

# jimhumble.co

A website that promotes a potentially dangerous bleach-like solution as a cure for conditions ranging from autism to cancer to the Wuhan coronavirus.

## Ownership and Financing

JimHumble.co does not clearly disclose its ownership. The site is named after Jim Humble, who claims on the website to have discovered the Miracle Mineral Solution (MMS) on a gold mining expedition in South America in 1996. The U.S. Food and Drug Administration says that MMS is made by mixing a sodium chlorite solution with a citric acid, such as lemon or lime juice. This creates chlorine dioxide, which the FDA calls "a powerful bleaching agent."

A November 2016 Houston Press article on Humble described him as "an ex-Scientologist and gold prospector." Los Angeles television station KABC-TV reported in October 2016 that Humble had claimed he was a billion-year-old god from the Andromeda galaxy.

In 2010, Humble founded the Genesis II Church of Health and Healing in Angleton, Texas, naming himself its "archbishop." Humble said in an October 2017 blog post announced he was retiring from the church. However, a disclaimer at the bottom of JimHumble.co says, "The protocols described on this site are official sacraments of the Genesis II Church of Health and Healing."

The site runs advertisements for Humble's books, with titles such as "Master Mineral Solution of the 3rd Millennium," and "MMS Health Recovery Guidebook." The site itself does not sell MMS products, but does direct readers to suppliers on the page titled "Where To Buy MMS."

## Content

JimHumble.co's content primarily promotes MMS as a medical treatment. On the site's homepage, Humble wrote, "Realizing I found 'real gold' when I discovered MMS, from that point on I've dedicated all my time and effort to helping others recover their health and to bringing this technology to the world. It is my mission to bring this knowledge of health recovery to mankind."

The site provides general information about MMS on pages with titles such as "How to Make MMS," "MMS History," and "MMS Testimonials."

The Blog section includes articles, all credited to Humble, which promote MMS and Humble's books, with titles such as "Key Factors to Health Recovery" and "MMS Tabs and Easy MMS."

The site also hosts an archive of Humble's newsletter, the most recent of which is dated October 2016.

## Credibility

JimHumble.co relies on false and unsubstantiated claims in order to promote MMS as a cure for numerous diseases, despite the dangers of ingesting the bleach-like solution.

On the site's homepage, Humble claimed that MMS "has proven to restore partial or full health to hundreds of thousands of people suffering from a wide range of disease, including cancer, diabetes, hepatitis A, B, C, Lyme disease, MRSA, multiple sclerosis, Parkinson's, Alzheimer's, HIV/AIDS, malaria, autism, infections of all kinds, arthritis, high cholesterol, acid reflux, kidney or liver diseases, aches and pains, allergies, urinary tract infections, digestive problems, high blood pressure, obesity, parasites, tumors and cysts, depression, sinus problems, eye disease, ear infections, dengue fever, skin problems, dental issues, problems with prostate (high PSA), erectile dysfunction and the list goes on."

Similar claims have been made in the site's blog posts. In an August 2019 article, headlined "MMS Protocols—Humble Style," Humble claimed that MMS treats several ailments. "This plan IS for whatever ails you," the article said. "In other words, it is the protocol for Lyme, or Parkinson's, or cancer, or fibromyalgia, herpes, Alzheimer's, hepatitis A, B and C, liver disease etc. etc. etc. you name it, the list goes on."



**Proceed with caution: This website severely violates basic standards of credibility and transparency.**

**Score: 27.5/100**

- ✗ **Does not repeatedly publish false content** (22 points)
- ✗ **Gathers and presents information responsibly** (18)
- ✗ **Regularly corrects or clarifies errors** (12.5)
- ✓ **Handles the difference between news and opinion responsibly** (12.5)
- ✓ **Avoids deceptive headlines** (10)
- ✗ **Website discloses ownership and financing** (7.5)
- ✗ **Clearly labels advertising** (7.5)
- ✗ **Reveals who's in charge, including any possible conflicts of interest** (5)
- ✓ **The site provides names of content creators, along with either contact or biographical information** (5)

*Criteria are listed in order of importance.  
More information.*

There is no scientific evidence that backs Humble's claims that MMS can treat any disease. Since 2010, the FDA has issued multiple warnings to consumers about MMS. Similar warnings were issued in 2010 by the U.K. Food Standards Agency and Health Canada.

