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

Richard A. Quaresima ActingAssociate Director Division of Advertising Practices

May 27, 2020

## WARNING LETTER

VIA EMAIL TOinfo@revivalhydration.com Revival Hydration 230 Folsom St. San FranciscoCA 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 <a href="https://www.revivalhydration.com">https://www.revivalhydration.com</a> May 2020. We have also reviewed your social media websites at https://www.facebook.com/pg/Revivalhydration/

Some examples of Coronavirus prevention or cure claims on your westisable.

- x On your website at <a href="https://www.revivalhydration.copydu">https://www.revivalhydration.copydu</a> have a rotating banner on your homepage promoting your IV therapies and state: "Immunity Boost (CO) id-With COVID-19 causing worldwide panic, anxiety, fear, sicks enow more than ever, is the time to invest in your health...Learn More (with a link to <a href="https://www.revivalhydration.com/hydrationfor-symptomrelief-faster-recovery">https://www.revivalhydration.com/hydrationfor-symptomrelief-faster-recovery</a>).
- When consumerclick to "Learn More," they are directed to <a href="https://www.revivalhydration.com/#hydrationfor-symptomrelief-fasterrecovery/">https://www.revivalhydration.com/#hydrationfor-symptomrelief-fasterrecovery/</a> whereyou promote your "Immunity Boost (COVHD9) IV Hydration for Immunity System," and state: "Keep Corona out with our Immunity treatment/" treatment/" treatment/" treatment with treatment ever, is the time to invest in your health. Our immunity treatment utilizes the most powerful immunity strengthening supplements on the market. We'll make you a warrior. BeneBtsots to

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

- x On your social media website https://www.instagram.com/revivalhydratioa/post on February 18you 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/Frecovery 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 <a href="https://www.facebook.com/pg/Revivalhydratican/">https://www.facebook.com/pg/Revivalhydratican/</a> post on March 9you created an event, "Coronavirus Prevention: Mobile IV Immunity Boost SF," and stated: "Fiseason, 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 (vita)minc, 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
  - o In a poston 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[.]"
  - 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.C4§ 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 190 MoD such study is currently known to exfor the productor services identified above Thus, any coronavirus elated prevention or treatment claims regarding such productors are not supported by competent and reliable scientific evidence. You must immyediatel cease making all such claims.

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FTC's concerns. If you have any questions regarding compliance with the FTC Act, please contact Richard Cleland at 20226-3088.

Very truly yours,

Richard A. Quaresima Acting Associate Director Division of Advertising Practices