



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

Dama J. Brown, Regional Director
Federal Trade Commission – Southwest Region
1999 Bryan Street, Suite 2150
Dallas, Texas 75201

May 1, 2020

WARNING LETTER

Revive & Rally Health Lounge
1739 Walnut
Kansas City, Missouri 64108

Re: Unsubstantiated Claims for Coronavirus Prevention and Treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://reviveandrallyiv.com> on April 28, 2020. We have determined that you are unlawfully advertising that certain products or services prevent or treat Coronavirus Disease 2019 (COVID-19).

An example of Coronavirus prevention or treatment claims on your website include, on a webpage titled “Vitamin C - Your Defense Against Viruses”:

“There is large speculation about the Coronavirus. What I am here to tell you is that you CAN do more to protect yourself against it than just good hygiene and avoiding crowds! We know high doses of Vitamin C (20-40 mg) given by IV, over one hour will boost your immunity. We recommend our High Dose Vitamin C IV Bag. It will help fight off infections like colds/flu or other viral/bacterial infections. High dose Vitamin C is well established to improve immunity and help healing as we look to this outbreak of Coronavirus. Vitamin C, is not only a broad antiviral, but it is also an anti-oxidant, so it will reduce the effect a virus like Coronavirus can have on your body. Dr. Richard Cheng, MD is on the forefront of the battle against Coronavirus in China. (see attached studies below) He’s reporting from China on the immediate use of Vitamin C for prevention of Coronavirus (COVID-19). ‘Vitamin C is very effective for prevention, and especially promising to treat patients when there

is no better treatment. The current sole focus on vaccine and specific antiviral drugs for epidemics is misplaced.’”

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product or service can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, including, when appropriate, well-controlled human clinical studies, substantiating that the claims are true at the time they are made. For COVID-19, no such study is currently known to exist for the products or services identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products or services are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims.

You are also advised to review all other claims for your products or services and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to Assistant Director Jim Elliott via electronic mail at jelliott@ftc.gov describing the specific actions you have taken to address the FTC’s concerns. If you have any questions regarding compliance with the FTC Act, please contact Reid Tepfer at rtepfer@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director, Southwest Region
Federal Trade Commission