



BALANCE

U.S. Product Claims Reference Guide



It's no secret that today's modern diet contains far too many simple sugars and refined carbohydrates that can have profound effects on your health and wellness. These dietary components, abundant in many of the foods we enjoy daily, can lead to rapid spikes in blood sugar levels, contributing to energy crashes and weight gain, and negatively impacting your metabolism. Moreover, their pervasive presence in processed foods often makes it challenging to maintain a balanced diet, leaving many individuals feeling frustrated and defeated in their quest for better health.

But it doesn't have to be this way. Introducing Balance, your ally in the battle against hidden carbs and sugars lurking in your everyday meals. You could try and avoid them altogether with a rigid, restrictive diet plan, or you can take a more "balanced" approach. With Balance, you don't have to sacrifice your favorite foods to stay on track with your health goals. This innovative formula is designed to block and balance unwanted carbs and sugars, minimizing their impact on your body.*

Balance 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 numerous health benefits of Balance.

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 Balance. Below are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for Balance.

✓ THE DOS

- Promote Balance as a way to help minimize unwanted blood sugar spikes by slowing the speed at which carbs and sugars are digested, for a more steady release of energy into the bloodstream.*
- Share that Balance can help maintain healthy blood sugar levels already within a normal range to avoid that post meal crash.*
- Recommend Balance as a product that supports weight management by helping reduce calorie intake and reduce the glycemic index of carbs and sugars.^*
- Promote Balance as a supplement to an otherwise healthy and balanced diet.
- Refer to how Balance is formulated with a blend of white kidney bean extract and mulberry leaf extract (help neutralize digestive enzymes that turn carbs and sugars into glucose), and cinnamon bark extract (polyphenols that help balance the endocrine system's hormonal response to food, helping maintain healthy blood glucose levels).*
- Share that Balance is gluten free, non-GMO, and vegetarian, and has no artificial colors.
- **Share this product using only approved product claims, like:**
 - "Supports weight management^**"
 - "Helps reduce calorie intake**"
 - "Helps neutralize enzymes that turn carbs and sugars into glucose**"
 - "Reduces the glycemic index of carbs and sugars/helps minimize unwanted blood sugar spikes**"
 - "Reduces the negative effects of carbs and sugars by reducing the enzymes (alpha-amylase and alpha-glucosidase) that break them down**"

✗ 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 Balance is a substitute for a healthy and balanced diet.**
- **Don't claim Balance increases or gives you energy.**
- **Don't use the following "red flag" words or symptoms associated with illness or diseases:** Anti-inflammatory, chronic fatigue, cholesterol, diabetes, heart disease, headache, heartburn, high or low blood pressure, inflammation, nausea, obesity, pain, and stomachache.
- **Don't use testimonials about how Bio Cleanse 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.

*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.

Acceptable Claim	Unacceptable Claim	Why is it Unacceptable?
It's a relief to find a product that can complement my healthy lifestyle. That's why I use Balance as it supports my weight management goals!^*	I'm so glad I found this product. I've struggled with obesity in the past but I lost 25 pounds with Balance and I didn't even need to change my diet!	Balance has not been scientifically shown to provide extreme weight loss results or treat obesity (a disease). Dietary supplements are not intended to diagnose, treat, cure, or prevent any disease.
I feel more in control of my diet, especially when it's a high-carb meal. I love how this product can minimize those unwanted blood sugar spikes and the dreaded energy crash!*	I feel in control of my health now more than ever, especially with Balance on my side helping keep my blood sugar in check. It's like a natural insulin!	Implies Balance can replace/function as insulin and possibly be used as a treatment for diabetes (a disease). Dietary supplements are not intended to diagnose, treat, cure, or prevent any disease.
A big bowl of pasta is one of my guilty pleasures. I feel less guilty when I take Balance as I know it can help reduce the negative effects of carbs by reducing the enzymes that break them down!*	I love bread and pasta. Using Balance allows me to eat as many carbs as I want without gaining any weight! It's a miracle!	Suggests Balance to be a "miracle" cure to weight loss. Balance does not completely block ALL carbs and sugars in your diet. This claim is not supported by scientific evidence and is misleading.
I feel good adding Balance into my health routine, knowing that it's going to make a difference in supporting my weight management journey!^*	Adding Balance to my health routine helped lower my cholesterol!	Implies that Balance can treat high cholesterol (a disease). Dietary supplements are not intended to diagnose, treat, cure, or prevent any disease.
My overall health has improved with taking Balance. It has helped support my weight management efforts and even helped lower my calorie intake!*	Balance has truly been a godsend in my life. It has essentially cured my diabetes. Without Balance, I don't know what I'd do!	Claims that Balance can cure/treat diabetes (a disease). Dietary supplements are not intended to diagnose, treat, cure, or prevent any disease.
I add Balance to my health journey because I know this product is going to help reduce the glycemic index of the carbs and sugars that I eat!*	Before I started taking Balance, I used to be fatigued all the time after eating a big meal. Now I have more energy after every meal!	Claims that Balance can increase physical energy. This claim is not scientifically supported and is misleading.

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.

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^When combined with a reduced calorie weight loss diet plan. Individual results will vary.

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