



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

May 27, 2020

NEER

VIA EMAIL TO 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:

- x 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:
 - o Your “Divine Health Green Supreme Food 1 scoop per day”; and
 - o Your “Divine Health Multivitamin 1 tablet every day.”

- x 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 impor

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 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,

Dama J. Brown
Regional Director
Southwest Region