



STATE OF NEW YORK  
OFFICE OF THE ATTORNEY GENERAL

LETITIA JAMES  
ATTORNEY GENERAL

DIVISION OF SOCIAL JUSTICE  
HEALTH CARE BUREAU

March 11, 2020

**VIA EXPRESS MAIL**

Dr. Sherrill Sellman  
450 W 7<sup>th</sup> Street,  
Tulsa, Oklahoma 74119

**Re: CEASE AND DESIST NOTIFICATION**

Dear Dr. Sellman:

The New York State Office of the Attorney General (“OAG”) is extremely concerned by your statements made during the February 12, 2020 screening of The Jim Bakker Show. During this screening you were asked if the Silver Solution would be effective against the coronavirus, to which you responded: “Let’s say it hasn’t been tested on this strain of the coronavirus, but it’s been tested on other strains of the coronavirus and has been able to eliminate it within 12 hours.” New York residents can view and purchase colloidal silver products on your website. See <https://drsherrillsellman.com/shop/>.

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 guest television appearance may mislead consumers as to the effectiveness of colloidal silver 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 that colloidal silver 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.

Additionally, you are advised to immediately affix the disclaimer - “These products have not been evaluated by the Food and Drug Administration, and are not intended to diagnose, treat, cure, or prevent any disease.” – to all colloidal silver products offered for purchase on your website.

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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,



Lisa Landau  
Chief, Health Care Bureau