



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

1999 Bryan St., Ste. 2150
Dallas, Texas 75201

June 17, 2020

WARNING LETTER

VIA EMAIL TO office@silvercancerinstitute.com

Silver Cancer Institute & Center for Chronic Disease
7629 E. Pinnacle Peak Road, Suite 108
Scottsdale, Arizona 85255

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff reviewed your website at <https://www.silvercancerinstitute.com/> on June 15, 2020. We have determined that you are unlawfully advertising that ozone therapy prevents or treats Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website include:

- In marketing materials titled “Emergency protocol for CORONA VIRUS for immediate distribution,” accessible by clicking on a “COVID-19” link at the top of your homepage, you state, “Because of the devastation that this virus will cause on the world I have been researching new peer reviewed literature for killing this virus.... Extremely important is oxidative therapy with intravenous ozone. It quite effectively killed virus [sic]. It will also raise your own immunity. I am currently receiving multiple intravenous therapies to maintain a high immune function and at the date of this dictation I am symptom-free. I am dictating this in the hopes of saving lives.”

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product or service 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 or service identified above. Thus, any Coronavirus-related prevention claims regarding such products or services 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 James E. Elliott via electronic mail at jelliott@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 Zachary A. Keller at zkeller@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director
Southwest Region