

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

COMMISSIONERS: William E. Kovacic, Chairman
Pamela Jones Harbour
Jon Leibowitz
J. Thomas Rosch

In the Matter of

HOLLY A. BACON,
doing business as Cleansing Time Pro.

DOCKET NO.

COMPLAINT

The Federal Trade Commission, having reason to believe that Holly A. Bacon, doing business as Cleansing Time Pro ("respondent"), has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public interest, alleges:

1. Respondent is the sole proprietor of Cleansing Time Pro, a Nevada company with its principal office or place of business at 9732 State Rt. 445, #114, Sparks, Nevada 89436.
2. Respondent has advertised, labeled, offered for sale, sold, and distributed herbal products to the public, including Cleansing Time Pro Black Salve & Tablets. Respondent offers these products through her website, www.cleansingtimepro.com. Cleansing Time Pro Black Salve & Tablets are "foods" and/or "drugs" within the meaning of Sections 12 and 15 of the Federal Trade Commission Act.
3. According to respondent's promotional materials, Cleansing Time Pro Black Salve & Tablets contain "blood root, galangal & zinc chloride in a base of blended synergistic herbs (+ calcium in the tablets)." Cleansing Time Pro Black Salve is an ointment that respondent recommends for external use. Alternatively, respondent recommends that consumers take the product internally by purchasing Black Salve Tablets or by placing an amount of the Black Salve ointment into a gelatin capsule.
4. Respondent promotes her Cleansing Time Pro Black Salve Tablets and Gelatin Capsules as an internal treatment or cure for many kinds of cancer including stomach, colon, prostate, testicular,

bladder, throat, thyroid, mouth, cervical, uterine, ovarian, pancreatic, breast, lung, liver, kidney, brain, and bone cancers, as well as lymphoma. Respondent also promotes these products as an internal treatment for various viral infections, including hepatitis, HIV, SARS, West Nile Virus, and Avian Bird Flu. Respondent promotes her Cleansing Time Pro Black Salve as an external treatment for carcinoma, melanoma, and other skin cancers. Excluding shipping and handling fees, respondent charges \$49.95 for a one-ounce jar of Cleansing Time Pro Black Salve, and \$34.95 for a 15-day supply of Cleansing Time Pro Black Salve Tablets (60 tablets).

5. The acts and practices of respondent alleged in this complaint have been in or affecting commerce, as "commerce" is defined in Section 4 of the Federal Trade Commission Act.

6. Respondent has disseminated or caused to be disseminated advertisements for Cleansing Time Pro Black Salve & Tablets, including but not necessarily limited to the attached Exhibits A and B. These advertisements contain the following statements:

Internet Advertising (respondent's website, www.cleansingtimepro.com)

A. "Cleansing Time Pro

CANCER, VIRUS & HEART DISEASE PRODUCTS
NATURAL - EASY TO USE
USE IN THE COMFORT OF YOUR OWN HOME
NO HEALTH INSURANCE REQUIRED

We have many testimonials to support our products from people who have used them to avoid major operations, radiation, chemotherapy & other drugs! We invite you to read this entire page & click on the buttons to the left to learn more about these wonderful products.

Cleansing TimeTM Pro Black Salve & Tablets:

All natural herbal cancer & virus treatment & preventative that is **the** 'ORIGINAL FORMULA' and is the **Grandfather** of black salve used for over 116 years! This product has been used successfully on humans, pets & animals to prevent cancer, treat & overcome a wide range of internal & external cancers, viruses and other illnesses. It starts working in 5 seconds!

