

Complaint

IN THE MATTER OF

ROBERT C. SPENCER AND LISA M. SPENCERCONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATIONS OF
SEC. 5 AND SEC. 12 OF THE FEDERAL TRADE COMMISSION ACT*Docket C-4019; File No. 0023312*
Complaint, July 30, 2001--Decision, July 30, 2001

This consent order addresses representations made by Respondents Robert C. Spencer and Lisa M. Spencer, doing business as Aaron Company, about "Colloidal Silver" – a dietary supplement allegedly containing submicroscopic particles of silver that was intended to be taken orally for the cure and treatment of more than 650 diseases – Chitosan with vitamin C, and Ultimate Energizer. The order, among other things, prohibits the respondents from misrepresenting, including by means of metatags, any claims that Colloidal Silver or any service, program, dietary supplement, food, drug, or device, has been medically proven to kill disease-causing organisms or any number of infections in the body. The order also requires the respondents to possess competent and reliable scientific evidence to substantiate representations that Colloidal Silver or any covered product (1) treats and cures cancer, multiple sclerosis, HIV/AIDS, and other specific illnesses; (2) is superior to antibiotics in healing and curing infections; (3) is safe for human consumption and has no side effects; (4) treats various medical and health problems in animals; and (5) enables consumers to lose substantial weight without the need for a restricted diet. In addition, the order prohibits the respondents from misrepresenting, including by means of metatags, the existence, contents or interpretation of any test, study, or research. The order also requires the respondents to include affirmative warnings concerning safety issues in any future advertisements for products containing ephedra or ephedrine.

Participants

For the Commission: *James T. Rohrer, Cindy A. Liebes, Andrea L. Foster, Janis K. Pappalardo, Gerard R. Butters and Paul A. Pautler.*

For the Respondents: *Robert C. Spencer and Lisa M. Spencer, pro se.*

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The Federal Trade Commission, having reason to believe that Robert C. Spencer and Lisa M. Spencer ("respondents"), individually and doing business as Aaron Company have violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

Respondents Robert C. Spencer and Lisa M. Spencer are residents of Florida. Their principal office or place of business is 1580 Masters Road, N.W., Palm Bay, FL 32907. Together, individually, or in concert with others, they formulate, direct, or control the policies, acts, or practices of the business operating under the trade name "Aaron Company," including the acts and practices alleged in this complaint.

2.a. Respondents have promoted, advertised, labeled, offered for sale, sold and distributed directly to the public a colloidal silver liquid product called *Colloidal Silver*, and various vitamin and herbal products including *Chitosan with vitamin C*, and *Ultimate Energizer*, including by means of an Internet Web site, www.colloidalsilver.net, that provides product and purchase information and advertising and promotional claims.

2.b. Respondents' *Colloidal Silver* is purportedly a liquid containing 15-20 ppm of super-fine particles of silver in a water solution, that can be used for various therapeutic purposes through oral ingestion, nasal spray, or topical application. Respondents' *Chitosan with vitamin C* is a tablet purportedly containing chitin from the exoskeletons of crustaceans, that can be used for the purposes of weight loss and lowering of cholesterol. Respondents' *Ultimate Energizer* is a tablet purportedly containing mahuang and other substances, that can be used as a safe stimulant. *Colloidal Silver*, *Chitosan with vitamin C*, and *Ultimate Energizer* are either "foods" or "drugs" within the meaning of Sections 12 and 15 of the Federal Trade Commission Act.

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3. The acts and practices of respondents alleged in this complaint have been in or affecting commerce, as "commerce" is defined in Section 4 of the Federal Trade Commission Act.

4. Respondents have disseminated or have caused to be disseminated advertisements or promotional materials for *Colloidal Silver*, *Chitosan with vitamin C*, and *Ultimate Energizer*, through, among other media, websites on the Internet, including but not necessarily limited to the attached Exhibits 1 to 8. These advertisements contain the following statements, among others:

A.

**Aaron Co. Brings You The Most Important And Most
Used Dietary Food Supplements On The Market Today**

For The Treatment Of:

Osteoarthritis

Urinary Infections

Prostate Enlargement

Memory Loss

Vitamin Deficiencies

Degenerative Diseases

Overweight

Coronary Diseases

Exhaustion And Depression

All Types Of Infections

* * *

CHITOSAN (400 mg.) WITH VITAMIN C (20 mg.) If you want to **lose weight** without changing your eating habits, this is the product for you. Chitin (a polysaccharide) is a natural biopolymer found in the exoskeletons of crustaceans (such as crab, lobster, and shrimp). This product is not digestible, has no caloric value but **absorbs 5 times its weight in fats and oils**. There are no known side effects, it is extremely low in toxicity and is 100% natural fiber. This powerful **fat-absorber** also plays a significant role in lowering cholesterol. **PROD. NO. 557, QTY. 120, PRICE \$11.20**

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* * *

ULTIMATE ENERGIZER For those of you who are **exhausted , tired and depressed** from running around most of the day, tending to home chores, work, school, children, sick and--- you name it. This product is a special blend of Mahuang, Citrus, Kola Nut, Yohimbe, Green tea and Ginseng extracts, and 77 colloidal minerals. Mahuang has been used in Chinese medicine for thousands of years as a **stimulant** to the sympathetic nervous system. There are **no known side effects** to this natural dietary supplement. **PROD. NO. 605, QTY. 100, PRICE \$18.50**

* * *

COLLOIDAL SILVER (15-20 ppm.) FOR EVERYONE !!!
For the **prevention and treatment** of **all known internal and external infections** caused by disease causing organisms. This includes germs, viruses, algae, and fungus. Taken daily this product may prevent respiratory infections which may lead to serious and sometimes incurable diseases. We cannot say enough about this product. A full report with testimonials is available upon request. **PROD. NO. 100, QTY. 8 oz. PRICE \$14.95, PROD. NO. 101, QTY. 16 oz. PRICE \$24.95, PROD. NO. 102, NASAL DISPENSER, PRICE \$4.00 (FREE WITH PROD. NO. 101)**

* * *

More About Colloidal Silver

* * *

MEDICAL PROOF OF EFFECTIVENESS

First, be aware that the modern artificial antibiotics kill, on average 6 different disease causing organisms. A researcher at Brigham Young University sent colloidal silver to two different labs including the UCLA Medical Center. Dr. Larry C. Ford, of

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the School of Medicine made **the startling discovery** that within 6 minutes, of contact, colloidal silver killed over 650 different disease causing organisms. It also killed every virus to which it was subjected . . **NOW THAT IS POWERFUL MEDICINE.**

Quote Dr. Harry Margraf, a biochemist and pioneering silver research who worked for the late Carl Moyer, M.D., chairman of Washington University's Department of Surgery **"SILVER IS THE BEST ALL AROUND GERM FIGHTER WE HAVE"**

According to the E.P.A.'S POISON CONTROL CENTER, colloidal silver is considered non-toxic and there is no recorded reaction with other medications.

OTHER BENEFITS OF COLLOIDAL SILVER

Generally speaking colloidal silver helps promote rapid healing and subdue inflammation. It is a remedy for infections, even the non-apparent low grade general type. It can be taken internally for general prevention applied topically for rashes, burns, cuts and fungus infections, or sprayed into the ears, nose, throat and eyes for colds, allergies and other infections to those parts of the body.

We can not list all 650 diseases that colloidal silver is effective against but here is a list of some common ones: Common cold, stomach ulcers, acne, burns, shingles, arthritis, strep, tuberculosis, athlete's foot, virus warts, tonsillitis, herpes virus, allergies etc. etc.

* * *

DISCLAIMER SINCE EACH INDIVIDUAL MAY RESPOND DIFFERENTLY TO THIS PRODUCT, WE CANNOT GUARANTEE THE CLAIMS MADE HEREIN, SPECIFIC OR IMPLIED.

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DISCLAIMER: The information contained herein has not been evaluated by the Food and Drug Administration and is not intended to diagnose, treat, cure or prevent any disease. Experiences and stories from users and articles are for educational purposes only. Aaron Co. makes no health or medical claims for the use of colloidal silver.

* * *

www.colloidalsilver.net/vitamins.htm

Exhibit 1

B.

Colloidal Silver For The Treatment Of Fungal Infections

Free Special Offer

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make This Free Special Offer. Purchase One Bottle Of Colloidal Silver For The Treatment Of Fungal Infections. If Not Completely Satisfied, Return The Unused Portion For A Full Refund. To Order Please Go To <http://www.colloidalsilver.net>

Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And Antiviral Solution With No Side Effects When Taken As Directed!

Below are stories submitted to our bulletin board by people using colloidal silver.

* * *

Submitted by (ALONZAJ@aol.com)

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1. I have arrested my itchy scalp condition which had even spread to my eyebrows - also it has arrested my psoriasis (mild condition) . whether or not cured remains to be seen.
 2. it has arrested and put into remission a couple of warts.
 3. it has arrested and is in process of healing my grandson's athletes foot.
 4. it has cured, overnight, my wife's cracked lips (corners of mouth).
 5. it has cured a couple of stubborn spots on my 69 year old brothers arms.
 6. it has cured SKIN CANCER on my sons father in law. He has (or had) to have it burned off every month or so and he was able to cancel his last appointment for this due to this colloidal silver.
 7. it has arrested and put into remission several warty like conditions of raised skin lesions which were itchy. These were not warts but thats about the best condition I can explain.
 8. My sons mother in law is using it to treat her arthritis. She believes it may be helping as it did get better after starting but she can't be sure thats what caused it to get better.
- In other words - THIS IS GREAT STUFF

* * *

For Additional Article On Fungal Infections Click [More2](#)
[More3](#)

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www.colloidalsilver.net/fungal_infections.htm

Exhibit 2

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C.

Colloidal Silver vs Pharmaceutical Antibiotics

Interest in Colloidal Silver has increased most recently, probably because illness causing organisms do not seem to build up a resistance to Colloidal Silver the way they do to pharmaceutical antibiotics. Antibiotics are becoming less effective as resistance to them grows.

The Los Angeles Times states "but in the last decade, a broad resistance to antibiotics has begun to emerge. And because bacteria can transfer genes among themselves, experts only expect the resistance to grow. The potential nightmare is an Andromeda strain, which is immune to all antibiotics and could wreak havoc. ("Arsenal of Antibiotics Failing as Resistant Bacteria Develop," October 23, 1994).

An ordinary antibiotic kills perhaps a half dozen different disease organisms, but Colloidal Silver is known to be successful against more than 650 illness-causing micro organisms (bacteria, viruses, fungi) Colloidal Silver can be taken indefinitely because the body does not develop a tolerance to it.

