



WARNING LETTER

Date March 6, 2020

_____ in February 2020. We have also reviewed your Facebook website at [facebook.com/previtalsilver](https://www.facebook.com/previtalsilver) where you direct consumers to your website www.previtalsilver.com to purchase your products. The FDA has determined that your website

violates (b) (1) and (d) of the FDCA, 21 USC 360(a) and (d)

The Secretary of Health and Human Services, under section 39 of the Public Health Service Act, 42 USC 262, has determined that a public health emergency exists nationwide as a result of confirmed cases of COVID-19. Therefore, FDA is taking urgent measures to protect consumers from certain products that, without approval or authorization by FDA claim to mitigate, prevent, treat, diagnose, or cure COVID-19 in people. As described below, you sell products that are intended to mitigate, prevent, treat, diagnose or cure COVID-19 in people. We request that you take immediate action to cease the sale of such unapproved and unauthorized products for the mitigation, prevention, treatment, diagnosis, or cure of COVID-19.

Some examples of the claims on your

- “It is always good to go on the offense – taking a tsp or two twice daily of Structured Silver Advanced Formula helps fight the pathogens we are exposed to on a daily basis. The structured silver circulating in your blood attaches to bacteria, yeast, and viruses rendering them ineffective and boosting your immune system . . . It’s important to note that although there are increasing numbers of cases being reported of corona ves being ta11.3 (t)-0 Tw

United States.

Please direct any inquiries to FDA at COVID-19-Task-Force-CDER@fda.hhs.gov.

In addition, 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. To make or exaggerate such claims, whether directly or indirectly, through the use of a product name, website name, metatags, or other means, without rigorous scientific evidence sufficient to substantiate the claims, violates the FTC Act.

There currently are no vaccines, pills, potions, lotions, lozenges or other prescription or over-the-counter products available to treat or cure coronavirus disease 2019 (COVID-19). Thus, the claims cited above are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims. In addition, you are advised to review all claims for your products and immediately cease making claims that are not supported by competent and reliable scientific evidence. Violations of the FTC Act may result in legal action seeking a Federal District Court injunction and an order may require that you pay back money to consumers. Within 48 hours, please send an email to Richard Cleland, Assistant Director of the FTC's Division of Advertising Practices, via electronic mail at rcleland@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. Cleland at 202-326-3088.

Sincerely,

Donald D. Ashley
Director
Office of Compliance
Center for Drug Evaluation and Research
Food and Drug Administration

Sincerely,

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices
Federal Trade Commission