



STATE OF NEW YORK
OFFICE OF THE ATTORNEY GENERAL

LETITIA JAMES
ATTORNEY GENERAL

DIVISION OF SOCIAL JUSTICE
HEALTH CARE BUREAU

March 11, 2020

VIA EMAIL & U.S. MAIL

Mr. Steve Barwick
The Silver Edge
P.O. Box 84910
Phoenix, Arizona 85071

Re: CEASE AND DESIST NOTIFICATION

Dear Mr. Barwick:

The New York State Office of the Attorney General (“OAG”) is extremely concerned by your company’s representations about the efficacy of certain products for sale on your website that the company asserts will cure or prevent the 2019 novel coronavirus (COVID-19), including the Micro-Particle Colloidal Silver Generator (listed at \$250, and now temporarily sold out) and Silver Wire for use in the Silver Generator (ranging in price from \$35 to \$490). *See* <https://thesilveredge.com/shop/> (“Colloidal Silver Beats Coronavirus: the Clinical Documentation”).

The 2019 novel coronavirus (COVID-19) poses serious consequences to public health, and consumers are concerned as to how they can best protect themselves and their families. Your website posting may mislead consumers as to the effectiveness of The Silver Edge products in protecting against the current outbreak. The World Health Organization (“WHO”) has noted that there is no specific medicine to prevent or treat this disease. Therefore, any misrepresentation on the internet that The Silver Edge products are effective at combatting and/or treating COVID-19 violates New York law.

You are hereby advised to immediately cease and desist from making misleading claims as they violate New York’s consumer protection statutes, Executive Law § 63(12) and General Business Law Article 22-A §§ 349 and 350, which prohibit fraudulent and deceptive business practices and false advertising.¹

¹ Note that The Silver Edge’s current disclaimer (“The FDA has not evaluated the information contained on this website. Products distributed by The Silver Edge are not intended to diagnose, treat,

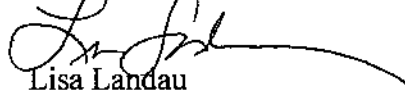
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Within the next **ten business days**, please contact the undersigned to confirm that you have so complied. Your failure to comply with this directive may result in further action by this office. Please be advised that the Office of the Attorney General is authorized pursuant to Executive Law § 63(12) and General Business Law Article 22-A to bring suit to enjoin any deceptive acts and practices, and to seek restitution, damages, and penalties of up to \$5,000 per violation (§ 350-d).

Very truly yours,

A handwritten signature in black ink, appearing to read 'Lisa Landau', with a long horizontal flourish extending to the right.

Lisa Landau

Chief, Health Care Bureau

cure, or prevent any disease...”) at the bottom of many webpages in miniscule font size makes it unlikely that potential customers will read or even see the disclaimer.