



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

May 11, 2020

WARNING LETTER

VIA EMAIL TO info@imrs2000.com, sales@imrs2000.com, bryant@pemfbook.com

iMRS2000.com

Bryant Meyers
2511 51st Street, Blvd E
Bradenton, FL 34208

Re: Unsubstantiated claims for Coronavirus treatment or prevention

To Whom It May Concern:

This is to advise you that FTC staff has reviewed the website at www.imrs2000.com on May 4, 2020. We also reviewed the YouTube channels at www.youtube.com/user/imrs2000 and www.youtube.com/user/bryantmeyers, and the social media website at www.facebook.com/imrs2000pemf/, where you direct consumers to purchase the iMRS 2000 PEMF (pulsed electromagnetic field) device, which is available via www.imrs2000.com or a toll-free telephone number. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus treatment or prevention claims include:

On the YouTube channel www.youtube.com/user/imrs2000/videos:

- In a video titled, “iMRS 2000 PEMF to Help Prevent Coronavirus Disease (COVID-19),” you state “In this video, I’m going to show you nine ways how PEMF therapy can help you fight the Coronavirus... Hello, this is Bryant Meyers, author of ‘PEMF - the 5th Element of Health.’ I am a former physics professor and 25-year energy medicine researcher, and in this video we are going to talk about COVID-19, or the Coronavirus.... So let’s take a look at how PEMF therapy can help with the Coronavirus, in fact it helps in nine ways... So first and foremost, PEMF therapy increases microcirculation. And there’s many studies on this.... The second thing is

PEMF therapy increases cellular voltage. Now this is really big because when your body and cells, including your immune cells, have more energy your body is going to be more resistant to any type of infection... So by increasing cell voltage, it's kind of like 'shields up' in Star Trek, right. I mean this is huge!... I'm like, wow. This is how PEMF can really help with the Coronavirus because if we can keep our cells energized, then the viruses they can't even penetrate. And if they can't penetrate and just float around your bloodstream, they can't replicate. And if they can't replicate, they die.... Now PEMF therapy has been shown over and over to help with oxygenation.... So by increasing oxygen, a lot of these microbes just hate oxygen and they are anaerobic. Right, now in the case of viruses, the oxygen is just going into keeping your terrain clean. Because again, oxygen kind of has a very disinfectant property.... So next, number four, PEMF helps to detox the body and it does this in many ways.... So by getting rid of a lot of the toxins and bacteria and viruses that come into our body naturally, again we keep our fishbowl clean and pristine. Number five, PEMF helps with stress and sleep.... Okay, so that's kind of the terrain. Now I want to talk about how PEMF therapy now increases the immune system. And it does so in three ways. Number one, PEMF increases stem cells... you're basically increasing the number of lymphocytes, which are white blood cells, they're immune cells. Now, the next thing that PEMF helps is it actually increases, or enhances, immunity. Now this comes from all the things we've talked about.... Those immune cells need energy... So by keeping your microcirculation and your body detoxed, which is what PEMF helps, your immune cells will be able to move around better.... And finally, PEMF helps to increase immune communication.... So what are the protocols for PEMF? If you have an iMRS 2000, we would recommend for any infectious disease to use the full body mat two to three times a day for eight to sixteen minutes on level 25 or 50. And the pillow pad once or twice a day put over your lungs for sixteen minutes on levels 25 or 50. And you can work up to level 100 to 150 in the morning or afternoon with both the full body mat and the pillow pad...." [See video posted on March 12, 2020 available at www.youtube.com/watch?v=GMzcAr93hGE]

The following text appears below the video:

“iMRS 2000 PEMF Therapy for Prevention of Coronavirus Disease COVID-19.

This video ALSO applies to ANY infectious type of disease as the iMRS 2000 helps to boost the immune system and fight infections naturally....

In this video I'll show you how the iMRS 2000 can fight the coronavirus in 9 powerful ways!

It does so many by improving your biological terrain, which is a more fundamental way the body heals itself as contrasted with the germ theory.

1) The iMRS 2000 increases microcirculation so your immune cells can function better.

- 2) The iMRS 2000 increases cellular voltage and increases cell resistance to viruses so that they cannot replicate.
 - 3) The iMRS 2000 increases oxygen which helps to treat the hypoxia that can result from the corona infection. Also oxygen is a strong disinfectant.
 - 4) The iMRS 2000 helps to detox the body which both increases your bodily energy [sic] and enhances your immune system
 - 5) The iMRS 2000 helps promotes better and deeper sleep which is when your body heals and repairs itself.
 - 6) The iMRS 2000 reduces inflammation in the lungs helping you to breathe easier.
 - 7) The iMRS 2000 increases the number of stem cells for the immune system which means it INCREASES the number of immune cells
 - 8) The iMRS 2000 Enhances immunity and helps your immune cells to work harder and better
 - 9) The iMRS 2000 increases immune cell communication via interleukin and cytokine regulation to help to create a body-wide coordinated attack....
- I'll also share 10 Coronavirus Prevention strategies beyond just using the iMRS 2000!!"

