



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

April 17, 2020

WARNING LETTER

VIA EMAIL TO info@greatskinohio.com

Jiva Med Spa
Attn: Dr. Rakesh Nanda
751 Northwest Blvd. #200-2
Columbus, OH 43212

4235 Indian Ripple Rd.
Beavercreek, OH 45440

Re: Unsubstantiated claims for Coronavirus treatment or prevention

Dear Dr. Nanda:

This is to advise you that FTC staff has reviewed your website at <https://jivamedspa.com> on April 14, 2020. We also reviewed your social media websites at <https://www.facebook.com/JivaMedSpaColumbus/> and <https://www.facebook.com/JivaMedSpaDayton/>, where you direct consumers to your website <https://jivamedspa.com> and where consumers can find phone numbers to call your offices to purchase Viragraphis, OlivDefense, and ImmunotiX 500 supplements. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus treatment or prevention claims on your social media websites at <https://www.facebook.com/JivaMedSpaColumbus/> and <https://www.facebook.com/JivaMedSpaDayton/> include:

- “Dr. Nanda talks about supplements and prescription only viral infection fighters. Boost your immunity and if you do get sick, help reduce the time you are under the weather. Shipping available so you do not even have to come to the office. #socialdistancing #covid19 #supplements #viralfighters” [Text accompanying a Facebook video post featuring Dr. Nanda, posted to <https://www.facebook.com/JivaMedSpaColumbus/> on April 5 at 9:01 a.m., March 29 at 9:01 a.m., March 22 at 9:01 a.m., and March 15 at 8:49 a.m. and 8:51 a.m.; also posted to <https://www.facebook.com/JivaMedSpaDayton/>

on April 5 at 9:02 a.m., March 29 at 9:03 a.m., March 22 at 9:06 a.m. and 9:09 a.m., and March 15 at 8:51 a.m. and 8:52 a.m.]

- “... We know there’s over 100,000 cases now in Ohio alone, of people that have COVID-19.... But we already know there’s more than 100,000 cases out there. That means that your family, your friends, your neighbors may already have this.... Well, we have two supplements that actually, if you start showing any of the signs, will help you. You can’t get this over the Internet. You can’t go get this from a vitamin store, a health food store. You have to get it from a prescribed office. We are as of right now the only ones around that have this.... One of them is called Viragraphis.... I’m going to actually have a very large supply of this on hand for my family in case any of us start displaying symptoms, along with myself. So as soon as you start displaying symptoms of COVID-19, Coronavirus, you take 4 of these a day for 15 days. That actually has been shown to reduce the symptoms and reduce that viral load time considerably. We don’t know exactly how many days but it’s on the order of 3 to 4.... [W]e know that this is proven to reduce that symptom time. Very similar to a popular medication for a virus that is called Tamiflu. So it’s exactly very, very similar in the way it works.... The other one is OlivDefense. It works exactly the same as Viragraphis it’s just this one is actually a very potent form of olive oil. And it actually reduces those symptoms and the carriage time....

“Now what do you do if you say I just want to boost my immunity beyond belief. We have this thing called ImmunotiX 500. So, ImmunotiX 500 is something that will boost your immunity really, really well. So you take this every day. I want everybody on this.... It actually boosts your immunity and puts you in a very, very heightened level. So you’re actually going to be able to fight this off a little bit better. I’m not per se saying that you’re not going to get it if you take this, but it actually increases your chances of fighting it.... Elderly people are more susceptible, it’s going to hit them harder. All elderly people should be taking this....” [Quotes from a Facebook video post featuring Dr. Nanda, posted to <https://www.facebook.com/JivaMedSpaColumbus/> on April 5 at 9:01 a.m., March 29 at 9:01 a.m., March 22 at 9:01 a.m., and March 15 at 8:49 a.m. and 8:51 a.m.; also posted to <https://www.facebook.com/JivaMedSpaDayton/> on April 5 at 9:02 a.m., March 29 at 9:03 a.m., March 22 at 9:06 a.m. and 9:09 a.m., and March 15 at 8:51 a.m. and 8:52 a.m.]

- “... I want to tell you guys about a product we have that I think can really help. It’s called OlivDefense. What is OlivDefense?.... So, let’s say that you are sick. Let’s say that you’re a little bit worried because you have a bit of a fever and you have some of those symptoms that can be consistent with COVID-19. But we all know it’s very difficult to get tested right now. Start taking this immediately. All of our studies – and this is real evidence-based, this is not make believe, this is not made up – every one of our studies have shown that this can actually help reduce the time of viruses, from having that long lengthy period of infection. It will also increase your

immunity. So even if you're not sick, you can start taking this. One a day, that's all you've got to do.... But if you're sick, it's going to actually help you reduce that time frame of being sick...." [Quotes from a Facebook video post featuring Dr. Nanda, posted to <https://www.facebook.com/JivaMedSpaColumbus/> on March 22 at 3:42 p.m.]

- "... We're trying to help prevent the spread of this virus, the COVID-19, Coronavirus.... 'Now what can we do to help prevent ourselves from getting sick?' I have a product I want to tell you guys about that I think can really help you and I'm going to tell you why. The product is ImmunotiX 500. We were very, very lucky to get our hands on this. We actually got 36 of these, we've sold about 15 already, we have a very limited supply. This product came from a biotech company in Europe with \$300 million of research. What I'm about to tell you is evidence-based medicine, this is factual, we have papers, we have actual evidence that what I'm about to tell you is completely factual. This is not just something thrown up in the air. This is 100% proven and facts.... [I]t helps reduce your timeframe of having symptoms of a virus as well as the ability for you to obtain the virus. Now I know a lot of people are like saying, well, does that really work? Yes it works.... This just takes it to a very, very, very high level. To the point that the United States Department of Defense is heavily researching this product, wanting to buy it to help with chemical and biological warfare...." [Quotes from a Facebook video post featuring Dr. Nanda, posted to <https://www.facebook.com/JivaMedSpaColumbus/> on March 21 at 1:44 p.m.]

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product can prevent, treat, or 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-19, no such study is currently known to exist for the products identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products 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 services and immediately cease making claims that are not supported by competent and reliable scientific evidence.

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Within 48 hours, please send a message to Richard Cleland, Assistant Director via electronic mail at rcleland@ftc.gov describing the specific actions you have taken to address the FTC's concerns. If you have any questions regarding compliance with the FTC Act, please contact Richard Cleland at 202-326-3088.

Very truly yours,

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices