# Overcoming the Odds: A Win in the Fight for Health Freedom

written by Dr. Ronald Hoffman | March 12, 2025

In this special episode of the Intelligent Medicine podcast, Dr. Ronald Hoffman interviews Nathan Jones, CEO and founder of Xlear, Inc., about the extraordinary legal battle Xlear faced against the Federal Trade Commission (FTC) for making scientific claims about their xylitol-based products. Despite submitting numerous studies to substantiate their claims, the FTC pursued the case, which began in 2020 during the COVID-19 pandemic. Jones shares the journey and significant personal and financial costs involved, ultimately leading to the FTC dropping the case. The episode explores the broader implications for the natural products industry and highlights the importance of continued advocacy for scientific truth and free speech.