On the YouTube channel www.youtube.com/user/bryantmeyers, you posted the following three videos:

- A video titled, "PEMF Therapy For *Coronavirus* Prevention!," posted on March 10, 2020 to www.youtube.com/watch?v=CF6RrkYXKT0. This video and the text accompanying this video are the same as or similar to the video and accompanying text posted to www.youtube.com/user/imrs2000/videos on March 12, 2020 (quoted above).
- A video titled, "2 Proven Ways PEMF -> Fights *Coronavirus*," posted on March 17, 2020 to www.youtube.com/watch?v=gA8Jb1DZVBY. In this video, you state, "... We're going to talk a little bit about molecular biology and how the SARS COV-2 virus actually infects your body. And by understanding this, we're going to go over two research studies that show that PEMF therapy at the molecular level, at the cell level, actually stops the Coronavirus in its tracks.... And... of course use a good PEMF system like the iMRS 2000. And, as I talked about in my last video, if you have an iMRS 2000, you're going to want to use it two to three times a day, level 25 to 50 in the morning and afternoon and level 10 at night. Additionally, you can add the pillow pad over your chest at level 25 to 50 for eight to sixteen minutes twice a day. And you can increase that up to level 100 to level 150. And like I said, the iMRS 2000, like these studies have showed, will really help you to protect you from the Coronavirus. It'll really just help to protect from infecting you in the first place. And if for some unfortunate reason you already got infected, PEMF therapy is going to help to open up your breathing and it's going to have anti-inflammatory effects that will help to offset acute respiratory distress syndrome by its anti-inflammatory effects and its ability to get oxygen from your alveoli into the

blood.... And if you're in the market for a PEMF device, feel free to call me directly, I'll leave my contact information below. Because I am really passionate about PEMF therapy, because I've seen it help and save so many lives. And with all the research I'm looking at with how PEMF helps infectious diseases, I am really confident that it will help you to prevent and fight the Coronavirus....”

The text accompanying this video states, “PEMF Therapy for Prevention and Healing Coronavirus Infections.

2 Powerful Ways that PEMF Therapy Prevents & Fights the Corona Virus at the Cellular Level!!

These two mechanisms are more fundamental than EVEN YOUR IMMUNE SYSTEM!
3/17/20 - There are now over 6000 cases in the U.S. and the number of cases are increasing exponentially.

The good news is PEMF can help in fundamental ways.

TWO Powerful Ways PEMF fights the Coronavirus at the cellular and molecular level!

This comes from 2 Research studies I mention in the video.

Study #1: PEMF suppresses & blocks the entry of the coronavirus and prevents it from injecting its genetic material. Without being able to penetrate and inject its genome into the cell, the virus CANNOT MULTIPLY and infection won't happen!

Study #2: PEMF disrupts late stages of virus assembly & budding. Therefore no viruses can leave the cell! Note: This is even more fundamental than the actions of your immune system!”

- A video titled, “PEMF & Deep Sleep For Coronavirus ‘Protection,’” posted on March 24, 2020 to www.youtube.com/watch?v=8yNrI_DalYw. In this video, you state: “... Now let's talk a little bit about PEMF and EMF.... If you have a PEMF device like the iMRS 2000 that has a biorhythm clock that's going to use lower and slower frequencies at night, it is one of the best tools that I know of for better sleep.... By having an external stimulus slow the brain down, like the iMRS 2000, it just works wonders for sleep.... Please do try to sleep better because that will help you to protect from the Coronavirus....”

The text accompanying this video states, “Coronavirus Update #3 - The Importance of Better Sleep for Strong Immunity! (& How PEMF Therapy can Help!). Video includes many free tips for better sleep.

In this video we'll explore the Importance of Sleep for Coronavirus Protection and Why PEMF therapy is one of THE best tools you can use to help you sleep better and fight the coronavirus.

First we'll look at how better sleep helps with FOUR fundamental aspects of the immune response (macrophage activity, IL-12 secretion, killer T-cell enhancement and increase in antibodies)

Tips for Better Sleep...

8) Use an earth based PEMF device with a biorhythm clock like the iMRS 2000!"

On the social media website <https://www.facebook.com/imrs2000pemf/>:

- In a post dated May 1, 2020 at 9:38 p.m., you wrote: "In a recent *Rolling Stone* magazine article regarding her recovery from COVID-19, **Cristina Cuomo** said, 'PEMF increases the speed with which your lungs and whole body can recover' and that it is 'good to use for any ailment, at any time.' iMRS.2000.com ...

"... She goes on to say that 'for COVID-19, [PEMF] increases the speed with which your lungs and whole body can recover... #pemf #Pemftherapy #rollingstone #energymedicine #covid19 #health #wellness #lungs #recover #holistic #imrs #imrs2000".

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, including, when appropriate, well-controlled human clinical studies, substantiating that the claims are true at the time they are made. For COVID-19, no such study is currently known to exist for the product identified above. Thus, any coronavirus-related prevention or treatment claims regarding such product are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims.

You are also advised to review all other claims for your products and services and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to Richard Cleland, Assistant Director via electronic mail at rcleland@ftc.gov describing the specific actions you have taken to address the FTC's concerns. If you have any questions regarding compliance with the FTC Act, please contact Richard Cleland at 202-326-3088.

Very truly yours,

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices