

STATE OF MICHIGAN
DEPARTMENT OF ATTORNEY GENERAL



DANA NESSEL
ATTORNEY GENERAL

P.O. Box 30736
LANSING, MICHIGAN 48909

May 17, 2021

UPS Next Day Air

Stephanie Davison
Skin Envy, LLC
3750 Hidden Spring Trail NE
Grand Rapids, MI 49525

Dear Ms. Davison:

Re: *Notice of Intended Action – Stephanie Davison and Skin Envy, LLC*
AG No. 2021-0318870-A

This letter gives you notice of intended action in accordance with MCL 445.905(2) and provides you an opportunity to immediately cease and desist from engaging in the unlawful business practices described below.

As background, this Office is responsible for enforcement of the Michigan Consumer Protection Act (MCPA), MCL 445.901 *et seq.* Under this Act, the Attorney General may bring injunctive actions to protect the interests of consumers.

We have learned that during a recent sponsored appearance on WOOD TV's EightWest program, you made several claims regarding sermorelin injections offered by your business, Skin Envy Non-Surgical Weight Loss Centers. Specifically, you advertised the injections by stating as follows:

[I]t boosts the immune system, which is very imperative. I mean, again, I didn't, I, almost all of my friends got Covid-19. I never, I never did. So, I'm thankful and now I've been vaccinated so I will not get it ever now. So I'm so grateful and I've had people tell me in the medical field that it is probably due to the ipamorelin/sermorelin.

On your business website, you list 35 alleged benefits of sermorelin. And although you do not include Covid-19 prevention on that list, you do claim that sermorelin "Strengthens the Immune System." At the same time, you do not list any long-term consequences or any known side-effects of sermorelin but instead

advertise that “[t]here is little risk of receiving too much Sermorelin.”¹ Side effects of sermorelin injections may include, but are not limited to, pain, swelling, and redness at the place of injection; itching; trouble swallowing; dizziness; flushing; headache; sleepiness; and trouble sitting still.

It appears you are attempting to profit from the Covid-19 pandemic by exaggerating the benefits of sermorelin and indeed even suggesting that sermorelin prevents Covid-19 infection in the same way that vaccination prevents infection. We have received a complaint from a consumer expressing concerns about your statement and describing it as “quite predatory and awful.” At this time, there is no support for your claim that sermorelin prevents Covid-19.

Based on the above, the Attorney General has probable cause to believe you are engaging in the following unfair trade practices made unlawful by the Act:

(c) Representing that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits, or quantities that they do not have or that a person has sponsorship, approval, status, affiliation, or connection that he or she does not have.

(s) Failing to reveal a material fact, the omission of which tends to mislead or deceive the consumer, and which fact could not reasonably be known by the consumer.

(bb) Making a representation of fact or statement of fact material to the transaction such that a person reasonably believes the represented or suggested state of affairs to be other than it actually is.

(cc) Failing to reveal facts that are material to the transaction in light of representations of fact made in a positive manner.

[MCL 445.903(1).]

You have ten days within which to provide this Office with assurances of voluntary compliance under the Act. To be acceptable to this Office, such assurances must include an agreement that you will no longer claim that your sermorelin injections prevent Covid-19, you will publicly retract this claim, and you will not use the EightWest video making this claim in any advertising going forward.

¹ See <https://www.removefat.com/sermorelin>

Skin Envy, LLC c/o Stephanie Davison

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This Office is taking steps to either file a civil lawsuit pursuant to MCL 445.905 or commence a formal investigation under MCL 445.907. Your response to this Notice will help us determine if one of these paths will be necessary.

For over a year now, consumers have been barraged with misinformation regarding Covid-19 prevention. While we commend your statement in support of one type of injection for prevention—vaccination—your false claim regarding sermorelin injection prevention is troubling, especially as it may encourage consumers to purchase sermorelin injections from your business in lieu of receiving a free vaccination.

Sincerely,



Katherine J. Bennett (P75913)

Assistant Attorney General

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KJV/aeb