



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

Richard A. Quaresima  
Acting Associate Director  
Division of Advertising Practices

May 4, 2020

**WARNING LETTER**

VIA EMAIL TO [corporate@icryo.com](mailto:corporate@icryo.com)  
iCRYO, LLC  
14200 Gul Freeway, Suite 210  
Houston, TX 77034

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://icryo.com> on April 29, 2020. We also reviewed your social media website at <https://www.facebook.com/icryocryotherapy/>, where you direct consumers to your website, <https://icryo.com>, to purchase IV infusions, cryotherapy, and other products and services. We have determined that you are unlawfully advertising that certain products and services prevent or treat Coronavirus Disease 2019 (COVID-19).

Examples of Coronavirus prevention or treatment claims on your website include:

- “Going forward, we know that the best way to fight any virus, even one as contagious as COVID-19, is to keep our immune systems running at peak levels.... If you really want to be proactive and preventative, Vitamin C and Zinc iV from iCRYO, is exactly what you need. This approach is similar to what they are doing to tackle COVID-19 in China and other infected places around the world.” [from your webpage titled, “10 Natural (At-Home) Ways to Boost Your Immune System,” posted April 4, 2020 to <https://icryo.com/natural-at-home-ways-to-boost-your-immune-system/>]
- **“So why are IV infusions becoming so popular with the health and wellness world of today?”**

With the global pandemic of COVID-19, people around the world are stepping up their immune systems. They have quickly realized the necessity of not only getting *fixed*, but avoiding illness in the first place.

With iV infusions, your immune system gets a jumpstart of nutrients without losing any of them as they break down in your body....

### **Preventative Infusions Now May Help You Avoid a Sick One Later**

While these iV infusions can't fix everything, they can do a great job of boosting your immune system and fighting off illnesses before you know they are there.

Prevention is key to avoiding dangerous organisms like COVID-19, so wash your hands, take care of your health, and schedule an iV infusion today." [from your webpage titled, "Strengthening Your Immune System with IV infusions & Vitamin Shots," posted April 5, 2020 to <https://icryo.com/strengthening-your-immune-system-with-iv-infusions-vitamin-shots/>]

- "If Covid-19 has taught us anything, it is that germs are everywhere, and we need to take precautions against them. Part of those safeguards include making sure we have enough nutrients in our bodies, including Vitamin C, to keep our immune systems running at peak levels. ... In fact, Vitamin C shots are recommended as a preventative measure *and* an effective method for tackling for COVID-19, and it's already a commonly offered at iCRYO! ...
  - **Vitamin C Shots – The fastest way to get anything into your body is to inject it directly into the bloodstream. When it comes to Vitamin C, this method gives you an immediate energy boost as well as other benefits.**

This method is so potent that it is being used to tackle COVID-19 as a recommended measure. You can use it preventatively by scheduling an appointment with your medical team at iCRYO." [from your webpage titled, "Why You Need Vitamin C in Your Body Every Day, posted April 11, 2020 to <https://icryo.com/why-you-need-vitamin-c-every-day/>]

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 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 services and immediately cease making claims that are not supported by competent and reliable scientific evidence.

iCRYO, LLC

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Within 48 hours, please send a message to Richard Cleland, Assistant Director via electronic mail at [rcleland@ftc.gov](mailto: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