



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

May 27, 2020

WARNING LETTER

VIA EMAIL TO info@revivalhydration.com

Revival Hydration
230 Folsom St.
San Francisco, CA 94105

Re: Unsubstantiated claims for Coronavirus prevention and treatment

To Whom It May Concern:

This is to advise you that FTC staff has reviewed your website at <https://www.revivalhydration.com/> in May 2020. We have also reviewed your social media websites at <https://www.facebook.com/pg/Revivalhydration/>, <https://www.instagram.com/revivalhydration/>, and <https://twitter.com/HydrationRev>, where you promote your IV vitamin therapy, including Immunity Boost (COVID-19) and IV Vitamin C. We have determined that you are unlawfully advertising that certain products or services treat or prevent Coronavirus Disease 2019 (COVID-19).

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

- On your website at <https://www.revivalhydration.com/>, you have a rotating banner on your homepage promoting your IV therapies and state: “Immunity Boost (Covid-19)[.] With COVID-19 causing worldwide panic, anxiety, fear, sickness, now more than ever, is the time to invest in your health...Learn More (with a link to <https://www.revivalhydration.com/iv-hydration-for-symptom-relief-faster-recovery/>).
- When consumers click to “Learn More,” they are directed to <https://www.revivalhydration.com/iv-hydration-for-symptom-relief-faster-recovery/>, where you promote your “Immunity Boost (COVID-19) IV Hydration for Immunity System,” and state: “Keep Corona out with our Immunity treatment!... With COVID-19 causing worldwide panic, anxiety, fear, sickness, now more than ever, is the time to invest in your health. Our immunity treatment utilizes the most powerful immunity-strengthening supplements on the market. We’ll make you a warrior. Benefits[:] • Boosts

your immune system with an array of much needed vitamins and IV Hydration.

•Expedites Recovery exponentially[.] •Improves quality of overall health and well-being[.] •Invigorates and actualizes an improved state, feeling, and influx of energy.
•Makes you feel grateful your suffering period is cut in half at a minimum.”

- On your website at <https://www.revivalhydration.com/pre-designed-iv-treatments/>, you promote your “Pre-designed IV treatments” and state: “Our pre-designed IV treatment menu seeks to alleviate an array of symptoms...Our intentions of said IV infusions were created to expedite recovery time and rejuvenate the body...Immunity Boost (Covid-19)[.] With COVID-19 causing worldwide panic, anxiety, fear, sickness, now more than ever, is the time to invest in your health...”
- On your social media websites at <https://www.facebook.com/pg/Revivalhydration/>, <https://www.instagram.com/revivalhydration/>, and <https://twitter.com/HydrationRev>:
 - In posts to Facebook and Instagram on March 24, you state: “Stop the #Coronavirus. Build your immunity. Get a heavy dose of Vitamin C and Zinc. Stay home and order from us. Our nurses will come to you[.] #Flattenthecurve with Rev(IV)al Hydration[.]” In a similar post on Twitter on the same date, you state: “Stop the #CoronaVirus and flatten the curve with Rev(IV)al Hydration mobile IV treatments!”
 - In posts on March 29, you state: “IV Therapy: The Pinnacle of Health Benefits and Wellness...Vitamin C: Strengthens immunity for COVID-19/flu[;] Is a powerful anti-oxidant[;] Improves respiratory system and breathing[.]”
 - In substantially similar posts on April 10, you state: “Keep Corona out with our Immunity Treatment! Our nurses come to you wearing gloves, masks, and gown. Stay home, order an Immunity boost[.]”
 - In posts on May 11, you post an image of an individual receiving an IV treatment and state: “Immunity strong, COVID out!”
- On your social media websites at <https://www.facebook.com/pg/Revivalhydration/> and <https://www.instagram.com/revivalhydration/>, in posts on March 28, you post a photo of two individuals and state: “Meet Fumi and Cindy! They called us and booked an in-home treatment seeking to bolster their immune system amidst a pandemic. Now, they are wearing their Corona-proof immunity vests!”
- On your social media websites at <https://www.facebook.com/pg/Revivalhydration/> and <https://twitter.com/HydrationRev>, in posts on April 1, you post a picture of a woman wearing a facemask and state: “Rona Swag. Our style is masked in safety. Our nurses

come to your home in peace and protection. Order an immunity iv treatment, so you can wear your Corona-proof vests. Better safe than sorry.”

- On your social media website <https://www.instagram.com/revivalhydration/>, in a post on February 18, you state: “Flu season, as well as, Corona virus, are in full effect. If you’re immobile on the couch because the flu is wiping you out, our nurses will come to you mobily and hook you up with our Cold/Flu recovery treatment...Even if you’re not under the weather, this treatment will greatly bolster your immune system, so you are far less likely to get sick in the first place...#Coronavirus[.]”
- On your social media website at <https://www.facebook.com/pg/Revivalhydration/>, in a post on March 9, you created an event, “Coronavirus Prevention: Mobile IV Immunity Boost SF,” and stated: “Flu season, as well as Coronavirus, are in full effect, so stay home. Our nurses will come to you at home and give you an immunity boost. This treatment packs a massive punch of concentrated Ascorbic Acid (vitamin C), Zinc, and much more. Stop your suffering now, don’t spend extra days you don’t have to at home sick or scared. Call us now!”
- On your social media website at <https://twitter.com/HydrationRev>:
 - In a post on March 15, you state: “Flu season, as well as Coronavirus, are in full effect[.] If you’re immobile and on the couch because the flu is wiping you out, not a worry, our nurses will come to you and hook you up with our cold/flu recovery treatment...#Coronavirus[.]”
 - In a post on March 24, you state: “Stop the #CoronaVirus and flatten the curve with Rev(IV)al Hydration mobile IV Treatments!”

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, 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 or services identified above. Thus, any coronavirus-related prevention or treatment claims regarding such products or 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.

Within 48 hours, please send a message to Richard Cleland, Assistant Director via electronic mail at rcleland@ftc.gov describing the specific actions you have taken to address the

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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