In an August 2019 press release on MMS, the FDA said it is "not aware of any research showing that these products are safe or effective in treating any illness" and warned that consuming MMS "is the same as drinking bleach." Possible side effects from ingesting the solution include "severe vomiting, severe diarrhea, life-threatening low blood pressure caused by dehydration, and acute liver failure," the agency said.

In a January 2020 blog post titled "A Word on Coronavirus," Humble suggested that MMS could be used to treat the Wuhan coronavirus. "I have been receiving feedback for over 22 years from people all around the world who have given testimony of how they recovered their health from a vast variety of disease, many life-threatening, with MMS," the article said. "Therefore, I have every reason to believe it can be effective in stopping and preventing the current novel coronavirus going around today."

Humble's post provided no evidence to back his claim that MMS could treat or prevent the Wuhan coronavirus. According to the U.S. Centers for Disease Control and Prevention and the World Health Organization, there was no specific treatment recommended for the Wuhan coronavirus, as of February 2020.

The website has also misrepresented other uses of chlorine dioxide to combat the FDA's safety warnings. A page titled Important Facts Regarding MMS," said that "Chlorine dioxide is used in more than 1000 public water works to kill the diseases of mankind. Why would anyone refuse to believe that it cannot be used to kill the diseases in the water of the human body?"

Despite the website's numerous claims that MMS can treat a wide range of diseases, it also admits there is no scientific evidence to back these assertions.

"We do not claim that there is medical proof," the site said on its "Frequently Asked Questions" page. "There is however, proof for those who care to check and observe. We allude to the fact that we have anecdotal evidence. Some scientifically trained people try to discount our evidence because it is anecdotal. When one has three or four anecdotal confirmations that may be somewhat questionable, but when the confirmations are in the thousands upon thousands, then that changes the case. Even science tells us that when there are thousands of cases of anecdotal evidence there is likely to be some correlation."

Because JimHumble.co has repeatedly published false claims to promote the unproven and potentially dangerous MMS treatment, NewsGuard has determined the site repeatedly publishes false content and fails to gather and present information responsibly.

The site does not post a policy for correcting errors and NewsGuard could not find any examples of corrections.

The section on the homepage titled "A word from Jim Humble" makes it clear the site is designed to promote MMS. "Realizing I found 'real gold' when I discovered MMS, from that point on I've dedicated all my time and effort to helping others recover their health and to bringing this technology to the world," Humble wrote. "It is my mission to bring this knowledge of health recovery to mankind."

Because the site discloses its mission, and none of its articles or pages are labeled as news, NewsGuard has determined the site handles the difference between news and opinion responsibly.

Headlines on the site are generally broad, and stories that contain false or misleading information avoid including those claims in the headline. For example, the blog post promoting the false claim that MMS can treat the Wuhan coronavirus is titled "A Word on Coronavirus."

Three emails sent by NewsGuard to the site's general email address, seeking comment on its history of promoting false health claims about MMS and its approach to correcting errors, were not returned.

## Transparency

The site includes a biography for Humble on its About page, but it does not identify him as the site's owner or editorial leader. Humble is credited as the author on all of the site's blog posts. A general email

address on the Contact page is the only contact information provided.

Blog posts on the site often promote Humble's books. For example, the August 2019 article headlined "MMS Protocols—Humble Style," included a link for readers to buy Humble's "MMS Health Recovery Guidebook." The post says that in the book, "I thoroughly outline my Health Recovery Plan. This plan IS for whatever ails you."

A January 2019 article titled "First Line of Defense," promoted the same book, stating, "I receive letters from people all around the world on a daily basis asking a wide range of questions regarding MMS—can it do this, that, and the other. The answer to nearly every single question I receive is in my book the MMS Health Recovery Guidebook." The article also included a link to buy the book.

Because Humble's products are promoted within news posts, NewsGuard has determined that the website does not meet NewsGuard's standard for clearly labeling advertising.

## History

The site's domain name was registered in 2018. However, its earliest blog post is dated 2016.

YouTube removed an unspecified number of Humble's videos promoting MMS in May 2019 after being contacted by Business Insider.

