

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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

May 27, 2020

WARNING LETTER

VIA EMAIL TO info@revivalhydration.com

Revival Hydration
230 Folsom St.
San Francisco CA 94105

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://www.revivalhydration.com> in May 2020. We have also reviewed your social media websites at <https://www.facebook.com/pg/Revivalhydration/>

come to your home in peace and protection. Order an immunity iv treatment, so you can wear your Corona proof vests. Better safe than sorry.”

- x On your social media website <https://www.instagram.com/revivalhydration/post> on February 18 you state: “Flu season, as well as, Corona virus, are in full effect. If you’re immobile on the couch because the flu is wiping you out, our nurses will come to you mobily and hook you up with our Cold/Flu recovery treatment...Even if you’re not under the weather, this treatment will greatly bolster your immune system, so you are far less likely to get sick in the first place#Coronavirus[.]”
- x On your social media website [at https://www.facebook.com/pg/Revivalhydration/](https://www.facebook.com/pg/Revivalhydration/) post on March 9 you created an event, “Coronavirus Prevention: Mobile IV Immunity Boost SF,” and stated: “Flu season, as well as Coronavirus, are in full effect, so stay home. Our nurses will come to you at home and give you an immunity boost. This treatment packs a massive punch of concentrated Ascorbic Acid (vitC), Zinc, and much more. Stop your suffering now, don’t spend extra days you don’t have to at home sick or scared. Call us now!”
- x On your social media website [at https://twitter.com/HydrationRev](https://twitter.com/HydrationRev)
 - o In a post on March 15, you state: “Flu season, as well as Coronavirus, are in full effect[.] If you’re immobile and on the couch because the flu is wiping you out, not a worry, our nurses will come to you and hook you up with our cold/flu recovery treatment...#Coronavirus[.]”
 - o In a post on March 24, you state: “Stop the #CoronaVirus and flatten the curve with Rev(IV)al Hydration mobile IV Treatments!”

It is unlawful under the FTC Act, 15 U.S.C. § 5 et seq. to advertise that a product or service can prevent, treat, 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 such study is currently known to exist for the product 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.

Revival Hydration

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FTC's concerns. If you have any questions regarding compliance with the FTC Act, please contact Richard Cleland at 202-308-3088.

Very truly yours,

Richard A. Quaresima
Acting Associate Director
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