



United States of America  
FEDERAL TRADE COMMISSION  
Southwest Region

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

May 27, 2020

**WARNING LETTER**

VIA EMAIL TO [info@drcolbert.com](mailto:info@drcolbert.com)

Dr. Don Colbert  
325 Morrison Park Drive, Suite 110  
Southlake, Texas 76092

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://drcolbert.com/> on May 18, 2020. We have determined that you are unlawfully advertising that certain products prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention claims on your website include:

- In marketing materials titled “Dr. Colbert’s Keys to Avoid COVID-19 (Corona Virus),” you claim to offer “Supplemental Options for Prevention” that includes the following products that you market:
  - Your “Divine Health Green Supreme Food 1 scoop per day”; and
  - Your “Divine Health Multivitamin 1 tablet every day.”
- In marketing materials titled “10 Tips to Return to Work Safely in the Midst of COVID-19,” you claim, “Many Americans will begin returning to some sort of work in the next few weeks. If you are one of them, it’s important to make sure you feel confident and safe while there. Here are 10 tips to return to work safely in the midst of COVID-19.... Continue to bolster your own immune system... [and] taking supplements. The supplements recommended include:...
  - Divine Health Green Supreme Food 1 scoop per day[; and]
  - Divine Health Multivitamin 1 tablet every day...”

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 claims regarding such products 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](mailto: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](mailto:zkeller@ftc.gov).

Very truly yours,

Dama J. Brown  
Regional Director  
Southwest Region