In a statement to Business Insider, YouTube said it removed content flagged to the service that "intended to encourage dangerous activities that have an inherent risk of physical harm."

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Edited by: Amy Westfeldt

Send feedback to NewsGuard: [Click Here](#)

## Sources

### Ownership and Financing

<https://genesis2church.ch/our-church>  
<https://www.linkedin.com/company/genesis-ii-church-of-health-and-healing/about/>  
<https://www.houstonpress.com/news/heres-why-authorities-want-to-stop-the-sale-of-jim-humbles-miracle-cure-8909556>  
<https://jimhumble.co/buy-mms>  
<https://abc7.com/1578279/>  
<https://jimhumble.co/blog/my-retirement>

### Content

<https://jimhumble.co/newsletter-archive>  
<https://jimhumble.co/blog>  
<https://jimhumble.co/blog/key-factors-to-health-recovery>  
<https://jimhumble.co/blog/mms-tabs-and-easy-mms>  
<https://jimhumble.co/videos>  
<https://jimhumble.co/how-to-make-mms>  
<https://jimhumble.co/mms-protocols>  
<http://mmstestimonials.is/>

### Credibility

Archived homepage with false claim:  
<https://web.archive.org/web/20200207171034/https://jimhumble.co/>  
August 2019 blog post:  
<https://web.archive.org/web/20191215032713/https://jimhumble.co/blog/mms-protocols-humble-style>  
2019 FDA warning: <https://www.fda.gov/consumers/consumer-updates/danger-dont-drink-miracle-mineral-solution-or-similar-products>  
2019 FDA press release: <https://www.fda.gov/news-events/press-announcements/fda-warns-consumers-about-dangerous-and-potentially-life-threatening-side-effects-miracle-mineral>  
2010 FDA warning: <https://wayback.archive-it.org/7993/20170112005300/http://www.fda.gov/downloads/ForConsumers/ConsumerUpdates/UCM228057.pdf>  
2010 UK warning:  
<https://web.archive.org/web/20120520125838/http://food.gov.uk/news/newsarchive/2010/sep/mms>  
2010 Health Canada warning:  
[https://web.archive.org/web/20120615094045/http://www.hc-sc.gc.ca/ahc-asc/media/advisories-avis/\\_2010/2010\\_74-eng.php](https://web.archive.org/web/20120615094045/http://www.hc-sc.gc.ca/ahc-asc/media/advisories-avis/_2010/2010_74-eng.php)  
Important Facts About MMS page:  
<https://web.archive.org/web/20200211154438/https://jimhumble.co/important-facts-regarding-mms>  
Coronavirus

Coronavirus.

<https://www.who.int/news-room/q-a-detail/q-a-coronaviruses>

<https://www.cdc.gov/coronavirus/2019-ncov/about/prevention-treatment.html>

FAQ page:

<https://web.archive.org/web/20200211173420/https://jimhumble.co/faq>

<https://www.atsdr.cdc.gov/phs/phs.asp?id=580&tid=108>

[https://journal.chestnet.org/article/S0012-3692\(16\)49532-2/fulltext](https://journal.chestnet.org/article/S0012-3692(16)49532-2/fulltext)

[https://www.vice.com/en\\_us/article/xwe8j3/this-miracle-solution-is-marketed-as-a-cure-for-cancer-and-hiv-its-bleach](https://www.vice.com/en_us/article/xwe8j3/this-miracle-solution-is-marketed-as-a-cure-for-cancer-and-hiv-its-bleach)

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### Transparency

Unlabeled ad: <https://jimhumble.co/blog/mms-protocols-humble-style>

Unlabeled ad: <https://jimhumble.co/blog/first-line-of-defense>

<https://jimhumble.co/bookstore/mms-health-recovery-guidebook>

Credited at end of blog post: <https://jimhumble.co/blog/mms-tabs-and-easy-mms>

<https://jimhumble.co/about>

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### History

Earliest blog post: <https://jimhumble.co/blog/jim-humble-s-response-to-abc-news-20-20-program-of-october-29-2016>

<https://domainbigdata.com/jimhumble.co>

<https://www.businessinsider.com/mms-jim-humble-bleach-autism-cure-youtube-2019-5?r=US&IR=T>