How It works...

. . . Unlike pharmaceutical antibiotics which destroy beneficial enzymes, Colloidal Silver leaves these tissue cell enzymes intact. Thus, Colloidal Silver is absolutely safe for humans, reptiles and plants, and all living matter.

Ingesting Colloidal Silver...

. . .

It is impossible for germs to mutate into silver resistant forms, as happens with conventional antibiotics. Also, Colloidal

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Silver cannot interact or interfere with other medicine being taken. Colloidal Silver is truly a safe, natural remedy for many of mankind's ills.

* * *

www.colloidalsilver.net/staph_infections.htm

Exhibit 3

D.

Colloidal Silver For The Treatment Of Skin Infections

Free Special Offer

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make You This Special Offer. Purchase One Bottle Of Colloidal Silver For The Treatment Of Any Type Of Skin Infection. If You Are Not Completely Satisfied, Return The Unused Portion For A Full Refund. To Order Please Go To <http://www.colloidalsilver.net>

Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And Antiviral Solution With No Side Effects When Taken As Directed!

Below are stories written into the bulletin board by people using colloidal silver.

* * *

Submitted by Bob Donan (bigbob@sound.net) on Thursday, June 25, 1998

I tried a small bottle of colloidal silver in spray form purchased at a local health food store and had such good results on jock

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itch. A co-worker of mine has sugar diabetes. He developed some ulcers on his lower leg and after a year of treatment with salves and pills his Dr. told him to get used to the sores and to keep them clean or they would get infected and he would lose his legs. I gave him a small spray bottle of colloidal silver. He sprayed his legs twice a day, after 3 days the red angry look of the sores subsided, By day 5 the sores dried up and scabs formed. Then came about 4 days of intense itching. By day 10 the scabs fell off during a shower. Another week of treatment and the pink skin under the scabs normalized. He is still diabetic, still takes insulin, but his concern for amputation is relieved, and he's grateful about that. So that's my story, nothing earth shattering, but one person has been made very happy, and that's a start.

* * *

For Additional Article On Skin Infections Click [HERE2](#)
[HERE3](#)

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www.colloidalsilver.net/skin_infections.htm

Exhibit 4

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E.

Colloidal Silver For The Treatment Of Lyme Diseases**Free Special Offer**

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make You This Special Offer. Purchase One Bottle Of Colloidal Silver For The Treatment Of Lyme Diseases. IF You Are Not Completely Satisfied, Return The Unused Portion For A Full Refund. To Order Go To <http://www.colloidalsilver.net>

Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And
Antiviral
Solution With No Side Effects When Taken As Directed!

Below are stories written into the bulletin board by people using colloidal silver.

Submitted by Erin (mouser@mailcity.com) on Sunday, April 26, 1998:

Our 8 year old daughter was diagnosed with Lyme Disease after a lengthy and baffling illness. She was put on oral antibiotics for several years with fairly good results (they knocked the symptoms down from 40 to 4) but, as soon as she got off of the antibiotics, all the symptoms would return. We heard about Colloidal Silver through a newsletter we subscribed to and decided to give it a try. Within 4 weeks there was a tremendous improvement and not long after that, all symptoms were gone! This was almost 3 years ago, she has just turned 14 and remains symptom free.

* * *

For More Information On Lyme Disease Click [Lyme2](#) [Lyme3](#)
[Lyme4](#) [Lyme5](#)

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www.colloidalsilver.net/lyme.htm

Exhibit 5

F.

Colloidal Silver For The Treatment Of Herpes

Free Special Offer

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make This Special Offer. Purchase One Bottle Of Colloidal Silver For The Treatment Of Herpes. If You Are Not Completely Satisfied, Return The Unused Portion For A Full Refund. To Order Please Go To <http://www.colloidalsilver.net>

Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And Antiviral

Solution With No Side Effects When Taken As Directed!

Below are stories written into the bulletin board by people using colloidal silver.

Submitted by Donna Thursday, August 6, 1998

I had contracted genital herpes a few years before I heard about Colloidal Silver. I would break out at least every 3 months, and along with a very painful lesion, experience low-grade fever and flu-like symptoms. I heard about Colloidal Silver through a

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friend, who told me it cured her sister's herpes of the eye. With nothing to lose, I bought a bottle from her. The next time I broke out with a lesion, I immediately started drinking 1 oz. every four hours. Within 24 hours, the sore was completely gone (usually it would take up to 3-4 weeks for a sore to go away). It seemed like a small miracle to me. I have not broken out since, and that was over 3 years ago. In fact, I consider myself cured of genital herpes. I don't understand why the medical profession does not know or let people know about the great benefits of Colloidal Silver. I am a firm believer. I keep colloidal silver around the house for anything that comes up, since I have four children.

For More Information On Herpes, Click [MORE2](#) [MORE3](#)
[MORE4](#) [MORE5](#)

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www.colloidalsilver.net/herpes.htm

Exhibit 6

G.

Colloidal Silver For Animals

Free Special Offer

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make This Free Special Offer. Purchase One Bottle Of Colloidal Silver For The Treatment Of Your Animals As Indicated Below. If You Are Not Completely Satisfied, Return The

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Unused Bottle For A Full Refund. To Order Please Go To
<http://www.colloidalsilver.net>

Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And
Antiviral
Solution With No Side Effects When Taken As Directed!

Below are stories written into the bulletin board by people
using colloidal silver.

Submitted by SHN (snd@lodelink.com) on Friday, August 28,
1998

Our cat occasionally tangles with the neighborhood cats, as cats will. My daughter brought it to my attention that one of his eyes seemed droopy as it was late I said I'd look in the morning, the following morning his eye had completely closed the lid was showing the conjunctive tissue beneath and was literally foaming a green pus and smelled nasty. I took him to the vet and was told he might lose the eye before the infection could be knocked down. He had been swatted in the face and a claw had penetrated through the lid and into the tissue to the side and rear of the eyeball. I had just months prior had one of those nasty abscesses surgically repaired as it would not heal, it had cost a mere \$100. the vet said it would cost less to remove the eye than to fight the infection. My wife had come home with this new "stuff" she had been told was wonderful and would cure anything, something called colloidal silver. I figured it wouldn't hurt as he would lose the eye! anyway, I cleaned the area around the eye and opened the lids, putting two drops in allowed it to close and used my finger to gently rotate it, then opened it again and put two more drops in holding the lid up away from the eye then allowed it to close. the next morning I expected the infection to be larger, however the cat was up and staring at me with two eyes. granted the one was still "slightly swollen". I Was Sold!!!. I repeated the procedure and the eye the following morning was completely normal in appearance and the claw hole was closed! I repeated

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the procedure once more for general principles. I have since introduced more animal owners and friends to colloidal silver, Great "stuff".

Submitted by HAROLD G. (HGALIT@AOL.COM) on
Saturday, October 17, 1998

I have been using c s for about 2 ½ years. I have found it work well on a tremendous amount of ailments... My dog came down with a infection in his prostate. He was dripping blood from his penis. The doctor wanted to operate and remove the prostate. I took the dog home and gave him 2 tablespoons . The next morning the dog was fit as a fiddle. My family uses c s for any viral or bacterial infection that attacks them. At present most of the people I know are using colloidal silver.

* * *

C.M. from Iowa writes:

"I have a pet cat that started throwing up everything it ate. Upon taking it to a veterinarian, it was found to have swollen intestines and the foods couldn't pass through properly. So the vet gave me antibiotics which were supposed to help. He also said I would probably have to put it on steroids after using the antibiotics up. Steroids when used on cats cause feline leukemia. When the antibiotics were used up the cat was still throwing up frequently. So I started giving him some colloidal silver several times a day. Now he is getting better and rarely throws up after eating."

* * *

Submitted by Barbara (Bfland7374@aol.com)

I have used colloidal silver for many things, but my main use was on an Arabian gelding that I own. He had contracted a disease called EPM. I had taken him to a veterinarian that does

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acupuncture and uses a lot of homeopathy on horses as well as traditional veterinarian medicine. She had me put him on the colloidal silver. It has done wonders for him. He had severe muscle atrophy due to the EPM. Today, his muscles are almost back to normal in his croup and he has not regressed like many other horses in our area that I know have EPM. He has been off of it for about 6 months, but I still need a supply for him if needed. The regular vet that I use was against me using the colloidal silver, but I feel it really helped Knight fight the protozoa that attacks the horses spine and neurological system.

* * *

For More Articles On Animals, Go To [More2](#) [More3](#) [More4](#)

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www.colloidalsilver.net/animals.htm

Exhibit 7

H. META tags for Aaron company

<meta name="keywords"content="colloidal silver research research periodicals medical reports instruction Robert Becker body electric alternative health colloidal silver antibiotic antibacterial antifungal germicidal mild silver protein ms cancer lymes AIDS colds flu candida aids disease virus bacteria illness HIV injuries burns infection holistic medicinal article alternative medicine natural complementary preventive medicine herbal medicines holistic medical alternative HealthCare journals clinical trials healing disinfectant colloidal

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silver water Collodial Colloidal colodall colodal colodel
 collodel detoxification healthy alternatives homeopathic
 remedies herbal remedy oriental ayurvedic holistic health
 natural health care naturopathic colloidal minerals book
 manual colloidal silver generator supplies pure .9999 silver
 solution Colloidal silver research research periodicals medical
 reports instruction Robert Becker body electric alternative
 health colloidal silver antibiotic antibacterial antifungal
 germicidal mild silver protein ms cancer lymes AIDS colds flu
 candida aids disease virus bacteria illness HIV injuries burns
 infection holistic medicinal article, alternative medicine natural
 complementary preventive medicine herbal medicines holistic
 medical alternative HealthCare journals clinical trials healing
 disinfectant colloidal silver water, Collodial Colloidal colodall
 colodal colodel collodel detoxification healthy alternatives
 homeopathic remedies, herbal remedy oriental ayurvedic
 holistic health natural health care naturopathic colloidal
 minerals book manual colloidal silver generator supplies pure
 .9999 silver solution">

Keyword Metatags from www.colloidalsilver.net Web site

Exhibit 8

5. In addition to the representations detailed above, respondents have embedded specific disease references in the “metatags” of respondents’ Internet Web site, www.colloidalsilver.net. A metatag is a word or words embedded in an Internet Web site, which are not normally displayed visually to the consumer, that may be used by an Internet search engine for the purpose of selecting sites in response to an Internet user’s search request. References appearing only in the metatags and not in the Web pages displayed visually to the consumer include, among others, the following terms: “MS,” “cancer,” “HIV/AIDS,” and “candida.”

