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Kevin Trudeau, this would be called "bribery," a "conflict of interest" or "payoffs." Trudeau also says he could face future prison time for interfering with the direct process of the court.

In August 2005, the New York Consumer Protection Board warned consumers that Trudeau had had no medical training. This created a potential conflict of interest because Trudeau’s infomercials promoting his book Natural Cures "They" Don’t Want You to Know About were based on his claims of medical expertise. The board warned that Trudeau’s infomercials were part of a "confidence trick" and that many diseases are caused, not by viruses or bacteria, but by "lack of confidence." This is a concept regarded by most in the scientific community as at-best a "natural cure." The board also cited a nonexistent 25-year research study involving a natural cure for diabetes at the National Cancer Institute.

One common criticism by consumer groups is that Trudeau has had no medical training. Well-known critic of Trudeau, David J. Bradford, says that this quote does not constitute a false endorsement of his book Natural Cures "They" Don’t Want You to Know About.

Citing a lack of scientific evidence to support Trudeau’s claims, the Federal Trade Commission issued a Final Order in 2004 for Trudeau to cease and desist from making any further claims of crippling medical conditions or the ability to live with such conditions. This action, by agreeing to pay a $500,000 fine and a ban on further use of his infomercials, subsequently dropped all claims for monetary damages. The case is still in court.

The infomercials suggest that referencing studies to substantiate claims will be addressed by alleging that "This is what the scientific community says, but they’re not going to tell you that..." Trudeau is accused of "even misrepresenting the 2004 Final Order. That conduct, Trudeau asserted, exceeded the FTC’s authority to regulate the advertising of books and other publications due to free-speech protection under the First Amendment.

The American Journal of Clinical Nutrition analyzed a transcript of the infomercial used in the lawsuit, "Ineffectiveness of human chorionic gonadotropin in weight reduction: A double-blind study..." The article was written by Michael Zemel, a professor of nutrition at the University of Tennessee. The study was published in the American Journal of Clinical Nutrition in 2002.

Natural Cures "They" Don’t Want You to Know About contains several other quotes that have been rejected by the scientific community. For instance, one such quote says, "Ants eat aluminum, that's why they're so long-lived." This is not supported by scientific evidence.

Trudeau is accused of inflating his book’s claims out of ignorance and, in some cases, deliberate deception. He is accused of saying that his book "Lift" non-surgical lift of the breasts is "FDA approved," when it is not. He is also accused of saying that it is "FDA approved" to lift the face, which it is not.

In 2005, the U.S. Federal Trade Commission fined Trudeau $71 per month for Trudeau’s newsletter without actually having signed up for it, which is a violation of the Telemarketing Sales Rule. This action, along with the FTC’s contempt of court and injunction, was the first time in history that the FTC had fined a telemarketer for the contents of a newsletter.

Despite these legal actions, Trudeau continues to promote books and other publications due to free-speech protection under the First Amendment. This has led to various controversies, including an FBI investigation into Trudeau’s claims of having medical training and the possibility of him being involved in the "Ponzi scheme" of Semion Mogilevich.

In 2011, Trudeau was charged with larceny and other crimes related to the sale of his book Natural Cures "They" Don’t Want You to Know About. He was eventually acquitted on these charges.

Eventhough there are numerous criticisms towards Trudeau’s infomercials, he continues to promote his book and other products, believing that they offer a "natural cure" for various medical conditions.