

plexus Greens™

US Product Claims Reference Guide



Daily intake of phytonutrients from fruits and vegetables is super important to maintaining your health and wellness. Phytonutrients in plants act as pigments, giving them their unique and vibrant colors. Eating a variety of plant-based and colorful foods can help ensure your diet contains the phytonutrients your body needs to thrive. Unfortunately, the majority of American adults do not regularly consume the minimum recommended amount of fruits and vegetables daily.

Dietary supplements, such as Plexus Greens, provide a convenient and delicious way for you to get more of these phytonutrients into your daily diet and worry less about potential nutrient gaps. With its powerful superfood blend, gut-supporting fermented fruits and vegetables, insoluble oat fiber, and a unique kombucha and green tea blend, Greens supports a well-rounded, daily wellness routine and is a perfect addition to your Plexus® regimen.*

Keep in mind, Plexus Greens is a “supplement”, not a “substitute” for a healthy diet and is not intended to replace the USDA’s recommended daily intake of 2 cups of fruit and 2.5 cups of vegetables for adults. Rather, it is intended to complement a healthy and balanced diet. Product claims related to Plexus Greens could be deceptive or misleading in the eyes of regulatory agencies, if stated improperly. This resource offers suggestions for Plexus Ambassadors and employees to help mitigate risk when explaining the amazing health benefits of Plexus Greens.

Plexus is 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 Regulatory Affairs Department has created this resource to help you understand how to confidently promote Plexus Greens in a compliant manner. Below are some examples of unacceptable claims, why they are problematic, and acceptable claims you can make for Plexus Greens.

*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.



THE DO'S

- Talk about Plexus Greens as a convenient way to add a variety of phytonutrient-dense fruits and vegetables, including fermented super-foods to your diet.
- Promote Plexus Greens as a supplement to an otherwise healthy and balanced diet.
- Refer to how the process of fermentation actually helps maintain and enhance the antioxidant and nutritional capacity of fruits and vegetables.
- Share this product using only approved product claims, like:
 - “Packed with phytonutrients from dark-green vegetables and colorful fruits.”
 - “Plexus Greens is a good source of fiber.”
 - “Supports good digestion and gut health.*”



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 Plexus Greens is a substitute for regular consumption of whole fruits and vegetables as part of a balanced diet.
- Don't compare Plexus Greens with a specific number of servings of whole fruits and vegetables.
- Don't use the following “red flag” words or symptoms associated with illness or diseases: ADD/ADHD, Anti-Inflammatory, Autism, Blood Sugar, Cancer, Cholesterol, Diabetes, Heart Disease, High Blood Pressure, Hormones/ Estrogen, Inflammatory Bowel Disease (Crohn's Disease/Ulcerative Colitis), Insulin, Irritable Bowel Syndrome (IBS), Nausea, Obesity, and Stroke.
- Don't use testimonials about how Plexus Greens 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.

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

Acceptable Claim	Unacceptable Claim	Why is it Unacceptable?
<p>Plexus Greens™ is a convenient and delicious way to get more greens in your daily diet.</p>	<p>Skip the produce aisle! Try Plexus Greens, packed with powerful fruits and vegetables.</p>	<p>Plexus Greens is a Dietary Supplement intended to complement, not replace, fruit and vegetable intake as part of a balanced diet. Furthermore, Plexus Greens does not contain, nor replace, a specific number of servings of whole fruits and vegetables.</p>
<p>Did you know that Phytonutrient-dense fruits and vegetables help promote the growth of beneficial microbes (bacteria)?*</p>	<p>Nature’s medicine – greens, fruits, and kombucha tea to keep your blood sugar balanced and protect you from diabetes and other diseases.</p>	<p>First, product is being compared to medicine. Second, “blood sugar” in direct context with diabetes is an obvious disease claim. Dietary supplements are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>Eating a variety of plant-based foods can help ensure your diet contains the phytonutrients your body needs.</p>	<p>Equivalent to 5 servings of fruits and vegetables in every scoop!</p>	<p>While Plexus Greens contains phytonutrients present in fruits and vegetables, it is not equivalent to a specific number of servings of whole fruits and vegetables.</p>
<p>Plexus Greens supports good digestive function, is a good source of fiber, and contains digestion-soothing ginger.*</p>	<p>With fermented ginger to treat nausea and stomachache.</p>	<p>Nausea and stomachache can be symptoms of a more serious health condition (i.e. disease) that may require medication or medical intervention. Dietary supplements, such as Plexus Greens are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>Plexus Greens contains a superfood blend of antioxidant-rich fruits and vegetables.*</p>	<p>Cancer-fighting antioxidants from fermented fruits and vegetables.</p>	<p>Cancer is a disease. Dietary Supplements, such as Plexus Greens are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>For best results, children 4 to 18 take one serving of Plexus Greens daily.</p>	<p>I give Plexus Greens to my picky toddler to help them get more fruits and vegetables in their diet.</p>	<p>Plexus Greens is not intended for use in children younger than 4 years of age.</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 Regulatory Affairs department at raplexus@plexusworldwide.com.

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