



Serena Viswanathan
Associate Director
Division of Advertising Practices

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

March 18, 2021

WARNING LETTER

VIA EMAIL TO clinic@phoenixantiaging.com
Butterfly Holistic Center, LLC
Anti-Aging Clinic LLC
1430 E Missouri Ave Suite B127
Phoenix, AZ 85014

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://phoenixantiaging.com/> in March 2021. We also reviewed your social media website at <https://www.facebook.com/phoenixantiaging/>, where you direct consumers to your website <http://www.phoenixantiaging.com/> to make appointments for your services, including ozone therapy. We have determined that you are unlawfully advertising that certain products or services treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or cure claims on your websites include:

- On your website at <https://phoenixantiaging.com/oxygen-ozone-for-covid-19/> you state:

“OXYGEN OZONE THERAPY: Used as Treatment for COVID-19

Worried about how you or a loved one will fare if you contract the novel coronavirus, COVID-19?

According to several preliminary reports, medical professionals may have a **treatment that can quickly and drastically improve the condition of COVID-19 patients: *Oxygen Ozone Therapy.***

The good news? We offer this safe treatment at our clinic for prevention and are offering home ozone therapies to patients who have tested positive for COVID-19.

In this article, we'll share the reports of ozone therapy as a successful treatment for COVID-19. We'll also explain what ozone therapy is and how it works.

Want to book an appointment for ozone therapy with Dr. Melanie Icard? At Butterfly Holistic Center, we've been treating patients with ozone therapy for years. We know how to administer the treatment safely and effectively.

*If you're interested in helping you or a loved one overcome the symptoms of COVID-19 and improve your chances of recovering, just book your appointment online or call our office for more details at **480-582-5364**.*

Reports from Italy suggest Ozone Therapy may be a successful COVID-19 treatment

Currently, 17 hospitals in Italy are using Oxygen Ozone Therapy according to the protocol of the SIOOT (Scientific Society of Ozone Ozone Therapy) as a way to treat the symptoms of COVID-19.

From the first report of one of the 17 hospitals, 10 patients in serious or very serious conditions have had **a rapid and decisive improvement...**"

- In an April 4, 2020 post on your Facebook page at <https://www.facebook.com/phoenixantiaging>, you state: "Client Testimonial [heart emoji]" and share a video in which a woman receiving an IV treatment states: "...I get an ozone therapy here, which is excellent. And today I have the highest dose of ozone I can get because I'm experienced with ozone therapy. And I understand it's working very well in Italy for coronavirus. And we're not 100% sure, because there's no testing, that I didn't have it in February because I was really sick at that time, so that's my main reason for ozone therapy..."
- In an April 3, 2020 post on your Facebook page at <https://www.facebook.com/phoenixantiaging>, you shared an image and link to a video titled "Alternative Expert Interviews | Corona Virus with Dr. Robert Rowen," available at https://www.youtube.com/watch?v=4u8l_Th0Dy8. The image in the post includes the statements: "ALTERNATIVES FOR COVID-19... Definitive Guide to Ozone Therapy at Home..." The description of the video on youtube.com states: "****Definitive Guide to Ozone Therapy****... I'm not scared of the corona virus and neither should you be."
- In an March 13, 2020 post on your Facebook page at <https://www.facebook.com/phoenixantiaging>, you state: "We are a provider of Ozone Therapies is [sic] Uptown Phoenix[.] Get your immune system on point[.] Call Daysi

480-599-8370[.] www.phoenixantiaging.com...” This post includes a link to a video titled “Coronavirus from a Perspective Outside the Mainstream,” available at <https://www.youtube.com/watch?v=g-jDbCuD8Zk>. The description of the video on youtube.com states: “Corona virus and ozone.” The video includes the statements: “I have been asked by several people to make a video about my thoughts, and about ozone/oxidation as possible treatments. I hope you enjoy this and share it. I hope it will create some comfort for those concerned and alert the world that there is likely an exceptoinally [sic] safe and likely very effective, very inexpensive therapy.... I did some research on the basic biochemistry of the coronavirus and it too is rich in these sulfhydryl amino acids, cysteine in particular, so that says to me this should be rather easily treatable with ozone... I am proposing ozone therapy as a very safe, and what I believe is a highly likely effective treatment for this, no matter what form the ozone is given....”

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product or service 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 or service identified above. Thus, any coronavirus-related treatment claims regarding such product or service 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.

Violations of the FTC Act may result in legal action seeking a Federal District Court injunction and an order may require that you pay back money to consumers. In addition, pursuant to the COVID-19 Consumer Protection Act, Section 1401, Division FF, of the Consolidated Appropriations Act, 2021, P.L. 116-260, marketers who make deceptive claims about the treatment, cure, prevention, or mitigation of COVID-19 are subject to a civil penalty of up to \$43,792 per violation.

Within 48 hours, please send a message to Richard Cleland 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 Mr. Cleland at 202-326-3088.

Very truly yours,

Serena Viswanathan
Associate Director

cc: Facebook *via email*
consumerpolicy@fb.com

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