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Respondents' use of these metatag references increases the likelihood that consumers who research the terms "MS," "cancer," "HIV/AIDS," and "candida" on the Internet will find information about Aaron's products.

Colloidal Silver

6. Through the means described in Paragraph 4, respondents have represented, expressly or by implication, that:

A. Colloidal silver has been medically proven to kill over 650 disease-causing organisms in the body.

B. Colloidal silver successfully treats all known infections caused by disease-causing organisms, including germs, viruses, algae and fungus.

7. In truth and in fact, colloidal silver has not been medically proven to kill over 650 disease-causing organisms in the body and colloidal silver does not successfully treat all known infections caused by disease causing organisms. Therefore the representations set forth on Paragraph 6 were, and are, false and misleading.

8. Through the means described in Paragraphs 4 and 5, taken together, respondents have represented, expressly or by implication, that:

A. Colloidal silver is effective in treating or curing cancer, multiple sclerosis, HIV/AIDS, flu, candida, Lyme's disease, psoriasis, the common cold, stomach ulcers, burns, arthritis, strep, tuberculosis, tonsillitis, herpes virus, virus warts, athlete's foot, shingles, allergies and infections associated with diabetes.

B. Colloidal silver promotes healing and cures infections.

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- C. Colloidal silver is superior to antibiotics in killing disease-causing organisms.
- D. Colloidal silver is safe for human consumption and has no side effects.
- E. Colloidal silver is effective in treating various medical and health conditions in animals, including serious eye infection, prostate infection, and swollen intestine.

9. Through the means described in Paragraphs 4 and 5, taken together, respondents have represented, expressly or by implication, that they possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 8, at the time the representations were made.

10. In truth and in fact, respondents did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 8 at the time the representations were made. For example, there is no competent and reliable scientific evidence that colloidal silver is effective in treating or curing cancer, multiple sclerosis, HIV/AIDS, flu, candida, Lyme's disease, psoriasis, the common cold, stomach ulcers, burns, arthritis, strep, tuberculosis, tonsillitis, herpes virus, virus warts, athlete's foot, shingles, allergies and infections associated with diabetes or that colloidal silver is superior to antibiotics in killing disease causing organisms. In addition, the FDA issued a final rule, effective September 16, 1999, finding and establishing that all OTC drug products containing colloidal silver ingredients or silver salts for internal or external use are not generally recognized as safe and effective. Therefore, the representation set forth in Paragraph 9 was, and is, false or misleading.

Chitosan

11. Through the means described in Paragraph 4 respondents have represented, expressly or by implication, that use of the recommended daily dose of the *Chitosan with vitamin C* enables

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consumers to lose substantial weight without the need for a restricted calorie diet.

12. Through the means described in Paragraph 4, respondents have represented, expressly or by implication, that they possessed and relied upon a reasonable basis that substantiated the representation set forth in Paragraph 11, at the time the representation was made.

13. In truth and in fact, respondents did not possess and rely upon a reasonable basis that substantiated the representation set forth in Paragraph 11, at the time the representation was made. Therefore, the representation set forth in Paragraph 12 was, and is, false or misleading.

Ultimate Energizer

14. Through the means described in Paragraph 4 respondents have represented, expressly or by implication, that the *Ultimate Energizer*, containing Mahuang, among other substances, is safe and has no side effects.

15. Through the means described in Paragraph 4, respondents have represented, expressly or by implication, that they possessed and relied upon a reasonable basis that substantiated the representation set forth in Paragraph 14, at the time the representation was made.

16. In truth and in fact, respondents did not possess and rely upon a reasonable basis that substantiated the representation set forth in Paragraph 14, at the time the representation was made. Therefore, the representation set forth in Paragraph 15 was, and is, false or misleading.

17. The acts and practices of respondent as alleged in this complaint constitute unfair or deceptive acts or practices, and the making of false advertisements, in or affecting commerce in

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violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this thirtieth day of July, 2001, has issued this complaint against respondents.

By the Commission.

Aaron Co. Brings You The Most Important And Most Used Dietary Food Supplements On The Market Today



For The Treatment Of:

- Osteoarthritis
- Urinary Infections
- Prostate Enlargement
- Memory Loss
- Vitamin Deficiencies
- Degenerative Diseases
- Overweight
- Coronary Diseases
- Exhaustion And Depression
- All Types Of Infections

JOINT EEEZ PLUS This product is a blend of Glucosamine (250 mg), Chondroitin (200 mg), Manganese (8.33 mg) Sulfates, and Vitamin C (83.3 mg) that has been designed to help ease the pain and symptoms of osteoarthritis. Dr. Jason Theodaskis, M.D. in his best selling book "**The arthritis cure**" has shown that glucosamine and chondriotin sulfates work synergistically to stimulate the development of **new cartilage** while keeping damaging enzymes under control. **JOINT EEEZ PLUS** is a **special blend** of both glucosamine and chondroitin sulfate which may be able to do what other supplements and treatments for osteoarthritis can not; it may actually help the body heal itself while it reduced both pain and inflammation. The 180 capsules is approximately a one month

supply . **PROD. NO. 620, QTY. 180, PRICE \$25.30**

CRANBERRY CONCENTRATE (540 mg.) Mostly for women who are constantly bothered with cystitis and urinary tract infections. Unlike cranberry juice beverages which are often laden with sugar and high in calories, cranberry concentrate capsules are more potent and less caloric. As to its ingredients, CRANBERRY CONCENTRATE has been cited as an effective remedy for urinary infections in the U.S. Pharmacopeia, the official listing of drugs in the United States. **PROD. NO. 269, QTY 100, PRICE \$9.30.**

SAW PALMETTO EXTRACT (160 mg.) Mostly for men, saw palmetto extract is extensively used for the **treatment of enlarged prostate** known as BPH. This condition manifests itself as frequent bathroom visits which are especially annoying during sleeping hours. Unlike drugs to treat this condition, saw palmetto is extracted from a berry , therefore there are **no known side effects** with this natural health product. Saw palmetto has also been used as an aphrodisiac for both men and women and has been called the "**sex pill of the 90's**". **PROD. NO. 653, QTY. 60, PRICE \$8.80.**

GINKGO BILOBA EXTRACT (60 mg.) This product is best known for its memory enhancing qualities and is not limited to the elderly. By improving blood flow to the vascular system ginkgo biloba has been used successfully to treat problems related to poor circulation such as phlebitis (inflammation of a vein) , vertigo, headaches, and depression. Ginkgo biloba is one of the oldest and most widely used dietary supplements. It is extremely safe and side effects are extremely uncommon. 100 capsules is approximately a one and a half month supply . **PROD. NO. 155, QTY. 100, PRICE \$14.40.**

GRAPE SEED EXTRACT (100 mg.) This **powerful antioxidant** helps the body to neutralize free radicals which are known to cause **cancer** and at least 100 other degenerative **diseases**. This product is 15-25 times **more powerful than vitamin E and C**. Grape seed extract is rich in flavonoids. In a 15 year test, men with the highest intake of flavonoids had 73% fewer strokes than those who consumed lower levels. Other benefits with taking this product is treating circulatory disorders such as heart disease, edema, high blood pressure, varicose veins, among others. There are **no known side effects to the product**. **PROD. NO. 570, QTY. 60, PRICE \$19.80**

CHITOSAN (400 mg.) WITH VITAMIN C (20 mg.) If you want to **lose weight** without changing your eating habits, this is the product for you. Chitin (a polysaccharide) is a natural biopolymer found in the exoskeletons of crustaceans (such as crab, lobster, and shrimp). This product is not digestible, has no caloric value but **absorbs 5 times its weight in fats and oils**. There are no known side effects, it is extremely low in toxicity and is 100% natural fiber. This powerful **fat-absorber** also plays a significant role in lowering cholesterol. **PROD. NO. 557, QTY. 120, PRICE \$11.20**

CoQ -10 (60 mg.) Coenzyme Q10 is especially important for the **elderly** and for those with **cardiovascular diseases** such as angina, mitral valve prolapse, hypertension and congestive heart failure. CoQ10 helps improve the conversion of fatty acids and other compounds into energy which prevents them from accumulating in the heart. One study, which evaluated 2500 patients diagnosed with heart failure reported these patients showed **remarkable improvement** in clinical signs and symptoms when taking 50-150 mg. Of CoQ10 daily for a period of three months. **None showed adverse side effects**. This study and many others conclude that CoQ10 supplementation is **safe and effective**. **PROD. NO. 121, QTY. 60, PRICE \$26.20**

ULTIMATE ENERGIZER For those of you who are **exhausted , tired and depressed** from

running around most of the day, tending to home chores, work, school, children, sick and--- you name it. This product is a special blend of Mahuang, Citrus, Kola Nut, Yohimbe, Green tea and Ginseng extracts, and 77 colloidal minerals. Mahuang has been used in Chinese medicine for thousands of years as a **stimulant** to the sympathetic nervous system. There are **no known side effects** to this natural dietary supplement. **PROD. NO. 605, QTY. 100, PRICE \$18.50**

NATURES ESSENTIAL VITAMINS FOR EVERYONE !!! If nothing else one tablet of this high potency vitamin pill is a must for everyone. Don't let your doctor fool you in thinking you are getting all the vitamins and minerals you need in your diet. **No diet is perfect**, and you could not possibly eat all the fruits and vegetables that your body requires for a full day of activities. One capsule of this vitamin provides you with more than the daily essential vitamins and mineral that your body requires. No extra vitamin C, E, B complexes, D, calcium and so on, to take with NATURES ESSENTIAL VITAMINS. A full list of ingredients and strengths is available upon request **PROD. NO. 669, QTY. 60, PRICE \$11.70**

COLLOIDAL SILVER (15-20 ppm.) FOR EVERYONE !!! For the **prevention and treatment of all known internal and external infections** caused by disease causing organisms. This includes germs, viruses, algae, and fungus. Taken daily this product may prevent respiratory infections which may lead to serious and sometimes incurable diseases. We cannot say enough about this product. A full report with testimonials is available upon request. **PROD. NO. 100, QTY. 8 oz. PRICE \$14.95, PROD. NO. 101, QTY. 16 oz. PRICE \$24.95, PROD. NO. 102, NASAL DISPENSER, PRICE \$4.00 (FREE WITH PROD. NO. 101)**



Click Below to E-Mail Us



More About Colloidal Silver

COLLOIDAL SILVER--A POSSIBLE CURE FOR ROSACEA

TESTIMONY—"For years I suffered with colds. Coughed all night, battled BRONCHITIS with cough suppressants, decongestants and antibiotics. I was a wreck. My friend asked me to try one teaspoon of colloidal silver each day as a preventative. I HAVE HAD NO COLDS FOR THE PAST FIVE YEARS. Thank you **COLLOIDAL SILVER**"---Shirley

This Product May Save Your Life

THIS PRODUCT IS NOT NEW OR REVOLUTIONARY, BUT IT MAY BE THE ANSWER TO LIVING TO A RIPE OLD AGE---

DISEASE FREE!!

