



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

Richard A. Quaresima
Acting Associate Director
Division of Advertising Practices

April 7, 2020

WARNING LETTER

VIA EMAIL TO Contact@RockyMountainIVMedics.com

Rocky Mountain IV Medics
3320 Empire Ave.
Frederick, CO 80516

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://rockymountainivmedics.com> on April 1, 2020. We also reviewed your social media website at <https://www.facebook.com/RockyMountainIVMedics/>, where you direct consumers to your website <https://rockymountainivmedics.com>, where they can purchase the Myers' Cocktail IV package, an in-home service providing Vitamin C and other vitamins via IV. 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 cure claims on your websites include:

- On your social media website at <https://facebook.com/RockyMountainIVMedics/>, in a post on March 12, you state: "Coronavirus Symptoms Treatment Tests are underway and IV Vitamin C treatments are starting to show promising results! If you're looking for IV Vitamin C therapy, we have ASAP and prescheduled appointments available."
- On your website at <https://rockymountainivmedics.com/iv-therapy-discount-for-covid-19/>, you state that: "We have received an influx of calls for our Myers' Cocktail IV package due to information being released about Vitamin C IVs potentially helping with the coronavirus... To learn more about this, we've compiled a few resources on the topic... [including a hyperlinked article,] Can Vitamin C Prevent and Treat Coronavirus?"
- When consumers click on the hyperlinked article, "Can Vitamin C Prevent and Treat Coronavirus?," consumers are directed to an article on the website <https://www.medicinenet.com/script/main/art.asp?articlekey=228745>, which states, "the

Shanghai Medical Association has released an expert consensus statement on the comprehensive treatment of COVID-19 where they endorse the use of high-dose IV vitamin c for the illness...the principle investigator of the first high-dose IV vitamin C trial in China has told [a doctor quoted in the article] that the preliminary results of the study are promising. The investigator said the administration of 24 grams per day to COVID-19 patients leads to significant reductions in inflammation...this is notable because massive inflation in the lungs and potentially other organs may be fatal in the illness.”

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 Richard Cleland, Assistant Director via electronic mail at 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