



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

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices

May 27, 2020

**WARNING LETTER**

VIA EMAIL TO [drgonino@goninowellness.com](mailto:drgonino@goninowellness.com)

Gonino Center for Healing

Attn: Dr. John Gonino

6720 Horizon Rd.

Heath, TX 75032

Re: Unsubstantiated claims for Coronavirus prevention or treatment

Dear Dr. Gonino:

This is to advise you that FTC staff has reviewed your website at <https://goninowellness.com> on May 21, 2020. We also reviewed your social media website at [www.facebook.com/GoninoCenterForHealing/](http://www.facebook.com/GoninoCenterForHealing/), where you direct consumers to your website <https://goninowellness.com>, where they can schedule IV Ozone therapy, IV Vitamin C therapy, hyperbaric oxygen therapy, and other treatments, and purchase Quercetin and other supplements. We have determined that you are unlawfully advertising that certain services and products prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims include:

- "...As many of you know, Joseph Mercola, DO hosts the most frequently visited medical website on the planet, Mercola.com, with 18 million visits per month. Since the #coronavirus pandemic has begun, Dr.Mercola has reported favorably on two of the treatments that we offer at our office as a means to eradicate the virus; those being #IVVitaminC and #IvOzone. These results are not a surprise at all, based on Dr.Jay Rowen's work in Sierra Leone using IV Ozone vs. #Ebola virus in Feb. of 2014. Dr. Rowen treated 4 patients who were diagnosed with Ebola with IV Ozone. All 4 recovered in 2 days; despite Ebola being 14 times more lethal than #Covid19.

Today his post centers around yet another treatment that we offer at our office, that being #hyperbaricoxygen.... [T]hese are my thoughts I wanted to share with you... [C]onsider prophylaxis with any of 3 treatments which are totally safe - IV Vit C, IV Ozone , hyperbaric oxygen....

IV Remdesivir ( anti- viral) makes ok sense to me. I wouldn't recommend it if your kidney or liver function is not optimal, and I suspect the results with IV Ozone are slightly to somewhat better, and safer, with less side effects....

IV plasma from convalescent patients makes excellent sense. Antibodies to directly neutralize the virus? You bet 🍊. The problem is we don't have enough of that plasma to go around yet. So until then, I think what I and Dr. Mercola are proposing is the best and safest way to go.

...I hope some of the above is helpful to you in some way. And I hope you will enjoy Dr.Mercola's post below..."

[Links to an article titled, "Hyperbaric Oxygen Therapy for COVID-19," at <https://articles.mercola.com/sites/articles/archive/2020/05/16/hyperbaric-oxygen-therapy-for-covid-19.aspx>, which states, "...HBOT [hyperbaric oxygen therapy] helps treat COVID-19 by reversing hypoxia, reducing inflammation in the lungs, increasing viricidal reactive oxygen species, upregulating HIF-increasing host defense peptides and reducing proinflammatory cytokines such as IL-6[.] Chinese doctors report 'promising results' after treating five COVID-19 patients with HBOT. Two were in critical condition and five were severe. Patients experienced rapid relief of hypoxic symptoms, rapid correction of hypoxemia, improved lung pathology and a general reversal of associated conditions, including gastrointestinal symptoms[.]"]

[Facebook post dated May 16, 2020 at 8:31 p.m. at [www.facebook.com/GoninoCenterForHealing/](http://www.facebook.com/GoninoCenterForHealing/)]

- "In addition to the articles [sic] use of Quercetin, our patients often use it to treat colds and allergy symptoms, and Dr.G recommends it to our breast cancer patients.... [A]ction similar to tamoxifen without the hot flashes and other adverse side effects from the drug. We have these supplements available at Gonino Center for Healing for your convenience.

#vitamins #supplements #godmedicine #integrativemedicine #otheroptions #cancer #breastcancer #covid19 #coronavirus"

[Links to an article titled, "Is Quercetin a Safer Alternative to Hydroxychloroquine?," at <https://articles.mercola.com/sites/articles/archive/2020/04/27/is-quercetin-safer-alternative-to-hydroxychloroquine.aspx>, which states, "...Evidence suggests hydroxychloroquine works for COVID-19 because it acts as a zinc ionophore, meaning it shuttles zinc inside your cells... Quercetin is a naturally occurring zinc ionophore. Taken with zinc, it may be helpful to prevent and potentially treat COVID-19."]

[Facebook post dated April 27, 2020 at 10:37 a.m. on [www.facebook.com/GoninoCenterForHealing/](http://www.facebook.com/GoninoCenterForHealing/)]

- “Colleague and mentor Dr. Rowan speaks about #ozonetherapy and #covid19

Let’s boost up your immune system system and kill bacteria and virus. ‘An ounce of prevention is worth a pound of cure.’ -Benjamin Franklin

[Links to an article titled, “A Plausible ‘Penny’ Costing Effective Treatment for Corona Virus – Ozone Therapy,” at <https://healthimpactnews.com/2020/ozone-therapys-cost-effective-use-in-treating-corona-virus/>, which states, “...Corona viruses are rich in cysteine, which residues must be intact for viral activity. Sulfhydryl groups are vulnerable to oxidation. Ozone therapy, a very inexpensive and safe modality, may safely exploit this critical vulnerability in many viruses, inclusive of corona virus.”]

#loveheals #ivtherapy #texas #dfw #integrativemedicine #rockwall #prevention #healthandwellness #covid19 #coronavirus”

[Facebook post dated March 13, 2020 at 11:19 a.m. on [www.facebook.com/GoninoCenterForHealing/](http://www.facebook.com/GoninoCenterForHealing/)]

- “I wanted to share a quick update on the #Coronavirus scare.... If I become infected, besides bedrest, fluids, and prayer, my plan will be iv ozone morning and afternoon on days 1 and 3, iv Vitamin C on days 2 and 4.

I am choosing ozone based on the incredible success of its use against Ebola virus in years past. I am choosing iv Vitamin C based on that is what is being recommended by Greenmedinfo and Dr Joseph Mercola. As many of you know, Mercola.com is the most frequently visited medical website on Earth....

#ivtherapy #ivozone #ivvitaminc #washyourhands #breathe #yoga”

[Facebook post dated February 27, 2020 at 8:45 a.m. on [www.facebook.com/GoninoCenterForHealing/](http://www.facebook.com/GoninoCenterForHealing/)]

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a service or 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.

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You are also advised to review all other claims for your services and 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](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