PREVENTION, PREVENTION, PREVENTION

Did you know that thousands of Americans die each year from infectious diseases which begin with the common cold. One teaspoon of colloidal silver a day may very well have prevented this from happening.

Most diseases in your body are caused by either germs, viruses, or fungi. Can you visualize each time a few germs begin to form in your body that millions upon millions of silver bullets are there, bombarding and killing them. Yes, colloidal silver develops within you, as a second immune system to help you combat the many disease producing germs which are present in our water, air, food and environment

HISTORY OF SILVER

To prevent spoilage, the Greeks and the Romans stored their food in silver urns. American pioneers trekking across the plains kept their drinking water free from bacteria, algae, etc. by placing silver nuggets and coins in their casks.

Silver was used in various forms as a medicine in the late 1800's and early 1900's to combat burns and infectious diseases because it was discovered to possess powerful germicidal properties with **no known toxicity to humans.**

WHAT IS COLLOIDAL SILVER

More effective than silver coins and nuggets is colloidal silver. The secret is that with modern day techniques, colloidal silver can be **produced electrically** by separating pure silver to form millions of microscopically small particles of silver suspended in pure de-ionized water. The result is a product that encapsulates and kills all forms of germs, immediately and effectively.

MEDICAL PROOF OF EFFECTIVENESS

First, be aware that the modern artificial antibiotics kill, on average 6 different disease causing organisms. A researcher at Brigham Young University sent colloidal silver to two different labs including the UCLA Medical Center. Dr. Larry C. Ford, of the School of Medicine made **the startling discovery** that within 6 minutes, of contact, colloidal silver killed over 650 different disease causing organisms. It also killed every virus to which it was subjected. **.NOW THAT IS POWERFUL MEDICINE.**

Quote Dr. Harry Margraf, , a biochemist and pioneering silver research who worked for the late Carl Moyer, M.D., chairman of Washington University's Department of Surgery **"SILVER IS THE BEST ALL AROUND GERM FIGHTER WE HAVE"**

According to the E.P.A.'S POISON CONTROL CENTER, colloidal silver is considered non-toxic and there is no recorded reaction with other medications.

OTHER BENEFITS OF COLLOIDAL SILVER

Generally speaking colloidal silver helps promote rapid healing and subdue inflammation. It is a

remedy for infections, even the non-apparent low grade general type. It can be taken internally for general prevention applied topically for rashes, burns, cuts and fungus infections, or sprayed into the ears, nose, throat and eyes for colds, allergies and other infections to those parts of the body.

We can not list all 650 diseases that colloidal silver is effective against but here is a list of some common ones: Common cold, stomach ulcers, acne, burns, shingles, arthritis, strep, tuberculosis, athlete's foot, virus warts, tonsillitis, herpes virus, allergies etc. etc.

TESTIMONY----I spend February, March and April in Las Vegas. During that time of the year the pollen count sometimes is so high that it goes beyond the readable level. The only way that I was able to control the watering eyes, the sneezing and the sleepless nights was to use prescription antihistamine drugs. This went on for years until my urologist told me that if I continued using these drugs it would assure me of prostate problems. I began spraying my nose with colloidal silver and within a week my allergies were under control. ---Mario

THE REST IS UP TO YOU

The most important part of this advertisement is how you respond to it. **How much do you treasure your health?** You may be spending hundreds of dollars on health products which have very limited benefits. Don't let the fact that you have never heard of colloidal silver fool you. This is a product that will help everyone in your family including your pets and plants. Yes, you can even purify your water by adding one teaspoon to a gallon of water. I told you that the list of benefits goes on and on, but it's up to you to take the next step. **BUY NOW!!**

FOR ADDITIONAL INFORMATION SEE OUR WEBSITE AT www.colloidalsilver.net OR EMAIL US AT aaroncomp@aol.com.

DISCLAIMER— SINCE EACH INDIVIDUAL MAY RESPOND DIFFERENTLY TO THIS PRODUCT, WE CANNOT GUARANTEE THE CLAIMS MADE HEREIN, SPECIFIC OR IMPLIED.

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Last-Modified: Thu, 17 Feb 2000 20:08:51 GMT ETag: "20e5609-1f57-38ac5553" Accept-Ranges:
bytes Content-Length: 8023 Connection: close Content-Type: text/html

Colloidal Silver For The Treatment Of Fungal Infections

Free Special Offer

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make This Free Special Offer. Purchase One Bottle Of Colloidal Silver For The Treatment Of Fungal Infections. If Not Completely Satisfied, Return The Unused Portion For A Full Refund. To Order Please Go To <http://www.colloidalsilver.net>

Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And Antiviral Solution With No Side Effects When Taken As Directed!

Below are stories submitted to our bulletin board by people using colloidal silver.

I had severe sinus infection, and internal candida which turned to a Mycopal Fungus in all my organs and got so sick from different chemos and antibiotics that I almost died. My Immune system crashed, and I became allergic to EVERYTHING including breathing the Air. A Friend of mine who is an Animal MD told me of Colloidal Silver. In one weeks time my infections cleared up and all the fungus and candida was gone within 3 weeks. I am no longer with the enviromental allergies. I used to use it every day..and since I stopped, I came down with Pnemonia. There is a kill off reaction that I thought I could avoid by only using it when I was feeling some bug trying to get me. I am since back to it every day in emergency doses, and will take daily doses for prevention from now on! I have used it for my animals, including a chicken who was so ripped up by a coyote, that her whole left side was nearly gone. She became infected and I used it topically as well as orally on her...she recovered..and grew back all her left side including feathers and her tail! I could go on now but it will take so much space! I use it every time my sinus feels stuffed in a mixture of sea salt water in an atomizer. I use it for feminine use. I have used it in my eyes, and my friends children no longer catch everything the other kids on maintaince doses....My animals, cats, and chickens no longer ever get sick. I have used it to prevent infection in snakes and lizards, in birds and mice. I have used it to prevent bacterial contamination from foods, and spray it as a cleaner on my cutting boards and countertops. I guess you can say I sware by it an do recommend it to everyone I know. I am looking for a site to send my friends from a BBS to that tells all about it, from medical points of view not only testimonial...could you refer me to a home page for that! I used to know one but just cannot find it!!! God Bless All of You...Jessy-Lee

Jessica Anne Lee

Paulden, Az USA - Sunday, February 15, 1998 at 19:11:32 (PST)

Robert B. Harlow writes:

I have been using colloidal silver for the treatment of athlete's foot on myself for some time, as

it is a chronic problem for me. Colloidal silver disposes of the problem faster than anything I have tried before. Until my feet get wet for a few hours. We have been purchasing it from Wal-Mart for about \$16.00/4 oz. bottle. My wife and I are "Animal people", and have a lot of animals. We have been treating their wounds etc.. with the silver, with very good results.

Submitted by (ALONZAJ@aol.com)

1. I have arrested my itchy scalp condition which had even spread to my eyebrows -also it has arrested my psoriasis (mild condition) . whether or not cured remains to be seen.
 2. it has arrested and put into remission a couple of warts.
 3. it has arrested and is in process of healing my grandson's athletes foot.
 4. it has cured, overnight, my wife's cracked lips (corners of mouth).
 5. it has cured a couple of stubborn spots on my 69 year old brothers arms.
 6. it has cured SKIN CANCER on my sons father in law. He has (or had) to have it burned off every month or so and he was able to cancel his last appointment for this due to this colloidal silver.
 7. it has arrested and put into remission several warty like conditions of raised skin lesions which were itchy . These were not warts but thats about the best condition I can explain.
 8. My sons mother in law is using it to treat her arthritis. She believes it may be helping as it did get better after starting but she can't be sure thats what caused it to get better.
- In other words - THIS IS GREAT STUFF

Robert B. Harlow writes:

...I have been using colloidal silver for the treatment of athlete's foot on myself for some time, as it is a chronic problem for me. Colloidal silver disposes of the problem faster than anything I have tried before. Until my feet get wet for a few hours. We have been purchasing it from Wal-Mart for about \$16.00/4 oz. bottle. My wife and I are "Animal people", and have a lot of animals. We have been treating their wounds ect. with the silver, with very good results. Our next test for the product is that during the rainy season here, our horses (3 of 5) have a chronic problem with "Thrush". This is the equine version of athlete's foot, and the treatment of this with silver.

We will check this out, and let you know the results.

For Additional Article On Fungal Infections Click [More2](#) [More3](#)

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Colloidal Silver For The Treatment Of Staph Infections

Free Internet Offer

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make This Special Offer. Purchase One Bottle Of Colloidal Silver For Treatment Of Staph Infections. If You Are Not Completely Satisfied, Return The Unused Portion For A Full Refund. To Order Go To <http://www.colloidalsilver.net>

Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And Antiviral Solution With No Side Effects When Taken As Directed!

Colloidal Silver vs. Pharmaceutical Antibiotics

Interest in Colloidal Silver has increased most recently, probably because illness causing organisms do not seem to build up a resistance to Colloidal Silver the way they do to pharmaceutical antibiotics. Antibiotics are becoming less effective as resistance to them grows.

The Los Angeles Times states "but in the last decade, a broad resistance to antibiotics has begun to emerge. And because bacteria can transfer genes among themselves, experts only expect the resistance to grow. The potential nightmare is an Andromeda strain, which is immune to all antibiotics and could wreak havoc. ("Arsenal of Antibiotics Failing as Resistant Bacteria Develop, " October 23, 1994)

An ordinary antibiotic kills perhaps a half dozen different disease organisms, but Colloidal Silver is known to be successful against more than 650 illness-causing micro organisms (bacteria, viruses, fungi) Colloidal Silver can be taken indefinitely because the body does not develop a tolerance to it.

How It works...

The presence of Colloidal Silver near a virus fungi, bacterium or any other single celled pathogen disables its oxygen metabolism enzyme, "its chemical lung", so to say. Within a few minutes, the pathogen suffocates and dies, and is cleared out of the body by the immune, lymphatic and elimination systems. Unlike pharmaceutical antibiotics which destroy beneficial enzymes, Colloidal Silver leaves these tissue cell enzymes intact. Thus, Colloidal Silver is absolutely safe for humans, reptiles and plants, and all living matter.

