carry Silver Liquid which is recommended 1 tsp daily for prevention and up to 1 tablespoon [sic] daily to fight infection."

- In two posts on March 16, you state: "We shall...continue to sell what has been tested to help kill covid viruses and bacterias. Our Silver [sic] Biotic Formula is patented and has studies showing it's effective[e] against covid viruses."
- In a post on April 16, you post an article about preventing COVID-19 with exercise and comment: "and add Silver Biotics, it coats the cells with a nano-coating and the viruses cannot get in~we have tons in stock here!!!!!!!"

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 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 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