# Social media influencer continues to promote toxic bleach as autism cure despite health warnings



A social media influencer is under scrutiny for promoting industrial bleach as a non-scientific “cure” for autism, despite widespread health warnings and alarming reports of serious health issues among children following her guidance. Kerri Rivera, who boasts over 17,000 followers on Instagram and additional presence on TikTok, advocates for the use of chlorine dioxide (CD), a harmful chemical typically used for bleaching textiles and industrial disinfecting. Health experts have condemned her promotion as not only misleading but also dangerous for vulnerable families.

Parents in Rivera's private support group have shared alarming testimonies of their children's adverse reactions after following her recommendations. Reports indicate symptoms such as vomiting, rashes, seizures, and unusual chemical odours in urine, suggesting a toxic response to the treatment. One concerned parent noted, “I have noticed a high ammonia-smelling urine in my daughter's pull-ups... I imagine these are the parasites dying and leaving behind their toxins.” Rivera misleadingly assures these parents that such symptoms indicate the treatment is effective, reinforcing the erroneous belief that autism is related to toxins or parasites.

Despite the lack of scientific validity, Rivera's claims persist. The UK Health Security Agency has issued stark warnings regarding the ingestion of chlorine dioxide, highlighting grave health risks like severe abdominal pain, vomiting blood, and in extreme cases, shock due to depleted blood volume. Medical professionals have raised alarms that in children, ingestion can lead to severe complications, including damage to the bowel lining and seizures. Tim Nicholls, from the National Autistic Society (NAS), deemed the promotion of this so-called “protocol” as “wrong, dangerous and harmful,” emphasizing that autism is a lifelong neurodevelopmental condition that cannot and should not be construed as a disease requiring a cure.

While Rivera has faced backlash within online communities, a collective of concerned mothers has taken matters further, infiltrating private Facebook groups to counteract the spread of misinformation regarding false autism treatments. These parents are actively working to protect their children from harmful practices and educate others about the dangers of these unwarranted claims. Efforts led by the NAS and organisations like Ambitious about Autism aim to empower families with accurate information sourced from trusted medical professionals, pressing the importance of vigilance against online scams.

Legal action has also been initiated in response to the dangerous claims associated with Rivera's products. The Illinois Attorney General's office previously intervened, resulting in Rivera agreeing to stop conducting seminars or selling products in the state. This legal scrutiny highlights the balance between freedom of expression and the necessity of protecting public health from potentially life-threatening misinformation.

Despite these efforts, Rivera continues to assert her misleading claims within her active online platforms. A petition calling for the removal of her accounts has garnered over 30,000 signatures, reflecting widespread concern among netizens regarding the misinformation being circulated. As the discussion around autism treatment continues to evolve, the persistence of harmful myths underscores the critical need for informed public discourse and the responsibility of social media platforms to regulate health-related content.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/news/health/autism-bleach-cure-mms-chlorine-dioxide-b2760562.html), [[2]](https://www.nbcnews.com/tech/internet/moms-go-undercover-fight-fake-autism-cures-private-facebook-groups-n1007871)
* Paragraph 2 – [[1]](https://www.independent.co.uk/news/health/autism-bleach-cure-mms-chlorine-dioxide-b2760562.html), [[6]](https://www.snopes.com/news/2018/09/04/autism-bleach-enemas/), [[7]](https://www.quackwatch.org/consumer-protection/fdaactions/mms/)
* Paragraph 3 – [[3]](https://www.nbcchicago.com/news/local/illinois-attorney-general-lisa-madigan-miracle-mineral-solution-autism/1996315/), [[4]](https://www.nbcchicago.com/news/local/chicago-woman-offers-controversial-miracle-treatment-for-autism/111922/)
* Paragraph 4 – [[2]](https://www.nbcnews.com/tech/internet/moms-go-undercover-fight-fake-autism-cures-private-facebook-groups-n1007871), [[5]](https://www.wired.com/story/amazon-autism-fake-cure-books/)
* Paragraph 5 – [[1]](https://www.independent.co.uk/news/health/autism-bleach-cure-mms-chlorine-dioxide-b2760562.html), [[3]](https://www.nbcchicago.com/news/local/illinois-attorney-general-lisa-madigan-miracle-mineral-solution-autism/1996315/)

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## Bibliography

1. <https://www.independent.co.uk/news/health/autism-bleach-cure-mms-chlorine-dioxide-b2760562.html> - Please view link - unable to able to access data
2. <https://www.nbcnews.com/tech/internet/moms-go-undercover-fight-fake-autism-cures-private-facebook-groups-n1007871> - This article discusses how mothers are infiltrating private Facebook groups to combat the promotion of fake autism cures, particularly focusing on the use of chlorine dioxide, a chemical compound promoted as a 'miracle cure' for various ailments, including autism. The piece highlights the dangers associated with such treatments and the efforts of these mothers to protect their children from harmful misinformation.
3. <https://www.nbcchicago.com/news/local/illinois-attorney-general-lisa-madigan-miracle-mineral-solution-autism/1996315/> - The article reports on the Illinois Attorney General's office taking action against Kerri Rivera, who was promoting the 'Miracle Mineral Solution' (MMS) as a cure for autism. Rivera agreed not to conduct seminars or sell products in Illinois after the Attorney General's office intervened, highlighting the legal and health concerns associated with such unproven treatments.
4. <https://www.nbcchicago.com/news/local/chicago-woman-offers-controversial-miracle-treatment-for-autism/111922/> - This piece covers Kerri Rivera's promotion of a controversial 'miracle treatment' for autism, involving the use of chlorine dioxide. Critics argue that the treatment is dangerous and lacks scientific evidence, with medical professionals expressing concerns over its safety and efficacy.
5. <https://www.wired.com/story/amazon-autism-fake-cure-books/> - The article examines how Amazon sells books promoting the 'Miracle Mineral Solution' (MMS) as a cure for autism, despite the substance being unproven and potentially harmful. It discusses the implications of such sales and the responsibility of platforms like Amazon in regulating content related to health treatments.
6. <https://www.snopes.com/news/2018/09/04/autism-bleach-enemas/> - This Snopes article investigates the claims made by Kerri Rivera and others who promote the use of chlorine dioxide, or 'Miracle Mineral Solution' (MMS), as a cure for autism. It debunks these claims, highlighting the lack of scientific evidence and the potential dangers associated with such treatments.
7. <https://www.quackwatch.org/consumer-protection/fdaactions/mms/> - The Quackwatch article details enforcement actions against marketers of the 'Miracle Mineral Solution' (MMS), including Kerri Rivera. It discusses the legal measures taken to prevent the promotion and sale of MMS as a cure for autism, emphasizing the health risks and lack of scientific support for such claims.