

United States of America
FEDERAL TRADE COMMISSION
Southwest Region

1999 Bryan St., Ste. 2150
Dallas, Texas 75201

June 2, 2020

WARNING LETTER

VIA EMAIL TO info@utopiawellness.com

Utopia Wellness
110 State Street East
Oldsmar, Florida 34677

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff reviewed your website <https://utopiawellness.com/> on May 24, 2020. We have determined that you are unlawfully advertising that certain products or services treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- x In marketing materials titled "Coronavirus A Proactive Approach," you claim that:
 - o "So how do we rid ourselves from a viral infection? We do so through our immune system. The stronger your immune system, the quicker you will heal. This is why some people are susceptible to coronavirus and recuperate, while other people die and yet another subset never gets ill."
 - o "So what can I do to protect myself against coronavirus today?... Fortify your immune system is key. I use several methods that help build my immune system. First, I take daily supplements that include vitamin C, zinc lozenges and vitamin D3. These are my go to preventative and therapeutic supplements. I also add additional high doses of vitamin C [link to <https://utopiawellness.com/immune-boosters/>] through intravenous injection."
 - o "My regimen for prevention also includes colonic irrigation [link to <https://utopiawellness.com/services/colonic-irrigation/>]. This therapy is ignored and maligned by practitioners who have never explored its benefits, let alone tried it. Remember, the transverse colon is the part of your body that makes our lymphatic

fluid, an essential component in a healthy immune system.”

- o “Clinically, this three-prong approach of detoxification [link to <https://utopiawellness.com/services/detoxification/>], immune fortifying IVs and expectoration, have provided me and patients with dramatic symptomatic relief and a shortening of the disease process.”

It is unlawful under the FTC Act, 15 U.S.C. § 441 et seq. to advertise that a product or service can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, including, where 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 products or services identified above. Thus, any Coronavirus-related prevention or treatment claims regarding such products or services 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 services and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to E. Elliott via electronic mail at jelliott@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 Zachary A. Keller at zkeller@ftc.gov

Very truly yours,

Dama J. Brown
Regional Director
Southwest Region