



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
SEATTLE, WASHINGTON 98174

Charles A. Harwood
Director
Northwest Region

April 27, 2020

WARNING LETTER

VIA EMAIL TO sally@ecoairdoctor.com
EcoShield, LLC
P.O. Box 178982
San Diego, CA 92177

Re: Unsubstantiated claims for Coronavirus prevention

To Whom It May Concern:

This is to advise you that on April 16, 2020, staff at the Federal Trade Commission (“FTC”) reviewed EcoShield LLC’s website at www.ecoairdoctor.com. We also reviewed EcoShield’s social media websites at www.facebook.com/ecoairdoctor and www.instagram.com/air_doctor_ecoshield, where consumers are directed to EcoShield’s website to purchase Eco AirDoctor, a device that purportedly emits chlorine dioxide gas and intended to be worn on an individual. We have also reviewed in-store advertising for Eco AirDoctor at the Bartell Drugs Store located at Roosevelt Square in Seattle, Washington. We have determined that you are unlawfully advertising that Eco AirDoctor prevents Coronavirus Disease 2019 (COVID-19).

Some examples of EcoShield’s COVID-19 prevention claims include:

- “Coronavirus Protection? Due to the recent outbreak of COVID-19, no testing has been done on the virus. ECO AirDoctor Portable’s active ingredient releases chlorine dioxide which is known to protect and disinfect against diseases such as influenza, common colds, bronchitis, tuberculosis, and respiratory infections.”
- excerpted from ecoairdoctor.com on April 16, 2020
- “The next generation of virus protection and deodorization. Simply clip on to help protect you against colds, flu, bacteria, fungus, and other airborne diseases that affect millions every year. <https://ecoairdoctor.com> #coronavirus #flu #covid19 #covid #WuhanPneumonia #WuhanCoronavirus #coronavirusoutbreak . . . MORE EFFECTIVE THAN A FACE MASK”

-from a February 19, 2020, post on [facebook.com](https://www.facebook.com)

- “ECO AirDoctor. The smart choice for protecting your airspace.
<https://ecoairdoctor.com>. #covid19 #flu #covid #coronavirus #coronavirusoutbreak”

-from a March 15, 2020 post on facebook.com

- “The patented Eco AirDoctor, once clipped on and activated eliminates microbes by slowly and continuously releasing safe and effective chlorine dioxide into the atmosphere around you. This patented release of chlorine dioxide helps protect you from airborne infectious diseases such as Influenza, Colds, Coughs, and Respiratory Infections.”

- excerpt from in-store advertising displayed on April 15, 2020, in the Bartell Drugs Store located at Roosevelt Square in Seattle

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 claims regarding the Eco AirDoctor 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 EcoShield’s products and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to Richard McKewen at rmckewen@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. McKewen at 206-220-4595.

Very truly yours,

Charles A. Harwood
Regional Director

cc: The Bartell Drug Company
pharmacy@bartelldrugs.com