

conformity with the procedure prescribed in Commission Rule 2.34, the Commission issues its Complaint, makes the following Findings, and issues the following Order:

Findings

1. The Respondents are:
 - a. Respondent A & O Enterprises Inc, a Wyoming corporation, also doing business as iV Bars Incorporated and iV Bars, with its principal office or place of business at 4101 Centurion Way, Addison, Texas 75001.
 - b. Respondent Aaron K. Roberts, also known as Aaron Keith, the owner and operating manager of A & O Enterprises Inc. Individually or in concert with others, he formulates, directs, or controls the policies, acts, or practices of A & O Enterprises Inc. His principal office or place of business is the same as that of A & O Enterprises Inc.
2. The Commission has jurisdiction over the subject matter of this proceeding and over the Respondents, and the proceeding is in the public interest.

ORDER

Definitions

For purposes of this Order, the following definitions apply:

- A. “Covered product” means any intravenous therapy, including Respondents’ iV Cocktails, and any intramuscular injection.
- B. “Essentially equivalent product” means a product that contains the identical ingredients, except for inactive ingredients (e.g., inactive binders, colors, fillers, excipients), in the same form and dosage, and with the same route of administration (e.g., intravenous), as the covered product; *provided that* the covered product may contain additional ingredients if reliable scientific evidence generally accepted by experts in the field indicates that the amount and combination of additional ingredients are unlikely to impede or inhibit the effectiveness of the ingredients in the essentially equivalent product.
- C. “Intramuscular injection” means the injection of substances, including mixtures of water, vitamins, minerals, amino acids, or other active ingredients, directly into human muscle.
- D. “Intravenous therapy” means the infusion of substances, including mixtures of water, vitamins, minerals, amino acids, or other ingredients, directly into the human bloodstream.
- E. “iV Cocktail” means any intravenous therapy, advertised, promoted, offered for sale, or sold by Respondents, including the Myers Cocktail and the Immune Booster.

- F. “Respondents” means the Corporate Respondent and the Individual Respondent, individually, collectively, or in any combination.
1. “Corporate Respondent” means A & O Enterprises Inc, also doing business as iV Bars Incorporated and iV Bars, and its successors and assigns.
 2. “Individual Respondent” means Aaron K. Roberts, also known as Aaron Keith.

Provisions

I. Prohibited Disease Claims

IT IS ORDERED that Respondents, and Respondents’ officers, agents, employees, and

- A. Assembled physicians, biochemists, or physiologists to create the formulas for their products;
- B. Employ

D. All documents referring or relating to any statistical analysis of any test data, including

- B. For 10 years after the issuance date of this Order, Individual Respondent for any business that such Respondent, individually or collectively with any other Respondents, is the majority owner or controls directly or indirectly, and Corporate Respondent, must deliver a copy of this Order to: (1) all principals, officers, directors, and LLC managers and members; (2)

B. For 10 years after the issuance date of this Order, each Respondent must submit a

- B. personnel records showing, for each person providing services in relation to any aspect of the Order, whether as an employee or otherwise, that person's: name; addresses; telephone numbers; job title or position; dates of service; and (if applicable) the reason for termination;
- C. copies or records of all consumer complaints and refund requests, whether received directly or indirectly, such as through a third party, and any response;
- D. a copy of each unique advertisement or other marketing material making a representation subject to this Order;
- E. for 5 years from the date of the last dissemination of any representation covered by this Order:
 - 1. all materials that were relied upon in making the representation; and
 - 2. all tests, studies, analysis, other research or other such evidence in Respondent's possession, custody, or control that contradicts, qualifies, or otherwise calls into question the representation, or the basis relied upon for the representation; and
- F. all records necessary to demonstrate full compliance with each provision of this Order, including all submissions to the Commission.

X. Compliance Monitoring

IT IS FURTHER ORDERED that, for the purpose of monitoring Respondents' compliance with this Order:

- A. Within

D. Upon written request from a representative of the Commission, any consumer reporting agency must furnish consumer reports concerning Individual Respondent, pursuant to Section 604(2) of the Fair Credit Reporting Act, 15 U.S.C. § 1681b(a)(2).

XI. Order Effective Dates