



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:

- On a Facebook post, posted to www.facebook.com/Photon-Genius-Therapy-804884749844465/, on April 2 at 1:41 p.m., you state: “Nitric Oxide proven to reduce affects [sic] of the CoronaVirus
Call (765) 349-7246 to setup [sic] your appointments
2-3 treatments a week boost your immune system to fight off Virus.

“Nitric Oxide has been shown to stop the replication of CoronaVirus/SARS by Legitimate Medical Studies across the World ...

“CoronaVirus is the #1 talked about topic at the moment. It is spreading across the US at a rapid rate, overtaking hospitals and communities most everywhere. The most important question people are asking is if there is a way to help prevent the infectious spread to themselves and their family.

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

“-----Nitric Oxide helps prevent the spread of airway focused CoronaVirus, and helps seriously boost your Immune System----

“Simple Explanation: A virus will reproduce itself until it overwhelms the entire body, kills you, then moves onto another host. Nitric Oxide helps the body stop this growth, enabling the immune system to fight it off. A patient said, ‘its [sic] like shutting off the sink faucet before it overflows destroying the room. Then the drain has time to get rid of the rest.’

“Nitric Oxide: is an important signaling molecule between cells which has been shown to have an inhibitory affect [sic] on some virus infections.

“----At our Therapy Rehabilitation clinic, we provide patients with access to the Photon Genius Machine (PGM)---This machine stimulates your body’s cells to produce Nitric Oxide, and Killer ‘T’ cells thereby helping your immune system heal your bodies....

“Call Today to purchase Photon Genius Machine treatments/packages....

“We encourage all clients, to purchase Amino Acid/Mineral supplementation (\$60) to enhance results...

“Nitric Oxide has been shown to be beneficial towards stopping the replication of the Covid-19. ... This machine helped save my life, and it helped my immune system beat both bacterial and Virul [sic] infections (gangrene/sepsis).”

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, 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 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.

Sheldon Jay Dobbs

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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