



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

April 17, 2020

WARNING LETTER

VIA FEDEX AND EMAIL TO order@healthyto.be

TRULYHEAL Pty. Ltd.
26 Attenuatta Place
Noosaville, Queensland 4566, Australia

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff has reviewed your websites at <https://trulyheal.com/> and <https://healthyto.be/> on April 13, 2020. We have determined that you are unlawfully advertising that certain use-at-home ozone therapy products treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- Claiming that “[o]zone therapy is a highly effective treatment and prevention for the coronavirus”;
- Claiming to explain “WHY YOU NEED OZONE TO TREAT / PREVENT THE VIRUS”;
- Claiming that “[o]zone plays a fundamental role in the treatment of viral infections including the Coronavirus (COVID-19) and has proven to be effective for previous infections such as SARS (Severe Acute Respiratory Syndrome) and MERS (Middle East Respiratory Syndrome)”;
- Claiming to explain “HOW OZONE WORKS AGAINST VIRUSES”;
- Claiming that “[t]o prevent and protect the body from a coronavirus infection at HOME with ozone it is administered via rectal insufflation, ozone water and sinus insufflations. This is the easiest, most inexpensive, safe and effective protective solution that everyone

should have available to them, their family and loved ones. Ozone exploits the redox vulnerability of deadly viruses including the coronavirus”; and

- Claiming that “[o]zone’s natural unique physical, chemical and biological properties towards boosting our immune system, destroying viral and other microbial infections, increasing our antioxidant pathways among many others make it the most versatile therapy available.”

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 that you advertise and market, sell, or otherwise promote or make available in the United States.

You are also advised to review all other claims for such 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,


Dana J. Brown
Regional Director
Southwest Region