Known Uses for Cleansing TimeTM Pro Black Salve & Tablets

- Used in place of radiation therapy treatments & chemotherapy treatments

- Used to attack all known forms of cancer in & on the human & animal
- Used to eliminate fluid build up around tumors & shrink [sic] them
- Used to normalize a-typical cells with the capability of becoming a cancer
 - Used **internally** to treat & overcome a variety of cancers, malignancies & tumors. Used for stomach cancer, colon cancer, prostate cancer, testicular cancer, bladder cancer, throat cancer, thyroid cancer, mouth cancer, cervical cancer, uterine cancer, ovarian cancer, pancreatic cancer, breast cancer, lung cancer, liver cancer, kidney cancer, brain cancer & brain tumors, lymphoma, blood diseases, bone cancer & all types of viruses
 - Used **externally** as a skin cancer treatment, treating carcinoma, melanoma, warts, moles & as a drawing salve
 - People with in-operable cancers sent home to die have used black salve with astonishing results
- . . .
- Used to treat all types of hepatitis viruses, HIV, SARS & West Nile Virus
- . . .

Testimonials and classic examples:

Unfortunately there is not enough room on this site to cover all the testimonials from people who have used these products to treat minor conditions to very serious conditions by both humans and their pets & animals. You are always welcome to use the products first hand to discern their value and/or pass the information along to those who may benefit.

I had lymphoma B cancer & used this herbal **Black Salve** internally & **Black Salve Tablets** instead of a doctors prescribed 68 radiation treatments with excellent results! I avoided all the unwanted long term side effects of radiation by using black salve. I have chosen to share my experience with others so that they may benefit from it as I have. My cancer is gone and as an added bonus I have a lot more energy. My oncologist told me near the middle of my black salve treatment I had 'the blood of a child' but he didn't know why. I had serious reservations about having radiation because of all I've heard & seen from people who have had it. After all these years of humans being subjected to radiation and all the testing they've done with

it, people are still dying from it! In my opinion, black salve is the safest and most effective alternative to radiation. Holly B.

I have been plagued for 20 years with malignant basil cell carcinoma. [sic] My face & forehead have seven scars from the doctor's knife. Recently my daughter, who used black salve for her horse's melanoma, gave me a little dab of black salve. I used it on what I was sure was another malignant cancer. I made 1 application & about 10 days [sic] the tumor came off in the bandaid. There was a hole about 1/8 of an inch deep. It has now filled in & I don't believe there will be much of a scar, if any. I have the salve on another & hopefully the last, cancer & it's working just like the first. To me this is a miracle salve. Bill P., TX.

. . .

About Cleansing Time Pro

Cleansing Time Pro was established to meet the concerns and problems faced by cancer, virus, heart & vascular diseased victims who are seeking treatment for their conditions.

We began on the frontiers and over 116 years later are on the cutting edge of protecting people from such deadly diseases as the Bird Flu, SARS and the West Nile Virus worldwide! It was only months ago we first heard of these and they spread quickly to the U.S. It is common knowledge there is little that can be done once infected, according to health professionals. Medical facilities have even tried to hide the number of people infected! This is because they are not knowledgeable about and did not use our herbal treatment that is effective against viruses but instead relied on traditional medical paths. They soon discovered they were faced with full blown epidemics and most recently of SARS and the West Nile Virus. Cleansing Time Pro is all about revealing the facts. With Cleansing Time Pro's Black Salve Tablets, why not protect or treat yourself? It starts working within 5 seconds!

. . .

While traditional medical paths have helped many they have also made many, many people sick. In contrast, Cleansing Time Pro is here to make people aware there is an alternative & there is something you can do right now even if you have no insurance! Our alternative treatment products have over 116 years of history behind them with

many, many testimonials to prove their weight for treating & overcoming a long list of conditions unrelated & related to viruses & cancer in & on the human body as well as most pets & animals. Do you have heart or vascular problems? We have helped thousands with that too!

We believe our products are key to treatment of cancer, viruses, heart & vascular disease and prevention can be attained here in the U.S. as well as abroad.

. . ."

[Exhibit A, respondent's website www.cleansingtimepro.com, as accessed on February 6, 2008]

Print Advertising (respondent's Black Salve & Tablet Information & Instruction Package)

B. "DIRECTIONS FOR HUMAN USE:

. . .

