

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

COMMISSIONERS: William E. Kovacic, Chairman
Pamela Jones Harbour
Jon Leibowitz
J. Thomas Rosch

In the Matter of
HOLLY A. BACON,
doing

bladder, throat, thyroid, mouth, cervical, uterine, ovarian, pancreatic, breast, lung, liver, kidney, brain, and bone cancers, as well as lymphoma. Respondent also promotes these products as an internal treatment for various viral infections, including hepatitis, HIV, SARS, West Nile Virus, and Avian Bird Flu. Respondent promotes her Cleansing Time Pro Black Salve as an external treatment for carcinoma, melanoma, and other skin cancers. Excluding shipping and handling fees, respondent charges \$49.95 for a one-ounce jar of Cleansing Time Pro Black Salve, and \$34.95 for a 15-day supply of Cleansing Time Pro Black Salve Tablets (60 tablets).

5. The acts and practices of respondent alleged in this complaint have been in or affecting commerce, as "commerce" is defined in Section 4 of the Federal Trade Commission Act.

6. Respondent has disseminated or caused to be disseminated advertisements for Cleansing Time Pro Black Salve & Tablets, including but not necessarily limited to the attached Exhibits A and B. These advertisements contain the following statements:

Internet Advertising (respondent's website,
www.cleansingtimepro.com)

A. "Cleansing Time Pro

CANCER, VIRUS & HEART DISEASE PRODUCTS
NATURAL - EASY TO USE
USE IN THE COMFORT OF YOUR OWN HOME
NO HEALTH INSURANCE REQUIRED

We have many testimonials to support our products from people who have used them to avoid major operations, radiation, chemotherapy & other drugs! We invite you to read this entire page & click on the buttons to the left to learn more about these wonderful products.

Cleansing TimeTM Pro Black Salve & Tablets:

All natural herbal cancer & virus treatment & preventative that is **the** 'ORIGINAL FORMULA' and is the **Grandfather** of black salve used for over 116 years! This product has been used successfully on humans, pets & animals to prevent cancer, treat & overcome a wide range of internal & external cancers, viruses and other illnesses. It starts working in 5 seconds!

Known Uses for Cleansing TimeTM Pro Black Salve & Tablets

- Used in place of radiation therapy treatments & chemotherapy treatments

it, people are still dying from it! In my opinion, black salve is the safest and most effective alternative to radiation. Holly B.

I have been plagued for 20 years with malignant basil cell carsinoma. [sic] My face & forehead have seven scars from the doctor's knife. Recently my daughter, who used black salve for her horse's melanoma, gave me a little dab of black salve. I used it on what I was sure was another malignant cancer. I made 1 application & about 10 days [sic] the tumor came off in the bandaid. There was a hole about 1/8 of an inch deep. It has now filled in &

Black salve can cause swelling. Because of this, people with brain tumors should not take black salve. However, if treating a brain tumor(s) with black salve you may need a qualified surgeon to insert a small hole(s) in the skull [sic] to relieve pressure. Do not think this is odd in any way. Many brain tumors are inoperable. However, a small hole is far superior to the sort of treatment one would receive from the full blown standard medical procedures.

. . .

Known Uses For Cleansing time™ Pro Black Salve & Tablets:

- Used in place of radiation therapy treatments & chemotherapy treatments
- Used to attack all known forms of cancer in & on the human & animal bodies
- Used to eliminate fluid build up around tumors & shrink them
- Used to normalize a-typical cells with the capability of becoming a cancer
- Used internally to prevent & treat a variety of cancers, malignancies & tumors such as in the stomach, colon, prostate, testicles, bladder, throat, thyroid, mouth, cervix, uterus, ovaries, pancreas, breasts, lungs, liver, kidney, skin, lymph nodes, extremities, blood, brain & bone & terminal cancer
- Used internally to prevent & treat all types of viruses & virus infections such as colds, flu, strep throat, mouth & gum diseases, yeast infections, all types of herpes & hepatitis viruses, shingles and even things such as prevention & treatment of HIV, SARS, West Nile Virus & Avian Bird Flu
- Used externally to treat skin cancer, carcinoma, melanoma, warts, moles & as a drawing salve

. . .

- Used to purify blood & induce oxygen into the system inhibiting carcinogen growth

. . .

Ingredients & Formula:

Blood root, galangal & zinc chloride in a base of blended synergistic herbs (+ calcium in the tablets). Extensive research into herbal and plant life properties has indicated substantial disease prevention and healing qualities in each

son, Howard McCreary, was the first to use it internally. He had been diagnosed as having stomach cancer in the '60's. After he checked himself in the hospital for surgery the night before, as they did in those days, he took the first dose in a capsule without telling his doctors. The next morning they postponed his surgery because he was running a fever which continued for several days. On the 5th day, Howard said he passed a large quantity of black, vile smelling feces - apparently the growth itself. When the doctors took x-rays, they discovered that the cancerous growth was gone. Howard went on to live another 25 years without recurring stomach cancer.

. . ."

[Exhibit B, respondent's Black Salve & Tablet Information & Instruction Package]

Deceptive Representations Regarding the
Efficacy of Cleansing Time Pro Black Salve & Tablets

7. Through the means described in Paragraph 6, respondent has represented, expressly or by implication, that Cleansing Time Pro Black Salve & Tablets:

- A. are effective in preventing, treating and/or curing all cancers, malignancies and tumors, including, but not limited to, stomach cancer, colon cancer, prostate cancer, testicular cancer, bladder cancer, throat cancer, thyroid cancer, mouth cancer, cervical cancer, uterine cancer, ovarian cancer, pancreatic cancer, breast cancer, lung cancer, liver cancer, kidney cancer, brain cancer and brain tumors, lymphoma, blood diseases, and bone cancer;
- B. are effective in treating inoperable cancers;
- C. are effective in treating skin cancer, including melanoma;
- D. are effective in reducing the size of, or eliminating, cancerous tumors;
- E. are safer and more effective in the treatment of cancer than are conventional cancer therapies, such as surgery, radiation, chemotherapy, and other drug treatments; and
- F. are effective in preventing, treating, and/or curing numerous viral infections, including hepatitis, HIV, SARS, West Nile Virus, and Avian Bird Flu.

8. Through the means described in Paragraph 6, respondent has represented, expressly or by implication, that she possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 7, at the time the representations were made.

9. In truth and in fact, respondent did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 7, at the time the representations were made. Therefore, the representation set forth in Paragraph 8 was, and is, false or misleading.

Deceptive Representation Regarding
Endorser of Cleansing Time Pro Black Salve & Tablets

10. Through the means described in Paragraph 6, respondent has disseminated testimonials for Cleansing Time Pro Black Salve & Tablets from consumers who purportedly were treated or cured of cancer in the ordinary course of using the product. Respondent has failed to disclose adequately that one of the endorsers had a material connection with Cleansing Time Pro. Specifically, at the time of providing her endorsement, one of the consumers was Holly A. Bacon, the sole owner of Cleansing Time Pro. This fact would materially affect the weight and credibility given by consumers to the endorsement and would be material to consumers in their purchase or use of the products. Therefore, the failure to adequately disclose this fact, in light of the representation made, was, and is, a deceptive practice.

11. The acts and practices of respondent as alleged in this complaint constitute unfair or deceptive acts or practices, and the making of false advertisements, in or affecting commerce in violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this day of
, 2008, has issued this complaint against respondent.

By the Commission.

Donald S. Clark
Secretary

SEAL: