



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

Dama J. Brown, Regional Director
Federal Trade Commission – Southwest Region
1999 Bryan Street, Suite 2150
Dallas, Texas 75201

April 24, 2020

WARNING LETTER

VIA EMAIL TO *info@lacavacenter.com*

The LaCava Center
2455 Dean Street, Suite A
St. Charles, Illinois 60175

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 lacavacenter.com on April 21, 2020. We also reviewed your social media websites at www.facebook.com/lacavacenter and www.instagram.com/lacavacenter, where you direct consumers to call (847) 695-6262 to schedule an appointment to receive IV treatments of high dose vitamin C and other supplements. We have determined that you are unlawfully advertising that certain products or services prevent or treat Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus prevention or treatment claims on your website include:

- “Coronavirus is nothing to take lightly. Research shows that high dose Vitamin C is effective against COVID-19. GIVE US A CALL TODAY TO SCHEDULE YOUR VITAMIN C IV AT 50% OFF!” (From your website lacavacenter.com.)
- “Worried about the coronavirus? We have you covered at The LaCava Center! We have Immune Supporting Supplements and Immune Boosting IV Treatments! . . . Traveling on a plane and want to give your body the boost it needs to fight off any infection? We offer immune-boosting IV's here at our office! High dose Vitamin C, Ozone Therapy and Meyers Cocktails all help boost your immune system and fight off any sign of infection! Supplementing smartly for Immune Support is key. Some of our office favorites for viral and immune support are: -Liposomal Vitamin C - Vitamin D -Anti-viral herbal support like astragalus and Echinacea -Colloidal Silver

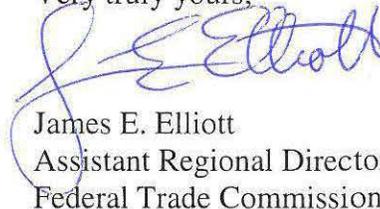
- Zinc... #coronavirus #immunesystem #naturalhealth #virus” (From a March 10, 2020 post on your Facebook page.)
- “Boost your immune system and Help defeat COVID-19 with High Dose Vitamin C! Vitamin C when administered intravenously has a 100% absorption rate. It will boost the immune system function to fight and defend against acquiring viral infections like COVID 19, common flu viruses and Lyme and tick borne diseases. The LaCava Center is here for you with 50% off our IV Vitamin therapies including Vitamin C!” (From March 26, 2020 posts on your Instagram and Facebook pages.)
 - “Coronavirus is nothing to take lightly. Research shows that high dose Vitamin C is effective against COVID-19. IV Vitamin C allows for 100% absorption. Give us a call today to schedule your IV!” (From your Facebook post on March 27, 2020.)
 - “COVID-19 is nothing to take lightly. Research shows that high dose Vitamin C is an effective defendant against the virus. IV Vitamin C allows for 100% absorption. Give us a call today to schedule your discounted IV!” (From your Facebook post on April 3, 2020.)

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

Within 48 hours, please send a message to Assistant Director Jim 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 Reid Tepfer at rtepfer@ftc.gov.

Very truly yours,



James E. Elliott
Assistant Regional Director, Southwest Region
Federal Trade Commission