



vidas. El consumo del cloruro de magnesio ayuda a alcalinizar al cuerpo, y en un cuerpo alcalino, los virus y las enfermedades no entran...

- x In a Facebook post, posted www.facebook.com/AguaPuraYAlcalinaCebilon/ March 29, 2020, you state: "Los 2 mejores productos para prevenir el Coronavirus. Ambos por el precio de 1. Purificador de aire Vivenso con 25 años de garantía...te incluye gratuitamente el Sistema Cebilon con garantía por vida, que te brinda hasta 75 galones de agua pura y alcalina. Indispensable para que no se desarrolle este virus dentro de tu cuerpo y el de tu familia. Lo más que se recomienda para subir tus defensas y alcalinizar tu cuerpo..."⁴
- x In a Facebook post, posted www.facebook.com/AguaPuraYAlcalinaCebilon/ April 2, 2020, you state: "Los beneficios de la Agua Alcalina[:] Es fundamental para nuestro sistema inmunológico, y más con esta pandemia que ataca a los que tienen su sistema inmunológico comprometido. ¿Y tu ya tomas Agua Alcalina? Te oriento Gratis."⁵

A graphic included with this post, titled "10 beneficios de beber agua alcalina," includes the statement: "Ayuda a tener mayor resistencia contra enfermedades."⁶

- x In a Facebook post, posted www.facebook.com/AguaPuraYAlcalinaCebilon/ April 30, 2020, you state: "Contáctanos para ayudarle a prevenir enfermedades y virus mortales como el covid-19. Su salud es primero protegiendo la mejor calidad de agua. Esto no es Juego. Queremos ayudarle. Tenemos mejores soluciones para usted y su familia."⁸

It is unlawful under the FTC Act, 15 U.S.C. § 541 seq. to advertise that a product can prevent, treat, or cure human disease unless possess competent and reliable scientific evidence substantiating that the claims are true at the time they are made. For COVID-19, no such study or evidence is currently known to exist for the product identified above. Thus, any coronavirus-related prevention or treatment claims regarding this product are not supported by

³ "This is why infections, viruses, especially the coronavirus. How can we prevent and protect our body? I want you to be very attentive to these recommendations. Share this information through social media, through the WhatsApp groups. Share it with your friends, with your family. The consumption of magnesium chloride helps us alkalize the body, and in an alkaline body, viruses and diseases do not enter..."

⁴ "The 2 best products to deal with the Coronavirus. Both for the price of 1. Vivenso air purifier with [a] 25 year warranty... it includes for free the Cebilon System with a lifetime guarantee, which gives you up to 75 gallons of pure and alkaline water. Indispensable so that this virus does not develop inside your body and that of your family. The most recommended to raise your defenses and alkalize your body..."

⁵ "The benefits of Alkaline water[:] [i]s fundamental for our immune system, and more so with this pandemic that attacks those who have their immune system compromised. And do you already drink Alkaline Water? I will guide you for free."

⁶ "10 benefits of drinking alkaline water."

⁷ "Helps to have greater resistance against diseases."

⁸ "Contact us to help you prevent deadly diseases and viruses like covid-19. Your health is first protect yourself using the best water quality. This is not [a] Game. We want to help you. We have great solutions for you and your family."

Karen Martí Reyes
Cebilon Y Vivenco #1Germany Sistem Premios Awars 2020
October 20, 2020
Page 3

competent and reliable scientific evidence. You should 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 Laura M. Solis, via electronic mail at lsolis@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 Ms. Solis at 206-220-4544.

Very truly yours,

Charles A. Harwood
Regional Director
Northwest Region