



STATE OF NEW YORK
OFFICE OF THE ATTORNEY GENERAL

LETITIA JAMES
ATTORNEY GENERAL

DIVISION OF SOCIAL JUSTICE
HEALTH CARE BUREAU

March 12, 2020

VIA EMAIL & U.S. MAIL

Mr. Alex Jones
Managing Member
Free Speech Systems, LLC
3005 S Lamar Boulevard
Suite D109-393
Austin, TX 78704

Re: CEASE AND DESIST NOTIFICATION

Dear Mr. Jones:

The New York State Office of the Attorney General (“OAG”) is extremely concerned by your representations during the March 7, 2020 screening of The Alex Jones Show about the efficacy of certain products for sale on your website (InfowarsStore.com) that you assert will cure or prevent the 2019 novel coronavirus, including DNA Force Plus supplements, Silversol products and Superblue toothpaste.

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 representations may mislead consumers as to the effectiveness of the above-named products in protecting against the current outbreak. Both the Centers for Disease Control and Prevention (“CDC”) and the World Health Organization (“WHO”) have stated that there is no specific medicine to prevent or treat this disease. Therefore, any misrepresentation that the above-named 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 The InfowarsStore.com current disclaimer (“[Th[ese] product[s] are not intended to diagnose, treat, cure, or prevent any disease...””) at the bottom of the product page in miniscule font size makes it unlikely that potential customers will read or even see the disclaimer.

Mr. Alex Jones
March 12, 2020
Page 2 of 2

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, sweeping horizontal line extending to the right.

Lisa Landau
Chief, Health Care Bureau