



TIM GRIFFIN  
ATTORNEY GENERAL

May 21, 2024

**VIA CERTIFIED MAIL**  
**CERTIFIED MAIL NO. 9589-0710-5270-0602-2696-80**

Choices Women's Medical Center, Inc.  
147-32 Jamaica Avenue  
Jamaica, New York 11435

**Re: NOTICE OF CEASE AND DESIST**

To Whom It May Concern:

The Office of the Arkansas Attorney General ("OAG") is the state's chief consumer advocate and law enforcement officer. To fulfill these duties, the OAG is empowered to investigate business practices and to enforce consumer protection laws where violations exist.

Recently, the OAG received information that Choices Women's Medical Center, Inc., is (1) representing that abortion-inducing medical pills may legally be obtained or brought to Arkansas, and (2) providing such pills to women within Arkansas or to bring to Arkansas. The OAG independently reviewed Choices Women's Medical Center, Inc.'s website and verified these allegations.

Abortions are prohibited in Arkansas pursuant to Ark. Code Ann. § 20-16-1304, *et seq.*, except for specific, extenuating circumstances. Consequently, abortion pills may not legally be shipped to Arkansas. Based on this information, it appears that some of your business practices may constitute false, deceptive, and unconscionable trade practices under the Arkansas Deceptive Trade Practices Act, Ark. Code Ann. § 4-88-101, *et seq.* ("ADTPA").

The Attorney General of Arkansas demands that you **CEASE AND DESIST** from conducting any advertising related to the performance of abortion services in the State of Arkansas **IMMEDIATELY**. If you refuse to comply, a formal investigation will be opened. Additionally, the Attorney General may bring a lawsuit against you for violations of the ADTPA. If successful, you may face civil penalties up to \$10,000 per violation.

To avoid further action, please notify the OAG of the steps you have taken to remedy this situation within 14 days of the date of this letter. Your response should be in writing and addressed to:

323 CENTER STREET, SUITE 200  
LITTLE ROCK, ARKANSAS 72201

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Office of the Arkansas Attorney General  
c/o Brittany Edwards  
323 Center Street, Suite 200  
Little Rock, Arkansas 72201

Alternatively, you may provide your response by email to [Brittany.Edwards@ArkansasAG.gov](mailto:Brittany.Edwards@ArkansasAG.gov).  
You may also use this email address to communicate any questions or concerns about this letter.

Yours truly,   
Tim Griffin  
Attorney General