Ingesting Colloidal Silver...

Taken orally, the silver solution is absorbed from the mouth into the bloodstream, then transported quickly to the body cells. Swishing the solution under the tongue briefly before swallowing ensures fast absorption. In three to four days the silver will have accumulated in the tissues sufficiently for benefits to begin. Since Colloidal Silver is eliminated by the kidneys, lymph systems and bowel after three weeks, a regular daily intake is recommended as a protection against dangerous pathogens.

It is impossible for germs to mutate into silver resistant forms, as happens with conventional antibiotics. Also Colloidal Silver cannot interact or interfere with other medicine being taken. Colloidal Silver is truly a safe, natural remedy for many of mankind's ills.

Our Colloidal Silver is produced by the electro-colloidal, non chemical method where silver particles and water have been colloided, i.e. dispersed within the bound to each other by an electrical current. The 99.99% pure super-fine silver are suspended indefinitely in demineralized water.

For More Articles On Staph Infections Go To [More2](#) [More3](#) [More4](#)



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Last-Modified: Thu, 17 Feb 2000 20:09:15 GMT ETag: "218d711-28af-38ac556b" Accept-Ranges:
bytes Content-Length: 10415 Connection: close Content-Type: text/html

Colloidal Silver For The Treatment Of Skin Infections

Free Special Offer

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make You This Special Offer. Purchase One Bottle Of Colloidal Silver For The Treatment Of Any Type Of Skin Infection. If You Are Not Completely Satisfied, Return The Unused Portion For A Full Refund. To Order Please Go To <http://www.colloidalsilver.net>

Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And Antiviral Solution With No Side Effects When Taken As Directed!

Below are stories written into the bulletin board by people using colloidal silver.

By Molly C.

A little over a year ago, my mother had a mini-van run over her ankle. It was badly bruised and swollen so she iced it and did what the doctors told her to do. For an entire year, after a full day of walking around, her ankle would be swollen like a balloon and a disgusting purple color covered the entire outside of her foot. She had it checked out and the doc said it was dead scar tissue that had to be removed. She didn't have the money for surgery since it was considered cosmetic so I told her about colloidal silver so she gave it a shot. She went away for the weekend with her supply of CS and when she came home, she was literally as excited as a 5-year old on Christmas. "Look at my ankle!" She kept saying. The discoloration had almost completely subsided and she was no longer in pain.

Submitted by Kim Scaramastro (kim@antipas.org) on Monday, August 24, 1998

My husband had developed several carbuncles on his back close to his spine, which are very dangerous. We found that applying silver twice a day, completely penetrates the skin and neutralizes the poisons below the skin. The same happens with boils.

Submitted by (ponski@soft-link.com)

Since all deodorants contain aluminum, I started using Colloidal Silver about a year ago as an underarm deodorant. It works great! I pour a little bit in my hand, rub my hands together and rub it under my arms.

Submitted by Ronald King (rking@voyager.net) on Saturday, July 4, 1998

I make my own "silver water" in high concentration and then dilute it for drinking. I use the higher concentration for external applications. I had been having trouble with itching arm pits from using the commercial deodorants, and not caring for the ingredients in them anyway. The thought occurred to me that BO was caused by bacteria, and since colloidal silver killed them why not try it as a deodorant, so I did. What I did was to take a cotton pad and wipe silver water on each arm pit. It worked well, but my undershirt got just a small smell of BO, so I next tried wiping the silver water on the undershirt and

outer shirt also. It worked super well, at night no odor! One day I shoveled 4 tons on gravel onto my driveway in 80 deg. weather and sweat like you would imagine. That night no odor multivitamin, Echinacea drops, and occasionally garlic and a few other minerals or vitamins. So I put the drop in my viral load solely down to the CS. I'm due to go for another count soon so I'll keep you informed. I am one of those people who will not put chemicals into my body if I can help it so I certainly hope that the CS will be my answer.

Submitted by Jack Karpan (karpan@gte.net) on Sat, 03 Oct 1998

Several months ago I was at my In-Laws house sitting on the porch and noticed a spider. After examining it we decided it was a "Brown Recluse" and tried to catch it but it got away. The following morning I awoke with a very large burning, itching and swollen bite. It must have climbed onto my skirt and I carried it home. The bite was the size of a half dollar and marked with a " Bulls-eye" design. The surrounding tissue was very sore and discolored also. I immediately applied colloidal silver to the area and took the silver internally as well. The biggest problem with a recluse spider bite is severe tissue damage, I took the silver 3 times daily internally and externally and within 2 weeks the bite was completely gone with no tissue damage whatsoever! I have a very slight discoloration 3 months later but am convinced the damage was minimal due to the colloidal silver! Megan Karpan Port Richey, Florida

Submitted by Troy Watson (troy_watson@hotmail.com) on Friday, June 5, 1998

I have been having unexplained sores pop up on my body for many, many years and the brilliant Doctors didn't have a clue. Nothing showed up in all the tests they performed and I paid for. I received a commercial adv. for Colloidal Silver espousing the benefits and immediately purchased a 16 oz bottle from my local health food store and began ingesting it and putting it on the sores. Within days, the sores were completely cleared and dried up and "NO MORE HAVE SHOWED UP ! ! ! !" My body is clear for the 1st time in over ten years. Thank God, literally, for colloidal silver. TROY WATSON

Submitted by Bob Donan (bigbob@sound.net) on Thursday, June 25, 1998

I tried a small bottle of colloidal silver in spray form purchased at a local health food store and had such good results on jock itch. A co-worker of mine has sugar diabetes. He developed some ulcers on his lower leg and after a year of treatment with salves and pills his Dr. told him to get used to the sores and to keep them clean or they would get infected and he would loose his legs. I gave him a small spray bottle of colloidal silver. He sprayed his legs twice a day, after 3 days the red angry look of the sores subsided, By day 5 the sores dried up and scabs formed. Then came about 4 days of intense itching. By day 10 the scabs fell of during a shower. Another week of treatment and the pink skin under the scabs normalized. He is still diabetic,! still takes insulin, but his concern for amputation is relived, and he's grateful about that. So that's my story, nothing earth shattering, but one person has been made very happy, and that's a start.

Joe Phelps writes:

"I was plagued with a skin infection for at least 10 years. It appeared as a rash on my chest and the back side of my neck. After many visits to the doctor with no cure, I went to the dermatologists who quickly identified it as a bacterial infection. I was given 4 different costly prescriptions through the years which would temporary clear it up but only to come back within days. Finally after talking to a friend, he recomended Colloidal Silver. After reading about this miracle stuff, I bought a small bottle of 5 ppm and began to take small doses orally. Within a day my infection cleared up like magic and has never returned. I am since a big fan of Collodial Silver.

Jim Rogers writes:

"We take a tablespoon of colloidal silver daily (family of six) and make batches for several friends. We have found it especially beneficial for external infections: infected bug bites, scrapes, cuts, etc. We successfully treated 2 cases of pink-eye by dripping it into the eyes. Applying the silver to the dressing works great. Also, for the first time in 9 years, none of our kids got seriously sick during the winter.

We recently started treating our pool water with silver and copper ions instead of chlorine. Although not a true colloid, the principle is the same

For Additional Article On Skin Infections Click [HERE2](#) [HERE3](#)

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HTTP/1.1 200 OK Date: Fri, 12 May 2000 17:47:44 GMT Server: Rapidsite/Apa-1.3.4 FrontPage
Last-Modified: Thu, 17 Feb 2000 20:08:56 GMT ETag: "211941f-108c-38ac5558" Accept-Ranges:
bytes Content-Length: 4236 Connection: close Content-Type: text/html

Colloidal Silver For The Treatment Of Lyme Diseases

Free Special Offer

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make You This Special Offer.
Purchase One Bottle Of Colloidal Silver For The Treatment Of Lyme Diseases. IF You
Are Not Completely Satisfied, Return The Unused Portion For A Full Refund. To Order
Go To <http://www.colloidalsilver.net>

*Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And Antiviral Solution With No Side
Effects When Taken As Directed!*

Below are stories written into the bulletin board by people using colloidal silver.

Submitted by Erin (mouser@mailcity.com) on Sunday, April 26, 1998:

Our 8 year old daughter was diagnosed with Lyme Disease after a lengthy and baffling illness. She was
put on oral antibiotics for several years with fairly good results (they knocked the symptoms down from
40 to 4) but, as soon as she got off of the antibiotics, all the symptoms would return. We heard about
Colloidal Silver through a newsletter we subscribed to and decided to give it a try. Within 4 weeks
there was a tremendous improvement and not long after that, all symptoms were gone! This was almost
3 years ago, she has just turned 14 and remains symptom free.

Edward W. Robinson writes:

"After a year of treatment with antibiotics for Lyme Disease, my doctor recommended the use of
colloidal silver. Daily dosages of colloidal silver over a six month period lessened the Lyme symptoms
greatly."

For More Information On Lyme Disease Click [Lyme2](#) [Lyme3](#) [Lyme4](#) [Lyme5](#)

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of colloidal silver.

HTTP/1.1 200 OK Date: Fri, 12 May 2000 17:57:22 GMT Server: Rapidsite/Apa-1.3.4 FrontPage
Last-Modified: Thu, 17 Feb 2000 20:08:55 GMT ETag: "20fa605-10ed-38ac5557" Accept-Ranges:
bytes Content-Length: 4333 Connection: close Content-Type: text/html

Colloidal Silver For The Treatment Of Herpes

Free Special Offer

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make This Special Offer. Purchase One Bottle Of Colloidal Silver For The Treatment Of Herpes. If You Are Not Completely Satisfied, Return The Unused Portion For A Full Refund. To Order Please Go To <http://www.colloidalsilver.net>

Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And Antiviral Solution With No Side Effects When Taken As Directed!

Below are stories written into the bulletin board by people using colloidal silver.

Submitted by Donna Thursday, August 6, 1998

I had contracted genital herpes a few years before I heard about Colloidal Silver. I would break out at least every 3 months, and along with a very painful lesion, experience low-grade fever and flu-like symptoms. I heard about Colloidal Silver through a friend, who told me it cured her sister's herpes of the eye. With nothing to lose, I bought a bottle from her. The next time I broke out with a lesion, I immediately started drinking 1 oz. every four hours. Within 24 hours, the sore was completely gone (usually it would take up to 3-4 weeks for a sore to go away). It seemed like a small miracle to me. I have not broken out since, and that was over 3 years ago. In fact, I consider myself cured of genital herpes. I don't understand why the medical profession does not know or let people know about the great benefits of Colloidal Silver. I am a firm believer. I keep colloidal silver around the house for anything that comes up, since I have four children.

