

The LaCava Center  
2455 Dean Street, Suite A  
St. Charles Illinois 60175

Re: Unsubstantiated Claims for Coronavirus Prevention and Treatment

To Whom It May Concern:

This

April 24, 2020

Page 2

- Zinc... #coronavirus #immunesystem #natural...  
2020... (Facebook page)
- “Boost your immune system with Vitamin C. COVID-19 is a respiratory virus. Vitamin C when administered intravenously has a 100% absorption rate. It will boost the immune system and help fight off respiratory infections like COVID 19, common flu viruses and HIV. The Luceva Center is here for you with 50% off our IV Vitamin C therapies including Vitamin C. (From March 20, 2020... Facebook post)
- “Coronavirus is nothing to take lightly. Research shows that high dose Vitamin C is effective against COVID-19. IV Vitamin C allows for 100% absorption today to schedule your discounted IV!” (From my Facebook post on April 2, 2020.)
- “COVID-19 is nothing to take lightly. Research shows that high dose Vitamin C is effective against COVID-19. IV Vitamin C allows for 100% absorption today to schedule your discounted IV!” (From my Facebook post on April 2, 2020.)

It is unlawful under the FTC Act for you to make any claim about your product or service can prevent, treat, or cure human disease, disability, or death, or to make any claim about your product or service is safe, effective, or otherwise beneficial, without adequate substantiation. For COVID-19, such claims 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 ensure they are supported by competent and reliable scientific evidence.

Within 48 hours, please send a response to Assistant Director Jim Elliott via electronic mail at [jelliott@ftc.gov](mailto:jelliott@ftc.gov) or by sending the response to Reid Tepfer at [rtepfer@ftc.gov](mailto:rtepfer@ftc.gov).

  
James F. Elliott  
Assistant Regional Director, Southeast Region  
Federal Trade Commission