



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

June 1, 2020

WARNING LETTER

VIA EMAIL TO *info@coltsneckstemcells.com*
Colts Neck Stem Cells and Regenerative Medicine
315 Route 34 South Suite 103
Colts Neck, NJ 07722

234 S Bryn Mawr Ave
Bryn Mawr, PA 19010

353 Lexington Ave Suite 1500
New York, NY 10016

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://coltsneckstemcells.com/> in May 2020. We have also reviewed your social media websites at <https://www.facebook.com/pg/coltsneckstem/> and <https://www.instagram.com/coltsneckstemcells/> where you promote your IV Drip Therapy, IV Vitamin C, and stem cell therapy. 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 websites include:

- On your social media websites at <https://www.facebook.com/pg/coltsneckstem/> and <https://www.instagram.com/coltsneckstemcells/>:
 - In posts on March 11, you state: “Stem Cells...Best way to protect yourself from COVID-19 is to boost your immune system...1 Vial of Biogenix Stem Cells will modulate your immune system to ward off corona virus. 3 Vials will assist patients to survive with corona virus.”

- In posts on March 12, you state: “Give your immune system a boost with our Immunity Drip! Packed with Vitamin C, our Immunity drip gives you more of what you need to stay healthy. We recommend Vitamin C for COVID-19. IVDRIPS provides several drips that introduce Vitamin C to your body intravenously, which is many times more powerful than an oral supplement.”
- In posts on March 13, you state: “If you [are] ever exposed with Corona Virus, please know that Stem Cells may help modulate your immune system to fight against it. Call us...”
- In posts on April 16, you state: “Healthy Immune System is the best weapon to fight off any kind of virus, be that flu, Covid-19 or simply a cold...Come in for our special, IMMUNE SYSTEM BOOSTER IV AND OTHER ESSENTIALS TO HELP YOU FIGHT THIS VIRUS.”
- In posts on April 17, you post an article titled, “The AANP Urges Physicians and Hospitals to Utilize IV Vitamin C to Combat the COVID-19 Pandemic,” available at https://ndnr.com/naturopathic-news/the-aanp-urges-physicians-and-hospitals-to-utilize-iv-vitamin-c-to-combat-the-covid-19-pandemic/?fbclid=IwAR1XB4kevbdkVH-4KTbsBIYvgRPeb2om19bB5yY_V-HBTgYKLzCdfxrHf1c. That article states: “The American Association of Naturopathic Physicians (AANP)... encourages healthcare practitioners on the front lines of treating moderate to severe cases of COVID-19 to utilize intravenous Vitamin C (IVC, also known as IV Ascorbic Acid) as an adjunctive measure in the care of their patients.” In your Instagram post, you state: “IV vitamin C for COVID19[.] Recent data has shown that IV vitamin C used in hospitals as adjunctive care for COVID19 patients reduces mortality rates in patients with sepsis and acute respiratory distress syndrome (ARDS). Patients with access to IVC also have shortened ICU stays and reduced need for ventilators. This is a safe and relatively inexpensive treatment option worth considering.” In your Facebook post you state, “After reading this article, IV Vitamin C is Powerful, simple as that...Call us and keep your immune system in tip top shape...#coronavirus[.]”
- In posts on May 4, you state: “Everyone is immunity conscious these days...hand sanitizer and mask[s] are everywhere you go. But instead of focusing on not catching the virus, why don’t we focus more on strengthening our immune system. Dosing up on the essential vitamins and minerals such as Vitamin C and Zinc may provide the right internal environment allowing our immune system to strengthen and helping your body to fight back against viruses and other nasties[.]”
- On your social media website at <https://www.facebook.com/pg/coltsneckstem/>:

- In a post on March 13, you post a World Health Organization infographic on Coronavirus transmission and state: “If you commute to work in New York, you may have to grab onto something that thousands of people touch everyday. We can help you make it through your morning commute by boosting your immune system with our Vitamin C packed Immunity Drip[.]”
- In a post on March 17, you post an article titled, “Can stem cells help prevent Coronavirus?”, available at <https://www.dvcstem.com/post/coronavirus?fbclid=IwAR1ylF0PEaWQLrVFVmAyG3PIXv7e1prmCQgWSTPJTivsn3dglIKvhIufUj0>. That article states: “Reputable laboratory...reports on a potential therapy of Coronavirus (COVID-19) infections by stem cell transplant. While this therapy is not a method to eradicate or cure Coronavirus, there is evidence to support the concept that infected patients may be more likely to combat and survive the infection.”
- In a post on March 17, you state: “High DOSE VITAMIN C intravenously has been specifically recommended for Covid-19. Protect yourself and protect others by strengthening your immune system with our Vitamin C drip. It will help you boost your immune sy[s]tem and fight infections.”
- In a post on April 23, you post infographics from worldhealth.net and state, “Please scroll to see what the worldhealth.net has to say about Vitamin C, and how it helped people during this time... ‘Confirming the reports from small independent studies and 3 clinical trials, Shanghai has announced a recommendation to use high dose intravenous treatment of vitamin C to treat COVID-19’...The benefits of Vitamin C are 10x more powerful when taken intravenously vs. orally, although both methods are beneficial.”
- On your social media website at <https://www.instagram.com/coltsneckstemcells/>, in a post on March 17, you state: “When the word came out that wearing MASK[S] can help prevent being infected by the NCoV, masks were sold out! Then some said (rubbing) ALCOHOL can help prevent being infected by the NCoV, alcohol are [sic] also sold out! Now, toilet paper...is again running out of stock[!]! What’s next? The best way to avoid being infected by this virus is for you to have a strong immune system...Yes, prevention is better than cure knowing that there is no vaccine yet developed to combat this virus. What do we have in Colts Neck Stemcells? We have the best prevention of corona virus on hand—Vitamin C Immunity Drip! Don’t wait before it[’]s too late.”

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 products identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products are not supported by

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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