



STATE OF ALABAMA
OFFICE OF THE ATTORNEY GENERAL

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ATTORNEY GENERAL

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June 8, 2026

VIA CERTIFIED MAIL

Possibility Labs
1410 Franklin Street #135
San Francisco, CA 94109

Re: Notice of Cease and Desist

To Whom It May Concern:

The Office of the Alabama Attorney General understands that Plan C, which is a project of Possibility Labs, advertises and facilitates the sale or procurement of medical pills that induce abortions to consumers in Alabama.

Abortions are illegal in Alabama, and that includes the “prescription of any” “medicine, drug, or any other substance or device with the intent to terminate the pregnancy of a woman known to be pregnant with knowledge that the termination by those means will with reasonable likelihood cause the death of the unborn child.” Ala. Code § 26-23H-3(1); *see* Ala. Code § 26-23H-4(a) (prohibition), *id.* § 26-23-H-6 (penalties). Accordingly, it is unlawful to ship abortion pills to an individual in Alabama for the purpose of terminating a pregnancy. But that is precisely what “Plan C” facilitates, aids, and abets. *See Website Where People Buy Abortion Pills, Plan C*, <https://www.plancpills.org/websites-that-sell-pills>.

Plan C also promises that “[a]bortion pills are very safe.” *How People Get Abortion Pills Online in Every State*, Plan C, <https://www.plancpills.org/guide-how-to-get-abortion-pills> That is—at best—misleading. Last year, an analysis based on data from an all-payer insurance claims database that includes 865,727 prescribed Mifepristone abortions revealed that within 45 days of taking Mifepristone, 10.93 percent of women experienced sepsis, infection, hemorrhaging, or another serious adverse event. Hall & Anderson, *The Abortion Pill Harms Women: Insurance Data Reveals One in Ten Patients Experiences a Serious Adverse Event*, Ethics and Public Policy Center (Apr. 28, 2025), <https://perma.cc/76H2-DE89>. Yet Plan C assures women that these pills are “very safe” for them to take.

Based on this information, it appears that you have violated the Deceptive Trade Practices Act, Ala. Code §§ 8-19-1 *et seq.* Specifically, some of your business practices may violate provisions prohibiting “[c]ausing confusion or misunderstanding as to the source, sponsorship, approval, or certification of [your] goods and services,” Ala. Code § 8-19-5(2), and by representing that your goods and services “have sponsorship, approval, characteristics, ingredients, uses, benefits, or qualities that they do not have” or that your business “has sponsorship, approval, status, affiliation, or connection that [it] does not have,” Ala. Code § 8-19-5(5).

The Attorney General of Alabama thus demands that you **CEASE AND DESIST IMMEDIATELY** from conducting any advertising or other activities related to the delivery of abortion drugs to consumers in Alabama. If you refuse to comply, a formal investigation will be initiated, and the Attorney General may bring a lawsuit against you for unlawful trade practices. If successful, you may face civil penalties up to \$2,000 per violation. *See* Ala. Code § 8-19-11(b).

To avoid further action, please notify the Attorney General’s Office 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 Assistant Attorney General Michael G. Dean, who may be reached at the address below:

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Consumer Interest Division
501 Washington Avenue
Post Office Box 36130-0152
(334) 242-7300
Michael.Dean@AlabamaAG.gov

Sincerely,

STEVE MARSHALL
Attorney General

By:



Katherine Robertson
Chief Counsel,
Deputy Attorney General