



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of Advertising Practices

August 3, 2020

Via Electronic Mail (lbrett@bbbn.org)

Laura Brett, Esq.
Vice President
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: Advertising by IV Drips for IV Hydration Therapy

Dear Ms. Brett:

The National Advertising Division recently referred to the Federal Trade Commission its Decision regarding advertising by IV Drips, Customized IV Hydration & Wellness (“IV Drips”) for its IV Hydration Therapy. We understand that as part of its self-monitoring inquiry, NAD reached out to the advertiser regarding implied claims about COVID-19. You advised us that despite several attempts to reach IV Drips, the advertiser failed to respond. Accordingly, you referred this matter to the Federal Trade Commission for our review.

After we alerted IV Drips to NAD’s referral to the FTC, the company agreed to engage with NAD. We understand fromm(rd)T(75 3or.)T(e)8 17d. Brln2 Tc 0.6 olsDC -10.1 Avenuehs TjgtemT0.uf t