



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Serena Viswanathan
Acting Associate Director
Division of Advertising Practices

July 7, 2020

WARNING LETTER

VIA EMAIL TO eyedude92@icloud.com
Fortify Vitamins, Inc. d/b/a
Fortifeye Vitamins
Attn: Michael Lange, OD
605 South Bayshore Blvd.
Safety Harbor, FL 34695

Re: Unsubstantiated claims for Coronavirus prevention or treatment

To Dr. Lange

This is to advise you that FTC staff reviewed your websites at <https://www.fortifeye.com/> and <https://www.drmihaellange.com> on June 24, 2020. We also reviewed your social media websites at <https://www.facebook.com/Fortifeye> and <https://www.youtube.com/user/OcularHealth> where you direct consumers to contact you to purchase your Fortifeye Immune Boosting Bundle, Fortifeye Super Immune Wellness Bundle, Fortifeye Grass Fed Whey Isolate, Fortifeye Super Protein, Fortifeye Organic Blue Green Superfood, Fortifeye Focus, Fortifeye Probiotics, Fortifeye Super Omega-3, Fortifeye Super Omega-3 Max, and other products. We have determined that you are unlawfully advertising that certain products prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website include

- x “Dr Michael Lange and Fortifeye Vitamins have an incredible immune boosting supplement bundle they are now offering at a dramatic discount. During the time of this viral pandemic it is extremely important to have a strong immune system. These four supplements [Fortifeye Grass Fed Whey Isolate or Super Protein, Fortifeye Organic Blue Green Superfood, Fortifeye Focus, and Fortifeye Probiotics] have amazing amounts of research supporting their immune boosting and total body wellness benefits. . . . Lactoferrin, another key immune boosting component of whey protein, is a globular glycoprotein that has many potential health benefits. New

Fortifeye Vitamins

total wellness of the body, and aging, would be the Fortifeye Super Immune W

