



STATE OF NEW YORK
OFFICE OF THE ATTORNEY GENERAL

LETITIA JAMES
ATTORNEY GENERAL

DIVISION OF SOCIAL JUSTICE
HEALTH CARE BUREAU

April 15, 2020

VIA EMAIL

Genesis II Church of Health & Healing
Barrio Casandra Damiron
Santa Cruz
81000, Barahona
Dominican Republic

Re: CEASE AND DESIST NOTIFICATION

To Whom It May Concern:

The New York State Office of the Attorney General (“OAG”) is extremely concerned by marketing claims that Sacramental Cleansing Water (also known as chlorine dioxide or MMS) is a means of curing or treating COVID-19. Kits with your organization’s logo that contain Sacramental Cleansing Water are being advertised as having “the 20-20-20 essentials that can kill the coronavirus.” See <https://genesischurch2.com/>. Additionally, your organization has published episodes on its weekly podcast encouraging consumers to take MMS to treat or prevent COVID-19. See <https://genesis2church.ch/>. In “Broadcast #182 – The Coronavirus is Curable,” host Mark Grenon made the following affirmations: (1) at 17:20, “every week I’m putting in the G2 sacramental dosing for coronavirus,” and (2) at 18:22, “it might even kick [the virus] out the first day.”

The 2019 novel coronavirus poses serious consequences to public health, and consumers are concerned as to how they can best protect themselves and their families. These claims may mislead consumers as to the effectiveness of Genesis II Church’s 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 Genesis II Church’s 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 any such 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.

Genesis II Church

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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,

/s/ Lisa Landau

Lisa Landau

Chief, Health Care Bureau