



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

1999 Bryan St., Ste. 2150
Dallas, Texas 75201

April 10, 2020

WARNING LETTER

VIA EMAIL TO Support@liquivalounge.com

Liquivida Lounge
3349 NE 33rd St Unit B
Fort Lauderdale, FL 33308

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff has reviewed your website at <https://www.liquivalounge.com/> on April 8, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website include:

- In marketing materials titled “How IV Therapy and Vitamin C Can Help in the Battle Against COVID-19,” under a section titled “How to Treat COVID-19?,” you claim that “Vitamin C, a nutrient that is readily available and safe for the body, may both prevent the infection and treat it in patients who already have it”;
- In the same marketing materials, under a section titled “Vitamin C vs. Coronavirus,” you claim that “Vitamin C is a powerful and natural antiviral; its properties may help your body protect against the virus and minimize the disease from spreading”; and
- In the same marketing materials and section as the prior example, you claim that “[b]ecause of the benefits that Vitamin C provides to the immune system, increasing your body’s supply of the antioxidant may help prevent infection altogether.”

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 product identified above. Thus, any Coronavirus-

related prevention or treatment claims regarding such product 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 making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to James E. Elliott via electronic mail at jelliott@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 Zachary A. Keller at zkeller@ftc.gov.

Very truly yours,



Dana J. Brown
Regional Director
Southwest Region