



OFFICE OF THE ARIZONA ATTORNEY GENERAL  
STATE OF ARIZONA

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ATTORNEY GENERAL

CIVIL LITIGATION DIVISION  
CONSUMER PROTECTION & ADVOCACY SECTION

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April 6, 2020

**VIA U.S. MAIL AND EMAIL**

Prepper's Discount, Inc.  
6500 W. Frye Road  
Chandler, AZ 85226  
[info@preppersdiscount.com](mailto:info@preppersdiscount.com)

Re: Advertisement of COVID-19 Masks and "Instant Immunity Tablets"

Dear Sir or Madam:

It has come to the attention of the Arizona Attorney General's Office (the "AGO") that Prepper's Discount, Inc. appears to be violating the Arizona Consumer Fraud Act, A.R.S. §§ 44-1521 *et seq.* (the "CFA"), by deceptively advertising its merchandise in a manner which implies that it could provide immunity from COVID-19. Specifically, the AGO is aware that Prepper's Discount, Inc. recently advertised a product called "Instant Immunity Tablets" in conjunction with "Multiple CoronaVirus (Covid-19) & Gas Masks N95, N100, P95, P100." Advertising "Instant Immunity Tablets" in this manner implies that the product would assist in the prevention or treatment of COVID-19, and protect against the novel coronavirus.

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 instant immunity from 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 Prepper's Discount, Inc. immediately and permanently cease and desist from marketing or selling merchandise in any manner that suggests that the merchandise provides immunity from COVID-19, including but not limited to "Instant Immunity Tablets." The deadline for complying with this demand is 5:00 p.m. on April 5, 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 Prepper's Discount, Inc.'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 contact me at [Stephanie.Elliott@azag.gov](mailto:Stephanie.Elliott@azag.gov) or 602-542-8798.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephanie Elliott", written in a cursive style.

Stephanie Elliott  
Senior Litigation Counsel