For More Information On Herpes, Click [MORE2](#) [MORE3](#) [MORE4](#) [MORE5](#)

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Last-Modified: Thu, 17 Feb 2000 20:09:11 GMT ETag: "212bb0d-3e19-38ac5567" Accept-Ranges:
bytes Content-Length: 15897 Connection: close Content-Type: text/html

Colloidal Silver For Animals

Free Special Offer

Aaron Co., Manufacturer Of Colloidal Silver Wishes To Make This Free Special Offer. Purchase One Bottle Of Colloidal Silver For The Treatment Of Your Animals As Indicated Below. If You Are Not Completely Satisfied, Return The Unused Bottle For A Full Refund. To Order Please Go To <http://www.colloidalsilver.net>

Colloidal Silver Is A Pure Natural Antibacterial, Antifungal, And Antiviral Solution With No Side Effects When Taken As Directed!

Below are stories written into the bulletin board by people using colloidal silver.

Submitted by SHN (snd@lodelink.com) on Friday, August 28, 1998

Our cat occasionally tangles with the neighborhood cats, as cats will. My daughter brought it to my attention that one of his eyes seemed droopy as it was late I said I'd look in the morning, the following morning his eye had completely closed the lid was showing the conjunctive tissue beneath and was literally foaming a green pus and smelled nasty. I took him to the vet and was told he might lose the eye before the infection could be knocked down. He had been swatted in the face and a claw had penetrated through the lid and into the tissue to the side and rear of the eyeball. I had just months prior had one of those nasty abscesses surgically repaired as it would not heal, it had cost a mere \$100. the vet said it would cost less to remove the eye than to fight the infection. My wife had come home with this new "stuff" she had been told was wonderful and would cure anything, something called colloidal silver. I figured it wouldn't hurt as he would lose the eye! anyway, I cleaned the area around the eye and opened the lids, putting two drops in allowed it to close and used my finger to gently rotate it, then opened it again and put two more drops in holding the lid up away from the eye then allowed it to close. the next morning I expected the infection to be larger, however the cat was up and staring at me with two eyes. granted the one was still "slightly swollen". I Was Sold!!!. I repeated the procedure and the eye the following morning was completely normal in appearance and the claw hole was closed! I repeated the procedure once more for general principles. I have since introduced more animal owners and friends to colloidal silver, Great "stuff".

Submitted by HAROLD G. (H GALIT@AOL.COM) on Saturday, October 17, 1998

I have been using c s for about 2 ½ years. I have found it work well on a tremendous amount of ailments... My dog came down with a infection in his prostate. He was dripping blood from his penis. The doctor wanted to operate and remove the prostate. I took the dog home and gave him 2 tablespoons . The next morning the dog was fit as a fiddle. My family uses c s for any viral or bacterial infection that attacks them. At present most of the people I know are using colloidal silver.

Submitted by Lanny Miller <ldmiller@bright.net> on June 14, 1998:

I believe my 8 month old dog had Parvo. She was paralyzed in her hindquarters and was having painful bowel movements. It was late Sat night 6/13 when I noticed the symptoms. After searching the net I realized the vets treatment was only 10% successful. I called the only one that would answer the phone so late at night and he had never heard of colloidal silver. He advised Pepto-bismol and bring her in tomorrow.

Not wanting to lose the time advantage I had, I took matters into my own hands and went to the all night grocery store and bought a disposable douche, emptied it, and gave her 8 oz strong colloidal silver rectal and about 4 oz orally. Within a couple hours she could stand for brief periods. The next morning she was walking, and by this afternoon, she is running all over. She is not completely cured yet, I plan to give her 4 oz a day (orally) for a couple more days. (I tried another 8 oz rectal this morning, but she was so much stronger, she put up a fight that two of us had trouble trying. Hope I didn't mess up by not insisting)

This same dog has had ringworm cured in one day and some fungus type thing under her left eye needs monthly treatment of colloidal silver or she loses her hair on her face. (she's part sharpe' and chow) She is very lucky I learned about this (colloidal silver) just prior to getting her. I don't think she would have made the night last night.

I'll report the final outcome later. I would like to have her stool sample analyzed to see if it was actually parvo. If it was, the 90% mortality rate may be just plain IGNORANCE!

C.M. from Iowa writes:

"I have a pet cat that started throwing up everything it ate. Upon taking it to a veterinarian, it was found to have swollen intestines and the foods couldn't pass through properly. So the vet gave me antibiotics which were supposed to help. He also said I would probably have to put it on steroids after using the antibiotics up. Steroids when used on cats cause feline leukemia. When the antibiotics were used up the cat was still throwing up frequently. So I started giving him some colloidal silver several times a day. Now he is getting better and rarely throws up after eating."

Submitted by Linda M. Alexander (bhmlma@nidlink.com) on April 16, 1998:

I have had many wonderful experiences with colloidal silver. Here are just a few.. My friend's dog had annoying skin lesions that the vet could not seem to eliminate or control. He was about to prescribe steroids, when she decided to try the silver. She sprayed it on the lesions, and put it in the dog's water, and now he is nearly clear of the problem. I could go on and on, but I'm sure you get the idea that I am totally sold on colloidal silver. I honestly believe that no household should be without one, and that it is the most useful yet harmless wellness apparatus available today.

Robert B. writes:

Thank you for the quick response concerning my order. I have been using colloidal silver for the treatment of athlete's foot on myself for some time, as it is a chronic problem for me. Colloidal silver disposes of the problem faster than anything I have tried before. My wife and I are "Animal people", and have a lot of animals. We have been treating their wounds etc. with the silver, with very good results.

M.W. from South Dakota writes:

"My son had ringworm on his arm. I had him apply colloidal silver water to the ringworm three times a day. In three days, it was gone. Also after feeding colloidal silver water to our pets they are more alert

and gaining weight on the same diet."

From: Heather Hill, (hhill@yesic.com)

I raise show cats and one of my females had ended up with a cold! Not knowing better she sneezed and coughed all over her five wee kittens. Three out of five kittens developed runny eyes and sneezing. I called the vet right away and had them put on "moxilean and vetroplycin ointment for the eyes". A few days passed and the mom and two of the kittens seemed to clear but I had one kitten that really concerned me. The area was very swollen and there was no sign of an eye! I called the vet again and he met me as an emergency after hours. He took one look and was alarmed! He to was not sure if the eye had ruptured as there was nothing but white swollen tissue. We figured the kitten was blind. I was to take him to a specialist the next day to see what might be done. I came home and remembered that a friend had mentioned this stuff called colloidal silver would likely help his eye, I had nothing to lose at this point so I called him up. I began that night with the applications. I had at this time taken the wee kitten off all vet medications. I bathed the area, put a drop on and did my best to work it in. I also put a few drops in the mouth for good measure. I repeated this everyday. It has been 6 days now and I have seen a positive change everyday since I began with the silver. There is definitely and eye and he is now able to see from it!

The swelling is almost completely gone. Amazing! Thank you so much Heather.

From: Maggie, (zoezoe143@aol.com)

I have a pet sitting service and I believe in the natural way of healing whenever possible...my vet was amazed to see several of my successes--one with a badly scratched eye in a cat that healed so quickly he couldnt believe due to my use of c.s., two the rapidly healing of wounds in both dogs and cats when c.s. is applied and most significantly the prolonged well-being of a 21 year old cat with progressive kidney failure...with the use of c.s. internally he remained healthy enough to avoid many of the traumatic traditional treatments for this disease and interestingly enough and lending to greater belief in this by the vet, he had another client in the same situation with the same results...it is not only healthy, I believe, it works better than traditional prescribed synthetic drugs in many cases...and this is all because I was urged to try it for chronic Lyme disease and the many autoimmune diseases I encountered because the Lyme went undiagnosed for two years...I send my clients, friends and family to this website but would like to be able to have a comprehensive text to provide these same people especially as many still do not have access to the web....

Submitted by Barbara (BFland7374@aol.com)

I have used colloidal silver for many things, but my main use was on an Arabian gelding that I own. He had contracted a disease called EPM. I had taken him to a veterinarian that does acupuncture and uses a lot of homeopathy on horses as well as traditional veterinarian medicine. She had me put him on the colloidal silver. It has done wonders for him. He had severe muscle atrophy due to the EPM. Today, his muscles are almost back to normal in his croup and he has not regressed like many other horses in our area that I know have EPM. He has been off of it for about 6 months, but I still need a supply for him if needed. The regular vet that I use was against me using the colloidal silver, but I feel it really helped

Knight fight the protozoa that attacks the horses spine and neurological system.

C.M. from Iowa writes:

"I have a pet cat that started throwing up everything it ate. Upon taking it to a veterinarian, it was found to have swollen intestines and the foods couldn't pass through properly. So the vet gave me antibiotics which were supposed to help. He also said I would probably have to put it on steroids after using the antibiotics up. Steroids when used on cats cause feline leukemia. When the antibiotics were used up the cat was still throwing up frequently. So I started giving him some colloidal silver several times a day. Now he is getting better and rarely throws up after eating."

M.W. from South Dakota writes:

"My son had ringworm on his arm. I had him apply colloidal silver water to the ringworm three times a day. In three days, it was gone. Also after feeding colloidal silver water to our pets they are more alert and gaining weight on the same diet." I've used colloidal silver (5 ppm)his on my cat and it's helped him. The first time he had several daily unexplained bleeding nasal bleeds. We took him to the vet and that was costly. No explanation. So I tried the silver. My neighbor told me that she knew someone who had healed a skin cancer on a cat. I told a friend in Southern California about it and she's using it on her cat. A rash immediately healed up. I am just learning about the value of colloidal silver and am looking for all the information I can glean. I'm also thinking that in the near future I may start generating my own as in the end it will cost much less.

For More Articles On Animals, Go To [More2](#) [More3](#) [More4](#)

☐ Hit Counter

DISCLAIMER: The information contained herein has not been evaluated by the Food and Drug Administration and is not intended to diagnose, treat, cure or prevent any disease. Experiences and stories from users and articles are for educational purposes only. Aaron Co. makes no health or medical claims for the use of colloidal silver.