Black Salve - Used Externally (Read carefully - starts working within 5 seconds)

Black Salve has been used to draw out all kinds of foreign material from the body such as glass, wood, shrapnel as well as cancer tumors and abnormal cells and tissue.

. . .

The medical approach is successful in some peoples lives. However, some people who use Black Salve do not have medical operations, chemotherapy or radiation treatments with reported results. Some people have had all operations, chemotherapy and radiation either in whole or in part and have taken Black Salve with reported results. Some people with inoperable cancer/tumors have taken Black Salve with reported results. So it doesn't matter where you are in your treatment, just that you are doing something, because time is of the essence. Most people like the fact that Black Salve, a natural holistic folk remedy, can be taken in the comfort of their own home without insurance.

. . .

IMPORTANT WARNING NOTES:

. . .

Black salve can cause swelling. Because of this, people with brain tumors should not take black salve. However, if treating a brain tumor(s) with black salve you may need a qualified surgeon to insert a small hole(s) in the skull [sic] to relieve pressure. Do not think this is odd in any way. Many brain tumors are inoperable. However, a small hole is far superior to the sort of treatment one would receive from the full blown standard medical procedures.

. . .

Known Uses For Cleansing time™ Pro Black Salve & Tablets:

- Used in place of radiation therapy treatments & chemotherapy treatments
- Used to attack all known forms of cancer in & on the human & animal bodies
- Used to eliminate fluid build up around tumors & shrink them
- Used to normalize a-typical cells with the capability of becoming a cancer
- Used internally to prevent & treat a variety of cancers, malignancies & tumors such as in the stomach, colon, prostate, testicles, bladder, throat, thyroid, mouth, cervix, uterus, ovaries, pancreas, breasts, lungs, liver, kidney, skin, lymph nodes, extremities, blood, brain & bone & terminal cancer
- Used internally to prevent & treat all types of viruses & virus infections such as colds, flu, strep throat, mouth & gum diseases, yeast infections, all types of herpes & hepatitis viruses, shingles and even things such as prevention & treatment of HIV, SARS, West Nile Virus & Avian Bird Flu
- Used externally to treat skin cancer, carcinoma, melanoma, warts, moles & as a drawing salve

. . .

- Used to purify blood & induce oxygen into the system inhibiting carcinogen growth

. . .

Ingredients & Formula:

Blood root, galangal & zinc chloride in a base of blended synergistic herbs (+ calcium in the tablets). Extensive research into herbal and plant life properties has indicated substantial disease prevention and healing qualities in each

as well as having a multiplying effect when combined together.

Cleansing Time Pro's products have a natural chemical which enhances an enzyme known to neutralize carcinogens prior to their stimulating tumor growth. This works directly on the immune system and, quite naturally, acts as a preventative in that capacity. Reference: National Academy of Science.

Several case histories have revealed that formulating the proper portions of various herbal, as well as mineral ingredients results in a wide variety of healing abilities. Improper portions of the ingredients will not result in a favorable outcome. Therefore, duplication of 'Original Formula' Cleansing Time Pro Black Salve should not & can not be achieved.

History of Black Salve:

In 1890 Tom McCreary was diagnosed as having incurable, cancerous tumors on his neck, by physicians. They refused to operate, not wanting to risk his jugular vein. Tom said he paid attention to a repeated dream that came to him about how to make a remedy to cure himself. He obtained the elements and herbs for the remedy from some gypsies traveling through Texas at the time. He mixed up a black salve and applied it to his tumors. In less than a month Tom was healed and went on to live another 70 years. Over his lifetime, he was a preacher, rancher, doctor, farmer and sheriff under Judge Parker. He lived with a strength that became legendary. Tom kept the formula for the black salve to himself except for sharing it with an old friend. After Tom's long life, his son Howard and grandson Mickey, sought out the old friend who taught them how to make the black salve. Howard McCreary, attempting to make the black salve available to everyone, started a company in the '60's. The company had some tests done in the early '70's at the University of Colorado to discover more about it. The Veterinarian College at Fort Collins tested it on all viruses known at the time. They discovered that it killed those known viruses on contact. They discovered that with one application, sarcoids on horses (similar to skin cancer) had an 80% cure. With two applications, they achieved 100% cure. For many years it had been used to cure cancer in cows, save herds of calves from early viral diseases and treat abnormal tissue growths in all kinds of pets. By word of mouth, ranchers, homesteaders and folks on the rodeo circuits used it on external cancers, tumors and growths on themselves. Some successfully treated gangrene and even leprosy, in situations far from towns and doctors. Tom's

