



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

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices

April 20, 2020

**WARNING LETTER**

VIA EMAIL TO [info@zeolite.com](mailto:info@zeolite.com)  
Barry Cohen  
2574 SE Burton St.  
Port St. Lucie, FL 34952

Re: Unsubstantiated claims for Coronavirus treatment or prevention

To Mr. Cohen:

This is to advise you that FTC staff has reviewed your website at <https://zeolite.com> on April 13, 2020. We also reviewed your social media website at <https://www.facebook.com/removeheavymetals/>, where you direct consumers to your website <https://zeolite.com>, where they can purchase health products. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

An example of a Coronavirus treatment or prevention claim on your social media website at <https://www.facebook.com/removeheavymetals/> includes:

- “Now is absolutely the time to prepare yourself and your family to be and stay healthy for [sic] the extremely contagious COVID-19 Coronavirus by boosting your immune systems while protecting yourselves for [sic] the virus! Its [sic] a smart idea to start taking Zeolite AV while also stocking up on more so you have it when you need it! This is because Zeolite AV removes the built up toxic heavy metals from your body to allow your bodies [sic] immune system to quickly grow and gain strength while also having the unique ability of preventing the reproduction of virus cells by coating both the host cell and the virus-cell with natural humic acid to help prevent virus cells from reproducing to [] make you sick! Possibly very sick if you catch the dangerous and very cont[agious] COVID-19 Coronavirus!” [Facebook post dated March 21, 2020]

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It is unlawful under the FTC Act, 15 U.S.C. § 41 *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, 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 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 via 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 202-326-3088.

Very truly yours,

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices