



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

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices

May 14, 2020

**WARNING LETTER**

VIA EMAIL TO [monarchrawfood@gmail.com](mailto:monarchrawfood@gmail.com)

Matt Monarch  
The Raw Food World  
20 N Aviador St. Unit B  
Camarillo, CA 93010

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Mr. Monarch:

This is to advise you that FTC staff has reviewed your website at [www.matt-monarch.com](http://www.matt-monarch.com) in May 2020. We have also reviewed your social media website at <https://www.facebook.com/RawFoodWorld/> where you promote the sale of your Angstrom Silver 500 supplement at <https://matt-monarch.com/product-category/superfood-supplements-2/angstrom-silver/>. 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 social media website at <https://www.facebook.com/pg/RawFoodWorld/>:
  - In a post on February 4, you state: “If you have been watching the news, there have been instances of the Coronavirus infection in Orange County, Santa Clara and LA County here in California. Long-term Raw Foodist Bob McCauley said that this new Angstrom Silver product will kill it. Bob actually went to China years ago and was always healthy as a horse. However, he got sick there for the first time with some sort of viral infection. He did fasting and everything, and he felt like he almost died. The only thing that worked was this silver product. He said as soon as he started taking it, it healed him. He now takes a teaspoon every single day and hasn’t even been sick a day ever since... The news is saying that they think the Coronavirus is much worse in China than what China is actually claiming, and that we haven’t seen any threat like this since the Small Pox 50 years ago. The internet stats state that over 20,000 people have been infected.

There are about 3000 that are in critical condition, 425 deaths, and 673 people have recovered. The solution that I stumbled upon is this new Angstrom Mineral Silver product.... To order, click here [with link to Angstrom Silver 500 product pages at <https://matt-monarch.com/product-category/superfood-supplements-2/angstrom-silver/>.]

- In a post on March 2, you link to a video titled, “Coronavirus Vaccination and Solution,” available at [https://www.youtube.com/watch?v=xtRAc36krmg&feature=youtu.be&fbclid=IwAR2ABj\\_bVoLbIzjffnTHTLXL7Ungpg06gXKHk1ptfYXUaYIY1ToYdYDNh10](https://www.youtube.com/watch?v=xtRAc36krmg&feature=youtu.be&fbclid=IwAR2ABj_bVoLbIzjffnTHTLXL7Ungpg06gXKHk1ptfYXUaYIY1ToYdYDNh10). In the video, you state: “The biggest solution that I have found for the Coronavirus...is our Angstrom Silver product. Now silver has been touted over and over again for killing viruses. And many people are actually using it for Coronavirus...In China, they’re spraying the hospital rooms down with silver to clean out the Coronavirus...I’ve discovered an Angstrom Silver that is the smallest particulate size and it’s the most potent available on the market...I have a man named Bob who has been a long term 100% raw foodist who went to China many years ago and caught a different virus...he literally almost died...the only thing that helped him with this virus was to take this particular [Angstrom Silver] that I’m talking about Angstrom Mineral product. Very potent. And he was healed instantly...I found this clinical study online showing that it is actually very effective against the SARs virus which is actually a component of the Coronavirus. It actually states...this study tested various ionic silver...the research demonstrated significant reductions of the Coronavirus within one hour (90%) and reduced virus levels to below the detection limit following 24 hours of exposure (99.99%). This research demonstrates that ionic silver (ours is Angstrom Silver and is way more potent than what they’re using for sure) has the potential to deactivate viruses in a relatively short period of time...I feel that this is the best solution that you could possibly find for viruses, even including the Coronavirus.”
- On your website at <https://matt-monarch.com/>, on your product pages for silver supplements, including Angstrom Silver 500 (2oz spray) (available at <https://matt-monarch.com/product/silver-500-2oz-spray/>), Angstrom Silver 500 (2oz dropper) (available at <https://matt-monarch.com/product/silver-500-2oz-dropper/>), 3 Pack Angstrom Silver 500 (16oz) (available at <https://matt-monarch.com/product/3-pack-silver-500-16oz/>), and Angstrom Silver 500 (16 Oz) (available at <https://matt-monarch.com/product/silver-500-16oz/>), you make many of the same claims as stated in your February 4 Facebook post. Additionally, the product pages also include a photo of a text message exchange between Matt [Monarch] and an individual named Amina, who works in the emergency room at a hospital in Brooklyn, NY. The text exchange states:

MM: “Amina, Can I ask what hospital you’re at?”

Amina: “Yes Woodhull [M]edical Center in Brooklyn New York[.] I work in the emergency room...”

MM: “Are the coworkers that are taking [Angstrom Silver 500] also not getting sick?”

Amina: “Yes so far[.] And the one who w[as] sick started taking it[.]”

MM: “You were probably not allowed to but have you given it to any coronavirus patients?”

Amina: “No I haven’t[.] But some of my coworkers who tested positive started taking it...they feel better already[.]”

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](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