META tags for Aaron Company:

• <meta name="keywords" content="colloidal silver research research periodicals medical reports instruction Robert Becker body electric alternative health colloidal silver antibiotic antibacterial antifungal germicidal mild silver protein ms cancer lymes AIDS colds flu candida aids disease virus bacteria illness HIV injuries burns infection holistic medicinal article alternative medicine natural complementary preventive medicine herbal medicines holistic medical alternative HealthCare journals clinical trials healing disinfectant colloidal silver water Colloidal Colloidal colodall colodal colodel collodel detoxification healthy alternatives homeopathic remedies herbal remedy oriental ayurvedic holistic health natural health care naturopathic colloidal minerals book manual colloidal silver generator supplies pure .9999 silver solution Colloidal silver research research periodicals medical reports instruction Robert Becker body electric alternative health colloidal silver antibiotic antibacterial antifungal germicidal mild silver protein ms cancer lymes AIDS colds flu candida aids disease virus bacteria illness HIV injuries burns infection holistic medicinal article, alternative medicine natural complementary preventive medicine herbal medicines holistic medical alternative HealthCare journals clinical trials healing disinfectant colloidal silver water, Colloidal Colloidal colodall colodal colodel collodel detoxification healthy alternatives homeopathic remedies, herbal remedy oriental ayurvedic holistic health natural health care naturopathic colloidal minerals book manual colloidal silver generator supplies pure .9999 silver solution">

<meta name="description" content="COLLOIDAL SILVER - Wow! What a great price for Colloidal Silver! All Natural Colloidal Silver, Our Colloidal Silver is 99.99% pure 15-20 ppm. 8 ounce bottle of Colloidal Silver for \$14.95 16 ounce bottle of Colloidal Silver only \$24.95.">

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ORDER

DEFINITIONS

For purposes of this order, the following definitions shall apply:

1. "Competent and reliable scientific evidence" shall mean tests, analyses, research, studies, or other evidence based on the expertise of professionals in the relevant area, that has been conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted in the profession to yield accurate and reliable results.
1. "Clearly and prominently" shall mean as follows:
 - a. In an advertisement communicated through an electronic medium (such as television, video, radio, and interactive media such as the Internet, online services and software), the disclosure shall be presented simultaneously in both the audio and visual portions of the advertisement. Provided, however, that in any advertisement presented solely through visual or audio means, the disclosure may be made through the same means in which the ad is presented. Provided, further, that in any advertisement communicated through interactive media which is presented predominantly through visual or audio means, the disclosure may be made through the same means in which the ad is predominantly presented. The audio disclosure shall be delivered in a volume and cadence sufficient for an ordinary consumer to hear and comprehend it. The visual disclosure shall be of a size and shade, with a degree of contrast to the background against which it appears, and shall appear on the screen for a duration and in a location, sufficiently noticeable for an ordinary consumer to read and comprehend it.

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- b. In a print advertisement, promotional material, or instructional manual, the disclosure shall be in a type size and location sufficiently noticeable for an ordinary consumer to read and comprehend it, in print that contrasts with the background against which it appears.
- c. On a product label, the disclosure shall be in a type size and location sufficiently noticeable for an ordinary consumer to read and comprehend it and in print that contrasts with the background against which it appears. ***Provided, however,*** if a disclosure on a bottle label or package label is made in a location other than the principal display panel, the bottle label or package label shall (i) include the statement, “**See important safety warning(s) on [insert disclosure location],**” in a type size and location on the principal display panel sufficiently noticeable for an ordinary consumer to read and comprehend it and in print that contrasts with the background against which it appears; ***and*** (ii) place the disclosure on the bottle label and, if applicable, the package label, within a border that is a color or shade that contrasts with the background against which it appears. ***Provided further,*** that in a multi-page insert, the disclosure shall appear on the cover page or first page.

The disclosure shall be in understandable language and syntax. Nothing contrary to, inconsistent with, or in mitigation of the disclosure shall be used in any advertisement or on any label.

- 3. In the case of advertisements disseminated by means of an interactive electronic medium, such as software, the Internet, or online services, "in close proximity" shall mean on the same Web page, online service page, or other electronic page, and proximate to the triggering representation, and shall not include disclosures accessed or displayed through hyperlinks, pop-ups, interstitials or other means.
- 4. “Commerce” shall mean as defined in Section 4 of the Federal Trade Commission Act, 15 U.S.C. § 44.

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5. A requirement that respondents “notify the Commission,” “file with the Commission” or “deliver to the Commission” shall mean that the respondents shall send the necessary information via first-class mail, costs prepaid, to the Associate Director for Division of Enforcement, Federal Trade Commission, 600 Pennsylvania Avenue, N.W., Washington, D.C. 20580. Attention: In the Matter Robert C. Spencer et al.
6. “Person” shall mean a natural person, organization or other legal entity, including a partnership, corporation, proprietorship, association, cooperative, or any other group acting together as an entity.
7. Unless otherwise specified, “respondents” shall mean Robert C. Spencer and Lisa M. Spencer, individually and d/b/a Aaron Company, their agents, representatives, and employees.
8. Metatags” shall mean any word or words embedded in the source code of an Internet Web site that may be used by an Internet search engine in indexing Web sites for the purpose of selecting sites in response to an Internet user’s search request.
9. “Colloidal Silver product” shall mean any product containing or purporting to contain colloidal silver or silver salts, including but not limited to Aaron’s *Colloidal Silver*.
10. “Chitosan with vitamin C product” shall mean any product containing or purporting to contain chitosan, chitin, or any other substance derived, directly or indirectly, from the exoskeletons of crustaceans, including but not limited to Aaron’s *Chitosan with vitamin C*.
11. “Ultimate Energizer product” shall mean any product containing or purporting to contain ephedra, ephedra extract or ephedrine, including but not limited to Aaron’s *Ultimate Energizer*” or any other product containing Mahuang.

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12. “Food,” “drug,” and “device” shall mean as “food,” “drug,” and “device” are defined in Section 15 of the Federal Trade Commission Act, 15 U.S.C. § 55.

13. “Covered product or service” shall mean any service, program, dietary supplement, food, drug, or device.

14. “Ephedra, ephedra extract or ephedrine” shall mean a source of ephedrine alkaloid, including, but not limited to, ephedrine, pseudoephedrine, norephedrine, norpseudoephedrine, N-methylephedrine, and N-methylpseudoephedrine, either derived from natural sources such as the herb *Ephedra sinica* (also called Ma-Huang or Chinese Ephedra) or synthetically produced.

15. “Product label” shall mean any label or other written, printed or graphic matter upon any product or accompanying any product, including package labels, bottle labels, and package inserts.

I.

IT IS HEREBY ORDERED that respondents, directly or through any partnership, corporation, subsidiary, division, trade name, or other device, including franchisees, licensees, or distributors, in connection with the labeling, advertising, promotion, offering for sale, sale, or distribution of any *Colloidal Silver* product or any covered product or service in or affecting commerce, shall not misrepresent, in any manner, including by means of metatags, expressly or by implication, that such product or service has been medically proven to kill any disease-causing organisms, or any number of disease-causing organisms, in the body or that colloidal silver successfully treats any infections, or any number of infections, caused by disease-causing organisms, including germs, viruses, algae and fungus.

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II.

IT IS HEREBY ORDERED that respondents, directly or through any partnership, corporation, subsidiary, division, trade name, or other device, including franchisees, licensees, or distributors, in connection with the labeling, advertising, promotion, offering for sale, sale, or distribution of any *Colloidal Silver* product, *Chitosan with vitamin C* product, *Ultimate Energizer* product, or any covered product or service in or affecting commerce, shall not make any representation, in any manner, including by means of metatags, expressly or by implication:

- A. That any such product or service is effective in treating or curing cancer, multiple sclerosis, HIV/AIDS, flu, candida, Lyme's disease, psoriasis, the common cold, stomach ulcers, burns, arthritis, streptococcus infections, tuberculosis, tonsillitis, herpes virus, virus warts, athlete's foot, shingles, allergies or infections associated with diabetes;
- B. That any such product or service promotes healing or cures infections;
- C. That any such product or service is superior to antibiotics in killing disease-causing organisms;
- D. That any such product or service is safe for human consumption or has no side effects;
- E. That any such product or service is effective in treating various medical or health conditions in animals, including serious eye infection, prostate infection, and swollen intestine; or
- F. That any such product or service enables consumers to lose substantial weight without the need for a restricted calorie diet;

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G. That any such product or service is effective in the mitigation, treatment, prevention, or cure of any disease, illness or health conditions; or

H. About the health benefits, performance, safety, or efficacy of any such product or service;

unless, at the time the representation is made, respondents possess and rely upon competent and reliable scientific evidence that substantiates the representation.

III.

IT IS FURTHER ORDERED that respondents, directly or through any partnership, corporation, subsidiary, division, trade name, or other device, including franchisees, licensees or distributors, in connection with the labeling, advertising, promotion, offering for sale, sale, or distribution of any covered product or service in or affecting commerce, shall not misrepresent, in any manner, including by means of metatags, expressly or by implication, the existence, contents, validity, results, conclusions, or interpretations of any test, study, or research.

IV.

Nothing in this order shall prohibit respondents from making any representation for any drug that is permitted in labeling for such product under any tentative final or final standard promulgated by the Food and Drug Administration. Nor shall it prohibit respondents from making any representation for any product that is specifically permitted in labeling for such product by regulations promulgated by the Food and Drug Administration pursuant to the Nutrition Labeling and Education Act of 1990.

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V.

IT IS FURTHER ORDERED that:

- A. In any advertisement (other than a television or radio advertisement), promotional material, or product label for any covered product or service containing ephedra or ephedrine, and during any discussion relating to the use of such product or service communicated via electronic mail or any telephone line, respondents, their officers, agents, servants, and employees shall make clearly and prominently, the following disclosure:

WARNING: This product contains ephedra or ephedrine alkaloids, which can have dangerous effects on the central nervous system and heart and can result in serious injury. Risk of injury can increase with dose, and may even include heart attack, stroke, seizure or death. Consult a health care provider prior to use if you have high blood pressure, heart or thyroid disease, diabetes, difficulty urinating, prostate enlargement, or glaucoma, or are using any prescription drug. Do not use if you are taking a MAO inhibitor or any allergy, asthma, or cold medication containing ephedrine, pseudoephedrine or phenylpropanolamine. Discontinue use if you experience rapid heart beat, chest pain, severe headache, shortness of breath, dizziness, sleeplessness or nausea. This product is not recommended for use if you are or could be pregnant unless a qualified health care provider tells you to use it. The product may not be safe for your developing baby.

unless respondents possess competent and reliable scientific evidence that such product is safe and produces no adverse side effects.

