



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

April 15, 2020

WARNING LETTER

VIA EMAIL TO info@betterbones.com

Susan E. Brown
Alkaline for Life at the Center for Better Bones
605 Franklin Park Dr.
East Syracuse, NY 13057

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Dr. Brown:

This is to advise you that FTC staff has reviewed your website at <https://www.alkalineforlife.com> in April 2020. 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 website at <https://alkalineforlife.com/collections/alkaline-for-life/products/alkalini-c>, where you sell Alkalini-C, you state: “For updates on the use of Ascorbate for COVID-19 (Novel Coronavirus) from our friends at Orthomolecular Medicine News Service and from other sources: Learn More [hyperlinked to <https://alkalineforlife.com/blogs/news/vitamin-c-protects-against-coronavirus>].”
- When consumers click to “Learn More,” they are directed to another page on your website at <https://alkalineforlife.com/blogs/news/vitamin-c-protects-against-coronavirus>, where you state: “**SHARING NEWS ABOUT THE CORONAVIRUS (COVID-19)...ALKALINE FOR LIFE NUTRIENT PROTOCOL FOR IMMUNE SUPPORT...HIGH-DOSE VITAMIN C PROTECTS AGAINST CORONAVIRUS (COVID-19)...** The coronavirus pandemic can be dramatically slowed, or stopped, with the immediate widespread use of high doses of vitamin C... **COULD OUR ALKALINI-C HELP?** The answer is yes.”

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