



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

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

April 17, 2020

WARNING LETTER

VIA EMAIL TO reception@merge-medical.com

Merge Medical Center
250 Mathis Ferry Road, Suite 101
Mt. Pleasant, South Carolina 29464

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 mergemedicalcenter.com/, as well as your social media postings on Facebook (www.facebook.com/LovegroveHealthSolutions/), on April 15, 2020. 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 website and Facebook page include:

- In marketing materials titled, “Coronavirus – Your Recipe for Survival,” you list “IV high dose Vitamin C,” an intravenous “Sepsis Treatment” protocol, and intravenous silver as “Effective Treatment[s of] COVID-19 Coronavirus infection”;
- In the same marketing materials, you claim that “Nano Silver Hydrosol is used to dramatically reduce the activity of the Coronavirus. It works by interfering with the enzymes that allow a virus to utilize oxygen thus, in essence, suffocating it so it cannot do damage in the body”; and
- You promote your website [/mergemedicalcenter.com/](http://mergemedicalcenter.com/) with the representations described above, on your Facebook account by providing links to the mergemedicalcenter.com/ alongside promotional images.

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,


Dama J. Brown
Regional Director
Southwest Region