Provided, however, that the product label requirements of this Subpart shall not apply to products that are shipped to consumers or purchasers for resale less than thirty (30) days

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after the date of service of this order; and, *provided further*, that with regard to products shipped after thirty (30) days of the date of service of this order, respondents may affix the disclosure clearly and prominently by sticker or other device on the labels of products manufactured prior to thirty (30) days after the service of this order.

- B. In any television or radio advertisement for any covered product or service containing ephedra or ephedrine, respondents, their officers, agents, servants, and employees shall make, clearly and prominently, the following disclosure:

WARNING: This product contains [insert name of ephedrine alkaloids contained in product, *e.g.*, Mahuang] which can have dangerous effects on the central nervous system and heart and can result in serious injury. Risk of injury increases with increased dosage.

unless respondents possess competent and reliable scientific evidence that such product is safe and produces no adverse side effects.

Provided, however, that in the event that the Food and Drug Administration issues a final rule requiring a warning on the labeling of products containing ephedrine alkaloids, respondents may substitute that warning for the disclosures required under Parts A and B above.

VI.

IT IS FURTHER ORDERED that respondents, for ten (10) years after the last date of dissemination of any representation covered by this order, maintain and upon request make available to the Federal Trade Commission for inspection and copying:

- A. All advertisements and promotional materials containing the representation;

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- B. All materials that were relied upon in disseminating the representation; and
- C. All tests, reports, studies, surveys, demonstrations, or other evidence in their possession or control that contradict, qualify, or call into question the representation or the basis relied upon for the representation, including complaints and other communications with consumers or with governmental or consumer protection organizations.

VII.

IT IS FURTHER ORDERED that respondents shall deliver a copy of this order to all current and future principals, officers, directors, and managers, and to all current and future employees, agents, and representatives having responsibilities with respect to the subject matter of this order, and shall secure from each such person a signed and dated statement acknowledging receipt of the order. Respondents shall deliver this order to current personnel within thirty (30) days after the date of service of this order, and to future personnel within thirty (30) days after the person assumes such position or responsibilities as stated above. Respondents shall maintain and upon request make available to the Commission for inspection and copying each such signed and dated statement.

VIII.

IT IS FURTHER ORDERED that respondents shall notify the Commission at least thirty (30) days prior to any change with regard to Aaron Company that may affect compliance obligations arising under this order, including but not limited to its incorporation; and if incorporated, its creation, dissolution, assignment, sale, merger, or other action that would result in the emergence of a successor corporation; the creation or dissolution of a subsidiary, parent, or affiliate that engages in any acts or practices subject to this order; the proposed filing of a bankruptcy

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petition; or a change in the business or corporate name or address. Provided, however, that, with respect to any proposed change about which respondents learn less than thirty (30) days prior to the date such action is to take place, respondents shall notify the Commission as soon as is practicable after obtaining such knowledge.

IX.

IT IS FURTHER ORDERED that respondents, within five (5) days of entry of this order, shall notify the Commission of (1) their residence address and mailing address; (2) their telephone number(s); (3) if applicable, the names of their employer(s) and supervisor(s); and (4) their duties and responsibilities.

X.

IT IS FURTHER ORDERED that respondents, for a period of ten (10) years after the date of entry of this order, shall notify the Commission of (1) any changes in their residence address, mailing address, or business address; (2) the discontinuance of their current business or employment; and (3) their affiliation with any new business or employment. Notice of changes in employment status shall include: (1) the new employer's name, address and telephone number; (2) the full names of the employer's principals; (3) if applicable, the names of respondents' supervisors; and (4) a description of the employer's activities, and respondents' duties and responsibilities.

XI.

IT IS FURTHER ORDERED that respondents shall, within sixty (60) days after the date of service of this order, and at such other times as the Federal Trade Commission may require, file with the Commission a report, in writing, setting forth in detail the manner and form in which respondents have complied and are complying with this order.

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XII.

This order will terminate twenty (20) years from the date of its issuance, or twenty (20) years from the most recent date that the United States or the Federal Trade Commission files a complaint (with or without an accompanying consent decree) in federal court alleging any violation of the order, whichever comes later;

provided, however, that the filing of such a complaint will not affect the duration of:

- A. Any Part in this order that terminates in less than twenty (20) years;
- B. This order's application to any respondent that is not named as a defendant in such complaint; and
- C. This order if such complaint is filed after the order has terminated pursuant to this Part.

Provided, further, that if such complaint is dismissed or a federal court rules that the respondents did not violate any provision of the order, and the dismissal or ruling is either not appealed or upheld on appeal, then the order will terminate according to this Part as though the complaint had never been filed, except that the order will not terminate between the date such complaint is filed and the later of the deadline for appealing such dismissal or ruling and the date such dismissal or ruling is upheld on appeal.

By the Commission.

Analysis

Analysis of Proposed Consent Order to Aid Public Comment

The Federal Trade Commission has accepted an agreement, subject to final approval, to a proposed consent order from Robert M. Spencer and Lisa Spencer, d/b/a/ Aaron Company ("proposed respondents"). Proposed respondents marketed "Colloidal Silver," a dietary supplement allegedly containing submicroscopic particles of silver that was intended to be taken orally for the cure and treatment of more than 650 diseases. In addition, proposed respondents marketed other dietary supplements, including Chitosan with vitamin C for substantial weight loss without a restricted calorie diet, and Ultimate Energizer as a stimulant and energizer claiming it was safe with no side effects.

The proposed consent order has been placed on the public record for thirty (30) days for reception of comments by interested persons. Comments received during this period will become part of the public record. After thirty (30) days, the Commission will again review the agreement and the comments received and will decide whether it should withdraw from the agreement and take other appropriate action or make final the agreement's proposed order.

The Commission's complaint charges that proposed respondents made false claims that their Colloidal Silver product had been (1) medically proven to kill over 650 disease-causing organisms in the body; and (2) successfully used to treat all known infections. The Commission's complaint also charges that proposed respondents failed to have a reasonable basis for claims they made about the Colloidal Silver product's (1) efficacy in treating and curing cancer, multiple sclerosis, HIV/AIDS, and other specific illnesses; (2) superiority to antibiotics in healing and curing infections; (3) safety for human consumption without side effects; and (4) superiority in treating various medical and health problems in animals. Proposed respondents have also been charged with failing to have a reasonable basis for claims they made about the efficacy of their Chitosan with vitamin C product, the safety claims for their Ultimate Energizer product containing Mahuang, and other substances. Such claims, promoting dietary

Analysis

supplements, appeared on the website that proposed respondents produced or caused to be produced.

Part I of the consent order prohibits proposed respondents from misrepresenting, including by means of metatags, any claims that Colloidal Silver or any service, program, dietary supplement, food, drug, or device, has been medically proven to kill disease-causing organisms or any number of infections in the body. Part II of the order requires competent and reliable scientific evidence to substantiate representations that Colloidal Silver or any covered product (1) treats and cures cancer, multiple sclerosis, HIV/AIDS, and other specific illnesses; (2) is superior to antibiotics in healing and curing infections; (3) is safe for human consumption and has no side effects; (4) treats various medical and health problems in animals; and (5) enables consumers to lose substantial weight without the need for a restricted diet. Part III of the order prohibits proposed respondents from misrepresenting, including by means of metatags, the existence, contents or interpretation of any test, study, or research. Part V of the order requires that for any future advertisement of products containing ephedra or ephedrine, proposed respondents must include affirmative warnings concerning safety issues. This warning was developed after discussions with the Food and Drug Administration. FDA has announced that it intends to initiate a rulemaking for dietary supplements for women who are or who may become pregnant. In the event that FDA issues a final rule requiring a warning for pregnant women on dietary supplements, respondents may substitute that warning for the disclosure on that topic required under the proposed order. Part IV of the proposed order permits proposed respondents to make certain claims for drugs or dietary supplements, respectively, that are permitted in labeling under laws and/or regulations administered by the U.S. Food and Drug Administration.

The remainder of the proposed order contains standard requirements that proposed respondents maintain advertising and any materials relied upon as substantiation for any representation covered by substantiation requirements under the order; distribute copies of the order to certain company officials and employees;

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notify the Commission of any change in the business entity that may affect compliance obligations under the order; and file one or more reports detailing their compliance with the order. Part XII of the proposed order is a provision whereby the order, absent certain circumstances, terminates twenty years from the date of issuance.

This proposed order, if issued in final form, will resolve the claims alleged in the complaint against the named respondents. It is not the Commission's intent that acceptance of this consent agreement and issuance of a final decision and order will release any claims against any unnamed persons or entities associated with the conduct described in the complaint.

The purpose of this analysis is to facilitate public comment on the proposed order, and is not intended to constitute an official interpretation of the agreement and proposed order or to modify in any way their terms.

Complaint

IN THE MATTER OF
MICHAEL FORREST

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATIONS OF
SEC. 5 AND SEC. 12 OF THE FEDERAL TRADE COMMISSION ACT

Docket C-4020; File No. 0123091
Complaint, July 30, 2001--Decision, July 30, 2001

This consent order addresses representations made by Respondent Michael Forrest – individually and doing business as Jaguar Enterprises, an Internet seller – about various electronic devices and herbal remedies purported to cure or treat a wide variety of illnesses and conditions. The order, among other things, prohibits the respondent from misrepresenting, as scientifically proven, (1) that its Miracle Herbs product is safe and effective in treating various cancers in humans with no side effects, or (2) that use of its Black Box, Magnetic Pulser and Magnetic Multi-Pulser products is effective to kill, deactivate or disable viruses, bacteria, fungi and other parasites in humans. The order also requires the respondent to possess competent and reliable scientific evidence to substantiate any representation that any electronic therapy device – or any other product or service – is effective in treating or curing cancer, AIDS, hepatitis, Gulf War Syndrome, Chronic Fatigue Syndrome, rheumatoid arthritis or Herpes; treating or preventing bacterial infections; treating or preventing viral infections; or mitigating, treating, preventing, or curing any disease or illness. In addition, the order prohibits the respondent from making false claims of scientific support for any electronic therapy device or any service, program, dietary supplement, food, drug, or device.

Participants

For the Commission: *Michael Milgrom, John M. Mendenhall,*
Janis K. Pappalardo, Gerard R. Butters, and Paul A. Pautler.

For the Respondent: *Michael Forrest, pro se.*

COMPLAINT

The Federal Trade Commission, having reason to believe that Michael Forrest, individually and d/b/a Jaguar Enterprises of Santa Ana (hereinafter "respondent") has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges: