



ACTIVE

U.S. Product Claims Reference Guide



Did you know that 63% of adults in the U.S. reported drinking sugar-sweetened beverages once daily or more?¹ Additionally, on average, U.S. adults consume nearly 150 extra calories a day from sugary drinks, equating to about 6-12% of their daily caloric needs.²

Unfortunately, extensive research indicates that this widespread, excessive consumption of sugar can have detrimental effects on both physical and mental health. High sugar levels in energy drinks can cause rapid spikes in blood sugar levels, leading to subsequent crashes that leave you feeling fatigued and irritable. Furthermore, the combination of excess sugar and caffeine in these beverages can intensify feelings of jitteriness and anxiety, significantly impacting your overall well-being and productivity. Not only does excessive sugar intake have negative short-term health effects, but it has also been linked to an increased risk of serious long-term health problems.

Are you tired of the unhealthy rollercoaster ride that comes with sugar-filled energy drinks? Introducing Active, a performance supplement that offers a clean, long-lasting energy boost without the drawbacks and “junk” commonly found in sugar-filled energy drinks. Active's scientifically advanced formula features a proprietary blend of natural caffeine sources, providing sustained energy to fuel your day without unwanted spikes, crashes, or jitters. With Active, you can say goodbye to the unhealthy highs and lows that come with sugar-filled energy drinks and embrace a healthier, more balanced approach to daily energy management. Experience the difference with Active—clean energy for every day.*

Active is intended to supplement a healthy, balanced diet and lifestyle. However, care must be taken in promoting its benefits to avoid potential issues with regulatory agencies. This resource provides guidance for Plexus® Brand Ambassadors and employees to navigate and mitigate risks associated with communicating the amazing health benefits of Active.

At Plexus, we are committed to the promotion and sale of our products in accordance with applicable laws and regulations in all markets wherein we do business. To that end, the Field Advisory Support Team has created this resource, empowering you to confidently and compliantly promote Active. Below are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for Active.

✓ THE DOS

- Talk about how Active can help you power through your day with clean energy support.*
- Promote how it provides lasting energy, boosted performance, mental clarity, and immune support in each refreshing sip.*
- Share how Active is great for athletes and is a great post-workout recovery mix; it's also a powerful pre-workout boost for anyone who needs a little extra energy*
- Talk about how Active can reduce oxidative stress with its potent antioxidants*
- **Share this product using only approved product claims, like:**
 - “Provides clean, long-lasting energy*”
 - “Supports performance and mental clarity*”
 - “Enhances feeling of alertness*”
 - “Increases energy without the jitters*”
 - “Supports the body’s natural nitric oxide production*”
 - “Supports improved performance*”
 - “Helps support immune function*”
 - “Helps support mental clarity and focus needed to fuel your day*”
 - “Helps support endurance*”

✗ THE DON'TS

- **Don't claim Plexus products can be used to treat, cure, or prevent any diseases or symptoms of disease, even if you don't actually name the disease, but use everyday terms (instead of medical terminology).**
- **Don't claim Active will help you lose weight and burn fat.**
- **Don't claim Active can help with brain fog and/or memory loss.**
- **Don't claim Active can give you energy all day long.**
- **Don't claim Active helps with asthma when exercising.**
- **Don't use the following “red flag” words or symptoms associated with illness or diseases:** Alzheimer's disease, anti-inflammatory, asthma, auto-immune (disease), brain fog, cancer, cholesterol, chronic fatigue syndrome, cold/flu, dementia, diabetes, heart disease, high blood pressure, memory loss, obesity.
- **Don't use testimonials about how Active affected a condition that would normally be treated with a drug or by a doctor.** Personal experiences can be incredibly compelling, but they are regulated speech when used by the company. No matter how remarkable someone's personal experience may be, it could be a violation of U.S. regulations.

Acceptable Claim	Unacceptable Claim	Why is it Unacceptable?
<p>By drinking Active, I had the energy boost and focus to make my workouts even more productive, which helped me get in better shape.*</p>	<p>By drinking Active every day, I am down 25 pounds in just 4 months without changing anything else about my diet or exercise program. I'm super excited to keep this weight off permanently.</p>	<p>Active does not promote weight loss. This is not an approved claim for this product. Moreover, claims that any product can keep weight off permanently are false and misleading.</p>
<p>I drink Plexus Active because it helps promote my body's natural production of nitric oxide, which is really helpful for muscle recovery. It also supports my physical endurance.*</p>	<p>I drink Active when I exercise to help with my asthma.</p>	<p>Suggests Active can help prevent exercise-induced asthma (a disease). Active is a dietary supplement. Dietary supplements are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>If you are looking for a performance supplement to help gently lift your energy levels and improve your mental focus without the jitters, Active can help!*</p>	<p>Not only can Active help with memory loss and/or dementia, but it can also give you unlimited energy. I'm now off all my prescription medications.</p>	<p>Suggests Active can treat memory loss/dementia (diseases) and be a substitute for prescription medications that are intended to treat disease. Dietary supplements, like Active, are not intended to diagnose, treat, cure, or prevent any disease. Also suggests Active can provide unlimited energy, which is false and misleading.</p>

Plexus® products are founded on science. This science can be explained, and the amazingly effective products can (and must be) promoted in a compliant manner. By following the guidance in this resource, you are doing your part to help Plexus keep its commitment to the principles of trustworthiness and honesty. If you ever need additional guidance on how to stay compliant with applicable laws and regulations, please do not hesitate to contact the Field Advisory Support Team at compliance@plexusworldwide.com.

***These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

This reference guide applies to the United States and may not be applicable to other markets.

1. Chevinsky JR, Lee SH, Blanck HM, Park S. Prevalence of Self-Reported Intake of Sugar-Sweetened Beverages Among US Adults in 50 States and the District of Columbia, 2010 and 2015. *Prev Chronic Dis.* 2021;18:200434.
2. Rosinger A, Herrick K, Gahche J, Park S. Sugar-sweetened Beverage Consumption Among U.S. Adults, 2011-2014. *NCHS Data Brief.* 2017 Jan;(270):1-8.