



United States of America  
FEDERAL TRADE COMMISSION  
Southwest Region

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

April 13, 2020

**WARNING LETTER**

VIA EMAIL TO [contact@pranaivtherapy.com](mailto:contact@pranaivtherapy.com)

Prana IV Therapy  
10824 N 71<sup>st</sup> Pl., Suite C  
Scottsdale, Arizona 85254

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://pranaivtherapy.com/>, as well as your social media postings on Facebook (<https://www.facebook.com/pranaivtherapy/>) and Instagram (<https://www.instagram.com/pranaivtherapy/>) on April 9, 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 websites include:

- On your “IV Therapy Menu,” you state that the “Super Immunity Blast” treatment “may help with...Viruses, such as coronavirus & rhinovirus”;
- On a page titled “High Dose Vitamin C + Covid-19,” you state that “People all over the world have been using high dose IV vitamin C for decades to help their bodies boost immunity and assist in fighting pathogens - most recently among hospitals in China during their outbreak of Covid-19.... All patients who received IVC improved and there was no mortality.... What does Prana IV Therapy offer that can help me stay healthy? It’s with this data in mind that we crafted our Super Immunity Blast IV. We use 10,000 mg of IVC combined with 10mgs of zinc in one liter of lactated ringers - designed to help your body stay healthy this spring!”;
- On a page titled “IV Vitamin C in NYC Hospitals,” you print excerpts of an article (“New York hospitals treating coronavirus patients with vitamin C”) and state,

“WOW! 🙌🙌 Check out this news out of NYC, where they are now using High Dose IV Vitamin C in hospitals in the fight against Covid-19!... We’re open 8am-8pm, 7 days/week for High Dose IV Vitamin C - we are currently doing 10,000 milligrams of C for \$99!... BOOK NOW”;

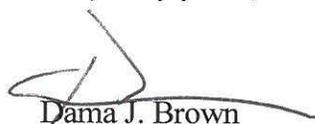
- In an April 9, 2020 Facebook post, you shared a video testimonial from Dana Lam about her experience with COVID-19, introduced by the text, “AMAZING!!!! ❤️ Hear all about Dana’s experience with COVID-19, from testing & diagnosis to treatments she tried, how she's doing 3 weeks post-diagnosis, and what therapies finally helped her turn the corner & feel better  
→ Spoiler Alert: She used both High Dose IV Vitamin C & Ozone Therapy from Prana!  
So thankful we have tools that can help during this health crisis!”; and
- You also featured Dana Lam’s video testimonial on your Instagram account and on your website.

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](mailto: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](mailto:zkeller@ftc.gov).

Very truly yours,

  
Dana J. Brown  
Regional Director  
Southwest Region