



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 [veroclinics@gmail.com](mailto:veroclinics@gmail.com)

Vero Clinics

Attn: Dr. Jeffery Pfeiffer

1192 East Pershing Road

Decatur, IL 62526

Re: Unsubstantiated claims for Coronavirus prevention

Dear Dr. Pfeiffer:

This is to advise you that FTC staff has reviewed your website at [www.veroclinics.com](http://www.veroclinics.com) on May 15, 2020. We also reviewed your social media website at <https://www.facebook.com/Vero-Clinics-105494960948044/>, where you direct consumers to your website [www.veroclinics.com](http://www.veroclinics.com), where they can schedule various treatments, such as IV nutrition bags, IV ozone therapy, and IV Argentyn silver, and purchase vitamins and supplements. We have determined that you are unlawfully advertising that certain services and products prevent Coronavirus Disease 2019 (COVID-19).

An example of a Coronavirus prevention claim on your website is:

- On your website [www.veroclinics.com](http://www.veroclinics.com), you appear in a video in which you state: “Hi, this is Dr. Pfeiffer of Vero Clinics. I know there’s a lot of anxiety and confusion regarding the recent pandemic that we’re all experiencing. I just want to make everyone aware there a number of immune-boosting modalities offered here at Vero Clinics [displays bottles of Argentyn 23 Professional Bio-Active Silver Hydrosol dietary supplements and sprays]. These include IV nutrition, high dose Vitamin C, IV silver, IV ozone, peptides, et cetera. If you want to be proactive and not reactive, know all of your options including those in addition to conventional medicine. Please call Vero Clinics today at 615-1144.”

Above the video, the following text appears: “Call Vero Clinics today to boost your immune system and help protect yourself from the Coronavirus.”

This video was also posted to your Facebook page, <https://www.facebook.com/Vero-Clinics-105494960948044/>, on March 26, 2020 at 5:41 p.m.

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 services and products identified above. Thus, any coronavirus-related prevention or treatment claims regarding such services and 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 services 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](mailto: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