



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

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices

April 15, 2020

WARNING LETTER

VIA EMAIL TO info@betterbones.com  
Susan E. Brown  
Alkaline for Life at the Center for Better Bones  
605 Franklin Park Dr.  
East Syracuse, NY 13057

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Dr. Brown

-19).

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

- x On your website at <https://alk95tTT1P EM.0220TwstatewForupdateAlka> use of Ascorbate for COVID19 (Novel Coronavirus) from our friends at Orthomolecular Medicine News Service and from other sources. Learn More [hyperlinked to <https://alkalineforlife.com/blogs/news/vitamin-c-protects-against-coronavirus>].”
- x When consumers click to “Learn More,” they are directed to another page on website at <https://alkalineforlife.com/blogs/news/vitamin-c-protects-against-coronavirus> where you state: SHARING NEWS ABOUT THE CORONAVIRUS (COVID-19)...ALKALINE FOR LIFE NUTRIENT PROTOCOL FOR IMMUNE SUPPORT...HIGH-DOSE VITAMIN C PROTECTS AGAINST CORONAVIRUS (COVID-19)...The coronavirus pandemic can be dramatically slowed, or stopped, with the immediate widespread use of high doses of vitamin C. COULD OUR ALKALINE -C HELP? The answer is yes.”

Alkaline for Life at the Center for Better Bones

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It is unlawful under the FTC Act, 15 U.S.C. § 5 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, 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 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 202-630-3088.

Very truly