



STATE OF NEW YORK  
OFFICE OF THE ATTORNEY GENERAL

LETITIA JAMES  
ATTORNEY GENERAL

DIVISION OF SOCIAL JUSTICE  
HEALTH CARE BUREAU

March 19, 2020

**VIA EMAIL**

Mr. Wayne Allyn Root  
Newsmax Media  
P.O. Box 20989  
West Palm Beach, Florida, 33416

**Re: CEASE AND DESIST NOTIFICATION**

Dear Mr. Root:

The New York State Office of the Attorney General (“OAG”) is extremely concerned by your statements during the March 11, 2020 screening of The Wayne Allyn Root Show. As the program closed, you stated, “My Doctor Suggests’ message is next. You fear coronavirus, here’s a very important message now.” Then, an advertisement by My Doctor Suggests, LLC for alkaline structured silver aired, and viewers were offered a discount when using the promotional code “root.”

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 product 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 product is 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.

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

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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