

plexus

# BLOCK

## U.S. Product Claims Reference Guide



In today's modern diet, sugar and refined carbohydrates are everywhere, lurking in many processed foods and tempting treats. However, their consumption often comes at a cost to your health. Scientific research has linked excessive intake of sugar and refined carbs to a myriad of detrimental effects, including weight gain, rapid blood sugar spikes, and increased risk of serious health problems. As awareness of these consequences grows, so does the demand for solutions that empower individuals to make healthier dietary choices.

Introducing Block, your ally in the battle against carbs and sugars, designed to help you avoid the guilt that often accompanies indulgence. In a world where dietary slip-ups can derail your progress, Block steps in to reduce the absorption of carbohydrates, granting you more peace of mind with every bite. Empower your wellness journey with this revolutionary glycemic support and carbohydrate-blocking supplement, meticulously formulated to lower the glycemic index of foods and help maintain healthy glucose levels already in the normal range. Say goodbye to guilt and hello to a renewed sense of control over your diet. With Block, you can enjoy your favorite treats and worry less about their unwanted effects. Harnessing the power of a brown seaweed blend, white kidney bean extract, and chromium picolinate, Block supports your metabolism for optimal well-being, while ensuring the absorption of beneficial nutrients remains unaffected. Take charge of your health with Block by your side.\*

Block is intended to supplement a healthy, balanced diet and lifestyle. Product claims related to the promotion and use of Block 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 Block.

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

### ✓ THE DOS

- Talk about how Block has helped you gain more control over your daily carb and sugar consumption.\*
- Share how Block is a dual-action formula that helps control both carbs and sugars.\*
- Explain that Block has empowered your wellness journey by helping you lower the glycemic index of food to help maintain healthy glucose levels already in the normal range.\*
- **Share this product using only approved product claims, like:**
  - “Helps manage your weight<sup>^</sup>”
  - “Neutralizes enzymes that convert carbohydrates into glucose\*”
  - “Doesn’t block absorption of beneficial nutrients”
  - “Helps reduce the absorption of sugars and carbs\*”
  - “Supports healthy glucose metabolism\*”

### ✗ 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 Block is a substitute for a healthy and balanced diet.**
- **Don't claim Block 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, disease, headache, heartburn, high or low blood pressure, inflammation, insulin, nausea, obesity, pain, and stomachache.
- **Don't use testimonials about how Block 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.

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

\*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>Block has been a fantastic addition to my balanced lifestyle. Alongside regular exercise and a healthy diet, I've found it easier to manage my weight and feel more in control of my eating habits. It's reassuring to know I have support for my glucose metabolism.*</p>	<p>After starting Block, my diabetes symptoms have dramatically decreased. It's like I don't even have to worry about my blood sugar levels anymore.</p>	<p>Suggests Block can treat or possibly even cure diabetes (a disease). Dietary supplements are not intended to diagnose, treat, cure or prevent any disease.</p>
<p>Adding Block to my daily regimen has empowered me to approach my meals with confidence. I've always struggled with the temptation of sweets and carbs. Now, I feel like I have an extra layer of support to help maintain healthy glucose levels.*</p>	<p>Block completely eliminated my need for medication to control my high blood sugar. I recommend it to anyone wanting to get rid of their diabetes medication.</p>	<p>Implies Block can replace diabetes medication and be used as a treatment for diabetes (a disease). Dietary supplements are not intended to diagnose, treat, cure or prevent any disease.</p>
<p>I was skeptical at first, but Block has genuinely supported my weight management efforts.^ It's been an essential part of my wellness toolkit, especially when I indulge in a carb-heavy meal. I'm grateful for how it supports my health goals.*</p>	<p>I've struggled with obesity for years, but once I began taking Block, I saw immediate weight loss without changing my diet or exercise routine. It's the miracle cure I've been looking for.</p>	<p>Suggests that Block causes significant weight loss without lifestyle changes, which is misleading. It also implies Block can cure or prevent obesity (a disease). Dietary supplements are not intended to diagnose, treat, cure or prevent any disease.</p>
<p>My journey with Block has been incredibly positive. I've found it easier to stay on track with my health objectives and manage my dietary choices better. The science behind it makes sense to me, and it fits perfectly into my daily routine without blocking the absorption of beneficial nutrients.*</p>	<p>Block melted away all my belly fat and gave me the beach body I've always wanted by just taking 1 pill a day. It works like magic, with no effort required on my part.</p>	<p>Suggests that Block causes significant weight loss and targets specific areas of fat reduction without lifestyle changes, which is misleading. It falsely presents the product as a miraculous solution.</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.