

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

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices

April 28, 2020

WARNING LETTER

VIA EMAIL TO [amazingmedwater@gmail.com](mailto:amazingmedwater@gmail.com)  
John Ellis Water  
Rt. 209  
Westbrook Farms  
Westbrookville, NY 12785

Re: Unsubstantiated claims for Coronavirus prevention or treatment

To Whom it May Concern:

This is to advise you that FTC staff has reviewed your website at [www.johnellis.com](http://www.johnellis.com) on April 22, 2020. We also reviewed your social media website at [www.facebook.com/MiracleEllisWater](https://www.facebook.com/MiracleEllisWater), where you direct consumers to your website [www.johnellis.com](http://www.johnellis.com) to purchase an LWM Electron 5 water filter. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

x

“How does John Ellis Water improve your health by flushing our bloodstream? Let us count some of the ways our machine helps you compared to ordinary water:

Flushes out toxins from your bloodstream.

Flushes out viruses from your bloodstream.

Flushes out pathogens from your bloodstream.

Flushes out disease markers from your bloodstream.

- x On a Facebook post, posted to [www.facebook.com/MiracleEllisWater](http://www.facebook.com/MiracleEllisWater) on March 30 at 2:20 p.m, you state: Our Recommendations for fighting Coronavirus

“1. Drink John Ellis Water every day

“2. Drink 1/2 your body weight in ounces every day  
example: If you weigh 200 lbs.  
Drink 100 ounces of John Ellis Water every day

“3. Lift the cooling fan cover off your machine while producing water and let the UV vapors saturate the room because it kills viruses on contact

- x In a Facebook video, posted to [www.facebook.com/MiracleEllisWater](http://www.facebook.com/MiracleEllisWater) on April 9 at 3:21 p.m and March 27 at 11:10 a.m, you state: “The energy video at JohnEllis.com proves why they said the John Ellis E5 Water Machine worked on Ebola in Africa. It shows how the immune system receives 30 times the energy of ordinary water as it splits into hydrogen and oxygen. Besides high energy water, unlike any other water in the world, the machine can saturate the room air with high-energy UV vapor that destroys pathogens on contact. Protect your health. Find out more at JohnEllis.com....

- x In text accompanying the Facebook video above, posted to [www.facebook.com/MiracleEllisWater](http://www.facebook.com/MiracleEllisWater) on March 27 at 11:10 a.m., you state: “PROTECT your Health. John Ellis Water has changed the properties of water. Learn more about how John Ellis Water can remove pathogens from your water AND bloodstream.”

It is unlawful under the FTC Act, 15 U.S.C. § 562 et seq. to advertise that a product can prevent, treat, or cure human disease unless you possess

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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 yours,

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices