



UNITED STATES OF AMERICA
Federal Trade Commission
NORTHWEST REGION

Charles A. Harwood
Regional Director

October 20, 2020

WARNING LETTER

VIA EMAIL TO gotaysgroupsystem@gmail.com
Hector Gotay Feliciano
dba Gotay's Group Systems and Cebilon Puerto Rico
P.R.

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern:

This is to advise you that on September 20, 2020, FTC staff reviewed your social media websites at www.facebook.com/GotaysGroupSystem and www.facebook.com/Cebilon-Puerto-Rico-573251169732687, where you direct consumers to contact you via telephone to purchase the aura Cebilon water filtration system. We have determined that you are unlawfully advertising that certain products prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your social media websites include the following:

- x In a Facebook post, posted to www.facebook.com/GotaysGroupSystem on March 26, 2020, you share an image that includes a depiction of an aura Cebilon water purifier and state: "Gotay's group system viene atacando duro al coronavirus!!! Con la gran oferta el 2x1. No dejes que el coronavirus te quite la felicidad y la de tu familia tambien[.] Mantengase sano usted y su familia. Haci purifica tu agua y purifica tu aire con GOTAY'S GROUP SYSTEM mataos el virus!!! 787-385-3418."²
- x In a Facebook post, posted to www.facebook.com/GotaysGroupSystem on March 31, 2020, you state: "No dejes q el Corona Virus Afecte tu hogar tomando Agua alkalina proteges los tuyo,"³ and share an image that includes a telephone number and a depiction of an aura Cebilon water purifier.

¹ An English translation of the claims appears in the footnotes.

² "Gotay's group system comes attacking the coronavirus hard!!! With the grand offer of 2x1. Do not let the coronavirus take away your happiness and that of your family as well[.] Keep you and your family healthy. So [sic] purify your water and purify your air with GOTAY'S GROUP SYSTEM we kill the virus!!! 787-385-3418."

³ "Don't let the Corona Virus affect your home drinking alkaline Water protects yours."

- x In a Facebook post, posted to www.facebook.com/Cebilon-Puerto-Rico-573251169732687 on March 31, 2020, you state: "Vamos a matar el Corana [sic] Virus juntos con GOTAY GROUP SYSTEM=CEBILON AURA P.R. and share an image that includes a telephone number and a depiction of an auge Cebilon water purifier.

It is unlawful under the FTC Act, 15 U.S.C. § 571 seq. to advertise that a product can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, 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 should 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 contact Laura Solis, via electronic mail at Isolis@ftc.gov describing the specific actions you have taken to address the FTC concerns. If you have any questions regarding compliance with the FTC Act, please contact Ms. Solis at 206-220-4544.

Very truly yours,

Charles A. Harwood
Regional Director
Northwest Region

⁴ "We are going to kill the Corana [sic] Virus together with GOTAY GROUP SYSTEM=CEBILON AURA P.R."