

The Silver Edge

Micro-Particle Colloidal Silver Generator

Challenger: National Advertising Division
Product Type: Dietary Supplements
Issue: Superiority Claims; Testimonials
Disposition: Modified/Discontinued

Editor's Note: This case was initially referred to the Federal Trade Commission based on the advertiser's failure to provide a substantive response. Following the referral, the advertiser agreed to participate in the advertising self-regulatory forum and to discontinue all of the challenged claims and testimonials. The decision reflects the referral to the FTC and actions by the advertiser post-FTC referral. Both the initial decision followed by the related FTC correspondence can be read starting on page 3.

Basis of Inquiry: As part of its routine monitoring program, NAD requested substantiation for internet advertising claims made by The Silver Edge ("the advertiser") for its Micro-Particle Colloidal Silver Generator. The following claims formed the basis for NAD's inquiry¹:

Express Claims:

"Colloidal Silver: Your #1 Best Antidote to Winter Flu Season."

"If you're worried about getting the flu this year, I have a profoundly effective solution for you. And it's one that has nothing to do with prescription drugs."

"In fact, it's straight from nature, it's called colloidal silver."

"And yes, even though it was only last year that the drug Tamiflu was described by a top reviewer of clinical studies as one of the most medically worthless of all drugs, the CDC is still recommending it as well. If *that's* the best the CDC can recommend, I think they can safely be ignored. But that's just my humble opinion. Start taking Colloidal Silver instead."

Customer Testimonials:

"I went for a checkup at the VA this week and the Doc wanted me to get a flu shot. I told him I take a flu shot every morning: a one oz. jigger of colloidal silver in my coffee, and I very seldom catch a cold or flu. But back when I took the vaccine I'd be sick as a dog for a couple of weeks afterwards about every time, so I don't do those anymore."

¹ CRN files challenges with the NAD regarding advertising of dietary supplements, in an effort to encourage manufacturers to provide substantiation for their advertising claims to an objective, third-party for review and evaluation and to assure that claims being promoted to consumers are truthful, not misleading and are substantiated with credible scientific evidence. Through the use of the NAD's voluntary advertising review program, CRN attempts to identify advertising that may exceed the scientific support for those products and to engage those advertisers to provide their support for those claims or to withdraw those claims or modify them in such a manner that they do reflect the available evidence for substantiation. If the NAD determines that the claims are all truthful, not misleading and well-substantiated, then so much the better – they have helped demonstrate to the industry's critics that these claims are credible and can be relied upon by consumers.

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“Sadly, a little boy we knew was only five years old and he died on the way to the hospital in the ambulance from dehydration. He had this horrible flu and lost lots of liquids from the vomiting and diarrhea. I wish I had known he was sick so I could have told his folks about the colloidal silver.”

“Then I thought of the colloidal and started taking it. My runs and throwing up periods got further and further apart, going from every five minutes to 20, then 30 and finally it was gone in just six hours. My adult daughter had this flu at the same time and she did not take the silver. It lasted for 16 hours for her – yes, 16 hours straight vomiting and diarrhea.”

“...no longer have continual cold/flu symptoms, but instead am healthier than most of the others at work, even those who I used to notice never get sick!”

“My wife had pneumonia once, and colloidal silver alone made her well. Another time she had strep throat, and colloidal silver was what took it away.”

“We no longer use other antibiotics...no need. I have been able to help other as well. I use empty sparkling cider bottles (which come with a plastic lid) to store the colloidal silver, so the cost is minimal, since we make our own colloidal silver with the Micro-particle Colloidal Silver Generator.”

Decision:

Despite repeated efforts by NAD, the advertiser failed to provide a substantive response to NAD’s request for support for the challenged claims or participate in any way in the self-regulatory process. Consequently, NAD is referring this matter to the Federal Trade Commission for possible enforcement action, pursuant to section 2.10 (A) of the ASRC Policies & Procedures. (**#6172 AMU, referred to government 04/03/2018**)

Editor’s Note:

Following a referral of this matter to the FTC for failing to provide NAD a substantive or any evidence to substantiate the challenged claims, the advertiser has now advised NAD in writing that, instead of submitting substantiating evidence, the challenged claims and testimonials are permanently discontinued. In reliance on the advertiser’s representation that these claims and testimonials have been permanently discontinued, NAD did not review these claims on their merits. The voluntarily discontinued claims will be treated, for compliance purposes, as though NAD recommended their discontinuance and the advertiser agreed to comply.

Advertiser’s Statement:

The Silver Edge stands behind its advertising claims, but in the spirit of supporting self-regulation, we represent that the advertising at issue has been voluntarily, permanently discontinued at NAD's request.

The Silver Edge

Micro-Particle Colloidal Silver Generator

Challenger: National Advertising Division
Product Type: Dietary Supplements
Issue: Superiority Claims; Testimonials
Disposition: Referred to Government Agency

(Please see related FTC correspondence below the full text of this decision.)

Basis of Inquiry: As part of its routine monitoring program, NAD requested substantiation for internet advertising claims made by The Silver Edge (“the advertiser”) for its Micro-Particle Colloidal Silver Generator. The following claims formed the basis for NAD’s inquiry²:

Express Claims:

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“If you’re worried about getting the flu this year, I have a profoundly effective solution for you. And it’s one that has nothing to do with prescription drugs.”

“In fact, it’s straight from nature, it’s called colloidal silver.”

“And yes, even though it was only last year that the drug Tamiflu was described by a top reviewer of clinical studies as one of the most medically worthless of all drugs, the CDC is still recommending it as well. If *that’s* the best the CDC can recommend, I think they can safely be ignored. But that’s just my humble opinion. Start taking Colloidal Silver instead.”

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“Sadly, a little boy we knew was only five years old and he died on the way to the hospital in the ambulance from dehydration. He had this horrible flu and lost lots of liquids from the vomiting and diarrhea. I wish I had known he was sick so I could have told his folks about the colloidal silver.”

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

Division of Advertising Practices

May 14, 2018

Laura Brett, Esq., Senior Vice President
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: NAD Referral About Advertising for Life & Health Research Group, LLC's
Micro-Particle Colloidal Silver Generator

Dear Ms. Brett:

I am writing to follow up on NAD's referral to the FTC of its compliance investigation of Life & Health Research Group, LLC, d/b/a The Silver Edge, for claims that its Micro-Particle Colloidal Silver Generator prevents, treats, or cures colds, flu viruses, pneumonia, strep throat, and related conditions.

Your referral indicated that Life & Health Research Group did not respond to inquiries or otherwise participate in the NAD's self-regulatory process. Accordingly, you referred this matter to the FTC for our review.

After we alerted Life & Health Research Group's counsel to this NAD referral, the company agreed to cooperate with NAD's inquiries. The NAD attorney assigned to this matter has confirmed with FTC staff that Life & Health Research Group has ceased making the challenged advertising claims, including testimonials.

Accordingly, it appears no additional FTC action is warranted at this time. The FTC reserves the right to take such further action as the public interest may require. The FTC fully supports the NAD's self-regulatory process, and we sincerely appreciate your referral and the opportunity to continue to assist in supporting NAD.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Devin Willis Domond".

Devin Willis Domond
Chief of Staff for Advertising Practices

cc: Sager Raich, Esq., Counsel for Life & Health Research Group, LLC