



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

May 7, 2020

WARNING LETTER

VIA EMAIL TO info@thesternmethod.com

The Stern Method
c/o Ryan Sternagel
6300 Sagewood Drive, Ste. H533
Park City, Utah 84098

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff has reviewed your website at <https://thesternmethod.com/> on May 4, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- In marketing materials titled “My Extensive Coronavirus Research,” under a heading titled “Herbal / Botanical Prevention & Treatment,” you promote several products for COVID-19 prevention or treatment, for example:

“–**Extra Vitamin A**. [<https://amzn.to/33pdsne>] Up to 50,000 IU SHORT TERM (toxic after prolonged period) if feel like catching something along with zinc lozenges....

“–**Blend** of 3 parts **cordyceps** [<https://amzn.to/2IOxX3h>], 2 parts **angelica sinensis** [<https://amzn.to/39YYaIo>], 1 part **rhodiola** [<https://amzn.to/2TSBzb4>], 1 part **astragalus** [<https://amzn.to/2xLVi3H>]. 1 tsp 3x / day for prevention, 6x / day for treatment....

“–The physicians of the International Society for Orthomolecular Medicine urge a nutrient-based method to prevent or minimize symptoms for future viral infection:
–**Vitamin C** [<https://amzn.to/39YopPh>]: 3,000 milligrams (or more) daily, in divided doses.

- Vitamin D3** [<https://amzn.to/2xJgwiw>]: 2,000 International Units daily. (Start with 5,000 IU/day for two weeks, then reduce to 2,000)
- Magnesium** [<https://amzn.to/38Skzpp>]: 400 mg daily (in citrate, malate, chelate, or chloride form)
- Zinc** [<https://amzn.to/2WiHEPG>]: 20 mg daily
- Selenium** [<https://amzn.to/34KiY4u>]: 100 mcg (micrograms) daily...

“–Iodine is essential to not only fighting off an infection it is necessary for proper immune system functioning. There is no bacteria, virus, parasite or fungus that is known to be resistant to iodine. 200-300 micrograms of iodine daily, with higher doses for more serious and difficult diseases. Only ***iodine*** [<http://go.globalhealingcenter.com/oZExo>] is capable of killing all classes of pathogens: gram-positive and gram-negative bacteria, mycobacteria, fungi, yeasts, viruses and protozoa. Therapeutic doses of iodine vary between 6-50mg/day. Those with chronic illnesses generally require larger amounts of iodine as compared to healthy people.”

- In marketing materials titled “My Extensive Coronavirus Research,” under a heading titled “Other Therapies – Hyperthermia,” you claim that “**Hyperthermia** [<http://influencesauna.com/stern>] is **one of the most powerful** anticancer, **antiviral**, and antibacterial **therapies** available, yet it is underutilized and largely unknown in North America.”
- In marketing materials titled “My Extensive Coronavirus Research,” under a heading titled “Other Therapies – Ozone,” you claim that “**Ozone Therapy** [<https://healthytoobe.com/product/o3-power-bundle/?secure=87>] may be **ideal therapy for viruses.... Ozone gas has been proven to kill the SARS coronavirus**, and since **the structure of the new 2019-nCoV coronavirus is almost identical** to that of the SARS coronavirus, it is relatively safe to say that it will also work on the new coronavirus.”

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 products 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 James 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