



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

Richard Quaresima
Acting Associate Director
Division of Advertising Practices

April 27, 2020

WARNING LETTER

VIA EMAIL TO info@bioelectricshield.com
BioElectric Shield, Co.
ATTN Joan Goodnough
PO Box 107
Lavina MT, 59046

Re: Unsubstantiated claims for Coronavirus prevention

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at the URL <https://www.bioelectricshield.com/> and your social media pages at <https://www.facebook.com/Bioelectricshield/>, <https://www.instagram.com/bioelectric>, and <https://twitter.com/bioelectric> in April 2020. We have determined that you are unlawfully advertising that certain products prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention claims on your website include the following:

- “The Viral Flu (Coronavirus) is spreading worldwide and may already be in your local community. As a company that has been in the medical and health industry for over 28 years, we offer a perspective that includes the role of electromagnetic radiation in addition to traditional approaches to staying healthy. . . . 5G appears to be the straw that broke the camel’s back when it comes to the spread of the Coronavirus. An extremely intense rollout of 5G was launched initially in Wuhan City, China. Is it a coincidence that this is also where the coronavirus outbreak started? . . . We are URGING you to get protection from EMF radiation because you do not want your immune system to be taxed by any form of EMF radiation, whether it’s from your Smart Meter, WiFi, or new 5G in your city. . . . **Coronavirus Protection**... There are two main ways to protect yourself. Lower your exposure to EMF radiation, which will [] Boost your own immune system. Follow our Smart Body guidelines.” [from your webpage <https://www.bioelectricshield.com/blog/coronavirus-5g-wifi-facts-protect/>]

- **“Lower your exposure. Get full body EMF protection** that is strong enough to deflect and block EMF radiation from your body. We recommend the Level 3 BioElectric Shield. . . . Without full body protection, it’s like going out in sub-zero weather with no clothes on. You may not see radiation, but at high levels, it becomes lethal. The Level 3 BioElectric Shield offers strong immune-boosting, EMF blocker protection. Because the Coronavirus is spreading worldwide, a Level 3 Shield is recommended because it is powerful enough to deal with 5G and other strong types of EMF radiation. . . . **Boost your Immune System – Get Coronavirus “Body Smart.”** The BioElectric Shield will offer increased protection for your immune system because it will be handling the EMF radiation your immune system must handle by itself until you are Shielded.” [from your webpage <https://www.bioelectricshield.com/blog/coronavirus-5g-wifi-facts-protect/>]
- **“What are Smart People Doing to Boost Their Immunity? Full Body Protection from EMF Radiation.** . . . Why does EMF radiation affect our immune system so much? It’s not just 5G that will contribute to the severity of the Coronavirus. . . . EMF radiation forces your immune system to work overtime to prevent these effects. If you then get exposed to the Coronavirus, but your immune system is full-on protecting you from incoming EMF radiation, you are more susceptible to any virus, including the Coronavirus. And, that if you do get it, it will be exacerbated by the amount of EMF radiation in your environment. The Level 3 BioElectric Shield is a strong immune-boosting, EMF blocker protection. . . . Because the Coronavirus is spreading worldwide, a Level 3 Shield is recommended because it is powerful enough to deal with 5G and other strong types of EMF radiation.” [from your webpage <https://www.bioelectricshield.com/blog/coronavirus-body-smart/>]

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product or service can prevent 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 claims regarding such products 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.

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Within 48 hours, please send a message to Richard Cleland 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 Mr. Cleland at 202-326-3088.

Very truly yours,

Richard Quaresima
Acting Associate Director
Division of Advertising Practices