



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

Serena Viswanathan
Associate Director
Division of Advertising Practices

April 5, 2022

CEASE AND DESIST DEMAND

VIA EMAIL TO Injxbar@gmail.com

Alysha Cole
Injx Bar
5115 W. Bell Rd.
Suite 208
Glendale, AZ 85308

Re: Unsubstantiated claims for Coronavirus prevention and treatment

Dear Ms. Cole:

This is to advise you that in March 2022, FTC staff reviewed your website at <https://www.injxbar.com/>. We have also reviewed your social media websites at <https://www.facebook.com/injxbar/> and <https://www.instagram.com/injxbar/>, where you direct consumers to your website at <https://www.injxbar.com/> to schedule IV therapy and vitamin injections. We have determined that you are unlawfully advertising that IV therapy and vitamin injections treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- In a January 3, 2022 Facebook post you state:

““Amazing service and even more amazing people! I was not doing well due to COVID and I was able to get a same day, at home IV drip. They were very professional, knowledgeable, and respectful. The IV helped me feel much better and finally get some much needed rest. They helped me get in touch with a Dr right away to get some additional help as well. I will be referring to everyone I know and will also be using their..’ [sic] says Breann on Google.”

This post includes a link to the full text of the same consumer review of Injx Bar available at: <https://birdeye.com/injx-bar-163224776604234/review/2770169075197809505>.

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- In a December 26, 2021 Facebook post you state:

“I got the immunity IV and I will say that was the BEST thing I did, especially having covid. I definitely recommend this to anyone feeling not well or even just to keep up on your health’ says Belinda on Google.”

This post includes a link to the text of the same consumer review of Injx Bar available at: <https://birdeye.com/injx-bar-163224776604234/review/2765772895197460099>.

- In a December 25, 2021 Facebook post you state:

“I tested positive for Covid and had symptoms of fatigue, headache, body aches and fever. I contracted Injx Bar for IV Hydration Therapy. Alysha was quick to respond and had someone come out that same day. T.J was on time, friendly and professional. I received the Immunity Plus IV and felt better instantly. Fever, headache and body aches were gone in the morning. I highly recommend using Injx Bar. Alysha and her team..’ [sic] says Jennifer on Google.”

This post includes a link to the full text of the same consumer review of Injx Bar available at <https://birdeye.com/injx-bar-163224776604234/review/2765710805197455224>.

- In September 9, 2021 posts on Facebook and Instagram you state:

“·THE MEGA IMMUNITY·

An easy way to take an extra precaution going into this holiday season! Keep your immunity performing at it’s [sic] best! [green microbe emoji]...”

Both of these posts include an image with a depiction of coronavirus (a green round object with spikes) inside a no symbol (a red circle with a red diagonal line through it) and the following text:

“THE MEGA IMMUNITY

iv therapy treatment

- Zinc
 - Double dose of Vitamin C
 - Magnesium Chloride
 - Glutathione
 - Vitamin D3 injection (Intramuscular injection)
- \$235 OR \$350 with COVID antigen test.”

- In a March 8, 2021 Instagram post you share a video that includes footage of a chalkboard with the following text:

“ANTI-COVID COCKTAIL

GLUTATHIONE
VITAMIN C
VITAMIN D
ZINC

\$35

Towards a healthier immune system.”

- In December 27, 2020 posts on Facebook and Instagram you state:
“Stay COVID free with Vitamin D!... #covidfree #covidcure #covidfreezone...”
- In November 13, 2020 posts on Facebook and Instagram you state:

“Let’s get your immune system in tip-top shape for this flu/COVID season.... Game Plan: Be proactive and stay on the defense with immune boosting vitamin injections from yours truly... #covidfree #covidfreezone...”

Both of these posts include an image that provides prices for three “IMMUNE BOOSTING vitamin injections,” including: an Immunity Shot with vitamin C, zinc, and glutathione; and Immunity+D Shot with vitamin C, zinc, glutathione, and vitamin D; and a Vitamin D Shot.

- In a November 5, 2020 Instagram post you state:

“Be proactive with COVID numbers back on the rise.

‘There is some evidence to suggest that vitamin D might help protect against becoming infected with, and developing serious symptoms of, COVID-19. We know, for example, that people with low vitamin D levels may be more susceptible to upper respiratory tract infections. One meta-analysis found that people who took vitamin D supplements, particularly those who had low vitamin D levels, were less likely to develop acute respiratory tract infections than those who didn’t.

Vitamin D may protect against COVID-19 in two ways. First, it may help boost our bodies’ natural defense against viruses and bacteria. Second, it may help prevent an

exaggerated inflammatory response, which has been shown to contribute to severe illness in some people with COVID-19.’ Treatment for COVID-19 Harvard Health...

#covid19 #covid19prevention... #covidfree #covidfreezone... #covid19free...”

This post includes an image that states: “Now Offering VITAMIN D injections.”

- In a September 8, 2020 post on Instagram you state:

“Glutathione is considered the ‘Master Antioxidant’ and it is no surprise after seeing all these benefits. There are so many more I couldn’t fit in this picture including enhancing both male and female fertility, improving sleep patterns and clearing skin. The list goes on and on! I offer Glutathione in my Immune vitamin injection in combination with zinc and vitamin C for the perfect immune system defender. \$25 per injection or receive a discount for purchasing a package of 4 as a 1 month supply. Contact me for me more details!... #covidfree... #covidfreezone...”

- In an August 1, 2020 post on Instagram you state:

“A healthy dose of Vitamin C, Zinc, and the super antioxidant Glutathione combine to create this mega immune booster vitamin injection. Yes, you need this. #stayhealthy.”

This post includes a carousel of two images. The first image includes a depiction of a bottle of “TRI-IMMUNE BOOST with Glutathione, Ascorbic Acid, and Zinc Chloride. The second image includes the text: “Rx: 1 intramuscular injection weekly for the duration of COVID.”

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 and desist making all such claims.

You are also advised to review all other claims for your products and services 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

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a civil penalty of up to \$46,517 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 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