son, Howard McCreary, was the first to use it internally. He had been diagnosed as having stomach cancer in the '60's. After he checked himself in the hospital for surgery the night before, as they did in those days, he took the first dose in a capsule without telling his doctors. The next morning they postponed his surgery because he was running a fever which continued for several days. On the 5th day, Howard said he passed a large quantity of black, vile smelling feces - apparently the growth itself. When the doctors took x-rays, they discovered that the cancerous growth was gone. Howard went on to live another 25 years without recurring stomach cancer.

. . ."

[Exhibit B, respondent's Black Salve & Tablet Information & Instruction Package]

Deceptive Representations Regarding the
Efficacy of Cleansing Time Pro Black Salve & Tablets

7. Through the means described in Paragraph 6, respondent has represented, expressly or by implication, that Cleansing Time Pro Black Salve & Tablets:

- A. are effective in preventing, treating and/or curing all cancers, malignancies and tumors, including, but not limited to, stomach cancer, colon cancer, prostate cancer, testicular cancer, bladder cancer, throat cancer, thyroid cancer, mouth cancer, cervical cancer, uterine cancer, ovarian cancer, pancreatic cancer, breast cancer, lung cancer, liver cancer, kidney cancer, brain cancer and brain tumors, lymphoma, blood diseases, and bone cancer;
- B. are effective in treating inoperable cancers;
- C. are effective in treating skin cancer, including melanoma;
- D. are effective in reducing the size of, or eliminating, cancerous tumors;
- E. are safer and more effective in the treatment of cancer than are conventional cancer therapies, such as surgery, radiation, chemotherapy, and other drug treatments; and
- F. are effective in preventing, treating, and/or curing numerous viral infections, including hepatitis, HIV, SARS, West Nile Virus, and Avian Bird Flu.

8. Through the means described in Paragraph 6, respondent has represented, expressly or by implication, that she possessed and relied upon a reasonable basis that substantiated the representations set forth in Paragraph 7, at the time the representations were made.

9. In truth and in fact, respondent did not possess and rely upon a reasonable basis that substantiated the representations set forth in Paragraph 7, at the time the representations were made. Therefore, the representation set forth in Paragraph 8 was, and is, false or misleading.

Deceptive Representation Regarding
Endorser of Cleansing Time Pro Black Salve & Tablets

10. Through the means described in Paragraph 6, respondent has disseminated testimonials for Cleansing Time Pro Black Salve & Tablets from consumers who purportedly were treated or cured of cancer in the ordinary course of using the product. Respondent has failed to disclose adequately that one of the endorsers had a material connection with Cleansing Time Pro. Specifically, at the time of providing her endorsement, one of the consumers was Holly A. Bacon, the sole owner of Cleansing Time Pro. This fact would materially affect the weight and credibility given by consumers to the endorsement and would be material to consumers in their purchase or use of the products. Therefore, the failure to adequately disclose this fact, in light of the representation made, was, and is, a deceptive practice.

11. The acts and practices of respondent as alleged in this complaint constitute unfair or deceptive acts or practices, and the making of false advertisements, in or affecting commerce in violation of Sections 5(a) and 12 of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission this day of
, 2008, has issued this complaint against respondent.

By the Commission.

Donald S. Clark
Secretary

SEAL: