



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 jay@dobbstherapy.com
Sheldon Jay Dobbs
359 East Morgan Street
Martinsville, IN 46151

Re: Unsubstantiated claims for Coronavirus prevention or treatment

Dear Mr. Dobbs:

This is to advise you that FTC staff has reviewed your social media website at www.facebook.com/Photon-Genius-Therapy-804884749844465/ on April 23, 2020, where you direct consumers to contact your clinic to purchase Photon Genius Machine treatments or packages and Amino Acid/Mineral supplementation. We have determined that you are unlawfully advertising that certain products or services prevent or treat Coronavirus Disease 2019 (COVID-19).

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

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“There are hundreds of medical studies researching the affects [sic] of Nitric Oxide (NO), towards stopping the replication of CoronVirus/SARS [sic]

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Within 48 hours, please send a message to Richard Cleland, Assistant Director via electronic mail at 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