



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

Serena Viswanathan  
Associate Director  
Division of Advertising Practices

August 19, 2021

**CEASE AND DESIST DEMAND**

VIA EMAIL TO [ivitadrip@ivitadripsy.com](mailto:ivitadrip@ivitadripsy.com) and [ivitadripsy@gmail.com](mailto:ivitadripsy@gmail.com)

Dr. Brandon Mack  
IVita Drip Therapy  
Hill Top Medical Center  
1208 Hilltop Drive Suite 205  
Rock Springs, WY 82901

The Land Mark Building  
307 N Kansas Avenue Suite 103  
Liberal, KS 67901

Re: Unsubstantiated claims for Coronavirus prevention and treatment

Dear Dr. Mack:

This is to advise you that in August 2021, FTC staff reviewed your website at <https://ivitadripsy.com/>. We have also reviewed your social media websites at <https://www.instagram.com/ivitadripsy/>, <https://www.instagram.com/ivitadripsyks/>, <https://www.facebook.com/IVitaDripTherapy>, and <https://www.facebook.com/IVitaDripTherapyKansas>, where you direct consumers to your website at <https://ivitadripsy.com/> to make appointments for IV Vitamin Therapy. We have determined that you are unlawfully advertising that IV Vitamin Therapy treats or prevents Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or cure claims on your websites include:

- In the “Services” section of your website at <https://ivitadripsy.com/services>, you state:

**“The Covid Blend**

This blend is a powerhouse of immunity boosting Vitamin C, along with other essential elements working together to strengthen your immune responses to serious viral illness. This includes Ascorbic Acid, Zinc and Magnesium....”

- In a November 17, 2020 Facebook post at <https://www.facebook.com/IVitaDripTherapyKansas/photos/a.106109557950922/119441409951070>, you state: “620-453-9332 Call us today and book your appointment!!! #comedripwithus.” An image included with this post states:

“Need a boost? Boost your immune system with our....

Covid Blend  
2x Vitamin C  
Zinc  
Magnesium  
B complex...”

You posted substantially similar information in a November 17, 2020 Instagram post at <https://www.instagram.com/p/CHte--wl7Ro/>

- In a November 9, 2020 Facebook post at <https://www.facebook.com/IVitaDripTherapyKansas/photos/a.106109557950922/116698406892037>, you state “Come try our COVID BLEND today!! 620-453-9332 #comedripwithus[.]” An image included with this post states “Not Today #COVID19[.] WE NO LONGER LIVE IN FEAR OF COVID-19 AND YOU DON’T HAVE TO EITHER!”
- In August 1, 2020 posts on Instagram at [https://www.instagram.com/p/CDXHS\\_2DxEi/](https://www.instagram.com/p/CDXHS_2DxEi/) and on Facebook at <https://www.facebook.com/IVitadriptherapy/photos/a.225603361338289/752354241996529/>, you state: “We are often asked if we offer vitamin C.... Yes we do, it can be added to any infusion. Several of our infusions include Vitamin C: Recovery, Covid Blend, and Classic Cowboy. The highest doses of Vitamin C are in the Covid Blend. 307-371-9468.”
- In a July 13, 2020 posts on Instagram at <https://www.instagram.com/p/CCl2MggDoJv/> and on Facebook at <https://www.facebook.com/IVitadriptherapy/photos/a.225603361338289/739402276625059/>, you state: “Due to patient concern for COVID-19 and questions about recommendations, a new drip has been created.... The Covid Blend is a powerhouse of immunity boosting Vitamin C, along with other essential elements working together to strengthen immune responses to serious viral illness.... Call for your appointment 307-371-9468.”

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It is unlawful under the FTC Act, 15 U.S.C. § 41 et seq., to advertise that a product or service can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, including substantiating that the claims are true at the time they are made. For COVID-19, no such study is currently known to exist for the products and services identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products and services 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 and immediately cease and desist from making claims that are not supported by competent and reliable scientific evidence.

Violations of the FTC Act may result in legal action seeking a Federal District Court injunction. In addition, pursuant to the COVID-19 Consumer Protection Act, Section 1401, Division FF, of the Consolidated Appropriations Act, 2021, P.L. 116-260, marketers who make deceptive claims about the treatment, cure, prevention, or mitigation of COVID-19 are subject to a civil penalty of up to \$43,792 per violation and may be required to pay refunds to consumers or provide other relief pursuant to Section 19(b) of the FTC Act, 15 U.S.C. § 57b(b).

Within 48 hours, please send a message to Richard Cleland, Assistant Director via electronic mail at [rcleland@ftc.gov](mailto:rcleland@ftc.gov) certifying that you have ceased making unsubstantiated claims for the products identified above. If you have any questions regarding compliance with the FTC Act, please contact Richard Cleland at 202-326-3088.

Very truly yours,

Serena Viswanathan  
Associate Director  
Division of Advertising Practices

cc: Facebook and Instagram *via email to* [consumerpolicy@fb.com](mailto:consumerpolicy@fb.com)