



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

Division of Advertising Practices

October 11, 2018

Meena Aladdin and Michael Carome
Public Citizen
1620 20th St. NW
Washington, DC 20009

Re: Complaint Regarding Utopia Wellness's Advertising for Cesium Chloride IV Therapy

Dear Drs. Aladdin and Carome:

This responds to your October 9, 2018 letter to Bureau Director Andrew Smith and me about advertising by Florida-based medical center Utopia Wellness for its intravenous (IV) cesium chloride therapy. Your letter indicates that Utopia Wellness promotes IV cesium chloride as a safe and effective treatment for various diseases, including cancer. You allege that Utopia Wellness has no scientific support for these claims and cites falsified journal articles on its website as support. Your letter provides examples where Utopia Wellness has replaced words in the titles of actual scientific journal articles with "cesium chloride." You ask the FTC to take appropriate enforcement action against Utopia Wellness for FTC Act violations.

The Commission has a strong interest in protecting consumers from deceptive health claims. We will review your submission carefully to determine whether Commission action is appropriate and will contact you if we need additional information. We also will forward your complaint to our Consumer Response Center to be entered into Consumer Sentinel, our secure, online database available to more than 2,000 civil and criminal law enforcement agencies in the U.S. and abroad.

Because the challenged practices appear aimed at consumers in Florida, where Utopia Wellness is located, you may also consider filing your complaint with Florida's Office of the Attorney General. Thank you for writing to the Commission.

Very truly yours,

Mary K. Engle
Associate Director