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ATTORNEY GENERAL

OFFICE OF THE ARIZONA ATTORNEY GENERAL
CIVIL LITIGATION DIVISION
CONSUMER PROTECTION & ADVOCACY SECTION

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April 3, 2020

Via U.S. Mail and Email

Carsten Loelki
Owner
YiLoLife, LLC
d.b.a. YiLo Superstore
2841 W Thunderbird Rd.
Phoenix, AZ 85053
INFO@YiLo.com

Mr. Loelki:

It has come to the attention of the Arizona Attorney General's Office (the "AGO") that YiLoLife, LLC, through its retail store, YiLo Superstore, appears to be violating the Arizona Consumer Fraud Act, A.R.S. §§ 44-1521 *et seq.* (the "CFA"), by fraudulently advertising merchandise as having an effect on COVID-19 or on the immune system's ability to resist or combat the disease. Specifically, the AGO is aware that YiLo Superstore recently advertised a product called "Coronav Immunization Stabilizer Tincture," implying that the product would assist in the prevention or treatment of COVID-19.

In addition, YiLo maintains a webpage at <https://www.yilo.com/coronav>, and the page advertises YiLo's tincture and gives consumers instructions about how to use the tincture "should you come down with a life threatening virus." A copy of the webpage is attached.

The U.S. Food and Drug Administration has not approved any product for the prevention or treatment of COVID-19. In the absence of sufficient scientific evidence, an advertisement suggesting that a product could provide immunization against COVID-19 creates a misrepresentation and a false promise of a medical preventative or cure.

Misrepresentations and false promises are illegal under the CFA, which specifically prohibits:

. . . the act, use or employment by any person of any deception, deceptive or unfair act or practice, fraud, false pretense, false promise, misrepresentation, or concealment, suppression or omission of any material fact with intent that others rely on such concealment, suppression or omission, in connection with the sale or advertisement of any merchandise whether or not any person has in fact been misled, deceived or damaged thereby.

A.R.S. § 44-1522. Those who violate A.R.S. § 44-1522 may be subject to civil penalties of up to \$10,000 per violation and disgorgement of profits, and may also be responsible to pay restitution to consumers and any fees and costs for an action brought by the AGO to enforce the law.

The AGO demands that YiLoLife, LLC immediately and permanently cease and desist from marketing or selling merchandise in any manner that suggests that the merchandise provides immunization against COVID-19. The deadline for complying with this demand is 5:00 p.m. on April 4, 2020, followed by a written confirmation of compliance to be delivered to this office no later than 5:00 p.m. on April 6, 2020.

Additionally, you are hereby notified to preserve all written and electronic materials related to YiLoLife, LLC's sale or advertisement of any products related to COVID-19 in anticipation of consumer fraud litigation.

The AGO will not tolerate attempts by businesses to prey on the fears of Arizonans during this public health crisis by using misrepresentations to sell or advertise products. If you have questions about this letter, please do not hesitate to contact me at 602-542-7738.

Sincerely,



Neil Singh
Senior Litigation Counsel

NS/jm

cc: Registered Agents Inc.
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Santa Fe, NM 87505