



# BIO CLEANSE®

## U.S. Product Claims Reference Guide



A key aspect of maintaining healthy digestive function and gut health is the efficient elimination or weeding of unwanted microbes and substances from your body. Dietary choices such as highly processed foods, excessive caffeine or alcohol, or a lack of dietary fiber can disrupt the delicate balance of your gut microbiota, causing the over-growth of unfriendly bacteria and leading to common issues like bloating, gas, and occasional constipation. Sedentary lifestyles devoid of regular exercise can also slow down digestion and contribute to sluggishness in the gastrointestinal tract. Even simple things like dehydration or travel can throw off your digestive rhythm, leaving you feeling less than your best.

When your gut becomes unbalanced, you can feel weighed down, experience occasional digestive discomfort, and struggle to maintain regularity. That's where Plexus® Bio Cleanse can help. A cornerstone of the clinically tested TriPlex system, Bio Cleanse works to gently support your digestive system's natural cleansing process. Featuring magnesium ions, which draw water into the intestine, along with a blend of powerful antioxidants, Bio Cleanse promotes regularity and reduces occasional gas, bloating, constipation, and GI discomfort.\*

Bio Cleanse is intended to supplement a healthy, balanced diet and lifestyle. Product claims related to the promotion and use of Bio Cleanse could be considered deceptive or misleading in the eyes of regulatory agencies, if stated improperly. This resource offers suggestions for Plexus Brand Ambassadors and employees to help mitigate risk when explaining the numerous health benefits of Bio Cleanse.

At Plexus we are committed to promoting and selling our products while following applicable laws and regulations in all markets where we do business. To that end, the Field Advisory Support Team has created this resource, empowering you to confidently and compliantly promote Bio Cleanse. Below are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for Bio Cleanse.

### ✓ THE DOS

- Talk about Bio Cleanse as a convenient and easy way to help cleanse the gastrointestinal tract.\*
- Explain how Bio Cleanse can help you manage those days you feel irregular and uncomfortable.\*
- Emphasize why promoting regularity and “weeding the gut” contributes to overall health.\*
- Talk about how Bio Cleanse leaves you feeling more comfortable and balanced.\*
- **Share this product using only approved product claims, like:**
  - “Helps cleanse the gastrointestinal tract\*\*”
  - “Helps reduce occasional gas, bloating, and gastrointestinal discomfort\*\*”
  - “Helps promote regularity\*\*”
  - “Helps reduce unwanted microbes and substances\*\*”
  - “Relieves occasional constipation\*\*”
  - “Source of antioxidants\*\*”
  - “Studies suggest magnesium supplementation, as found in Bio Cleanse, may be associated with improvements in sleep quality in older adults.\*\*”

### ✗ 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 Bio Cleanse will help with chronic constipation issues.**
- **Don't claim that Bio Cleanse acts like a natural antibiotic or treats GI infections.**
- **Don't claim Bio Cleanse increases or gives you energy.**
- **Don't claim that Bio Cleanse helps with insomnia.**
- **Don't use the following “red flag” words or symptoms associated with illness or diseases:** Allergies, antibiotic, anti-inflammatory, auto-immune (disease), blood sugar, cancer, Candida, cholesterol, chronic fatigue syndrome, chronic constipation, diabetes, heart disease, high blood pressure, infection, inflammation, Inflammatory Bowel Disease (Crohn's Disease/ulcerative colitis), insomnia, insulin, Irritable Bowel Syndrome (IBS), nausea, obesity, and pain.
- **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?
<p>Since incorporating Bio Cleanse into my daily routine, I notice a lot less bloating and gas. I feel like myself again now that my tummy is more balanced.*</p>	<p>Ever since I started Bio Cleanse, my chronic constipation has completely disappeared! It's like a miracle cure, for my stomach pain.</p>	<p>Suggests that Bio Cleanse is a "miracle cure" for Chronic Constipation (a disease) and associated pain (a disease). Dietary supplements, such as Bio Cleanse are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>Bio Cleanse has had a great impact on my lifestyle. Unlike other GI cleansing supplements I've tried, it's more gentle on my stomach.*</p>	<p>Not only is Bio Cleanse easy on your GI system, but it's also a miracle supplement that cures everything from headaches to chronic pain. It's a one-stop solution for all health issues!</p>	<p>Suggests Bio Cleanse is a "miracle cure" for headaches and chronic pain (diseases). Also exaggerates Bio Cleanse' benefits by claiming it can address a wide range of health issues. Dietary supplements are not intended to diagnose, treat, cure, or prevent disease.</p>
<p>As a mom with a busy schedule, Bio Cleanse has become my daily support. It helps support my body's natural cleansing process.*</p>	<p>Since I started Bio Cleanse, I started shedding pounds like crazy! It is my secret to my rapid weight loss!</p>	<p>Suggests that Bio Cleanse by itself is responsible for rapid weight loss, which is not an approved claim for this product. However, when Bio Cleanse is used as part of the TriPlex system along with Slim and ProBio 5, testimonials referring to weight loss are acceptable.</p>
<p>I love how Bio Cleanse has been a game changer in my life. It has helped me relieve occasional constipation. It is such a huge win for me!*</p>	<p>Bio Cleanse helped me get rid of my IBS medication and now I am medication free! I am now giving it to my 13-year-old who suffers with the same issues.</p>	<p>Suggests that Bio Cleanse is a substitute for a prescription medication to treat IBS (a disease). Dietary supplements are not intended to diagnose, treat, cure, or prevent any disease. Additionally, Bio Cleanse is recommended for adult use. Consult with your child's physician before giving them any dietary supplement intended for adults.</p>
<p>What sets Bio Cleanse apart is that it helps weed out unwanted microbes and substances from the gut.*</p>	<p>Bio Cleanse is my shield against Colitis flare-ups and now I am medication free. Since taking it, I no longer have to take my medicine. Goodbye doctor!</p>	<p>Suggests that Bio Cleanse acts as a substitute for a prescription medication to treat ulcerative colitis (a disease). Dietary supplements are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>Bio Cleanse leaves me feeling more comfortable and balanced, making sure I get the most out of every day.*</p>	<p>Bio Cleanse helped me get rid of my Candida! Thanks to Bio Cleanse my infection has completely vanished!</p>	<p>Suggests that Bio Cleanse acts as a substitute for prescription medication to treat candidiasis of the gut (a disease). Dietary supplements are not intended to diagnose, treat, cure, or prevent disease.</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](mailto:compliance@plexusworldwide.com).

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