



# EASE

## U.S. Product Claims Reference Guide



Occasional muscle and joint soreness aren't just a physical hindrance; they're also a barrier to achieving your health and wellness goals and leave you feeling frustrated and sidelined. When discomfort from overexertion, strenuous physical activities, or just the wear and tear of daily life sets in, it can disrupt your routine, dampen your spirits, and slow your progress toward a more active and fulfilling lifestyle. The pursuit of Health and Happiness demands not only determination but also support in overcoming the occasional setbacks that soreness and discomfort bring. Recognizing this need is the first step toward finding a solution that allows you to continue pushing forward, without being held back by temporary discomforts.

Introducing Ease – your go-to supplement for embracing an active lifestyle while nurturing your body's need for comfort and recovery. Created for those who love to move but find themselves occasionally slowed by the discomfort of overexertion, Ease is specifically formulated to support your joints, soothe muscles, and foster your body's natural healing processes. Whether you're recovering from a strenuous workout, seeking to alleviate occasional muscle soreness, or aiming to support your joint health, Ease offers a blend of key ingredients like turmeric, bromelain, serrapeptase, and New Zealand green-lipped mussel. These components work synergistically to reduce soreness, promote recovery, and support your immune function, allowing you to keep moving, find relief, and love life without compromise. Welcome to a world where your zest for life meets the comfort and support you deserve. Welcome to Ease.\*

Ease 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 Ease.

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



### THE DOS

- Explain how Ease provides comfort for occasional joint soreness due to exercise and overexertion.\*
- Talk about how Ease complements your body's natural tissue repair and recovery response.\*
- Promote Ease as a supplement to an otherwise healthy and balanced diet.
- Refer to how Ease supports relief from occasional muscle discomforts that result from an active lifestyle.\*
- **Share this product using only approved product claims, like:**
  - “Supports healthy joint function and comfort\*\*”
  - “Promotes the body's recovery processes and immune function, supporting whole body health at the cellular level\*\*”
  - “Encourages your body to clear out cellular debris from recovery processes, which allows healthy cells and tissue to thrive\*\*”
  - “Provides antioxidants to combat the damaging effects of free radicals\*\*”



### 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 Ease is a substitute for a healthy and balanced diet.**
- **Don't claim Ease can treat pain or inflammation from arthritis or tendonitis.**
- **Don't use the following “red flag” words or symptoms associated with illness or diseases:** Anti-inflammatory, arthritis, auto-immune (disease), blood sugar, cancer, cholesterol, Chronic Fatigue Syndrome, diabetes, heart disease, high blood pressure, inflammation, Inflammatory Bowel Disease (Crohn's disease ulcerative colitis), insulin, Irritable Bowel Syndrome (IBS), nausea, obesity, pain, and tendonitis.
- **Don't use testimonials about how Ease 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>After incorporating Ease into my daily routine, I've noticed a significant improvement in how I feel following my morning jogs and yoga sessions. It's like I've found a more effective way to support my body's natural recovery process, and I'm thrilled with how good I feel throughout the day!*</p> | <p>Since I started using Ease, my chronic joint pain has completely disappeared! I can't believe how effective this supplement is at relieving even the most stubborn discomfort. It's like a miracle in a bottle!</p>   | <p>Suggests that Ease can treat chronic joint pain, which is a disease. This claim is also misleading because the phrase "relieving... stubborn discomfort" is not qualified and could be easily misinterpreted. Dietary supplements, like Ease, are not intended to diagnose, treat, cure, or prevent any disease.</p>  |
| <p>I'm no stranger to the gym, and sometimes I push myself a bit too hard. Since I started using Ease, I've observed a noticeable difference in my post-workout recovery. It feels like my body bounces back faster, and I'm ready to tackle my next workout with enthusiasm.*</p>                           | <p>I was diagnosed with arthritis last year, and I've tried everything to manage the pain. Nothing worked until I discovered Ease. Now, I can move without any stiffness or discomfort. It's like I don't even have arthritis anymore!</p>                             | <p>Suggests that Ease can treat arthritis (a disease). Dietary supplements, like Ease, are not intended to diagnose, treat, cure, or prevent any disease.</p>  |
| <p>Balancing work and my passion for running has always been a challenge, especially when dealing with occasional muscle discomfort. With Ease, I've found a great companion that supports my joints and muscles, keeping me on track with my training schedule.*</p>  | <p>Ease is a lifesaver! I used to suffer from severe muscle spasms after every workout, but ever since I started taking this supplement, I haven't experienced a single twinge. It's like magic!</p>   | <p>Suggests that Ease can prevent severe muscle spasms, which could be caused by various factors and potentially be considered a disease. This is not an approved claim for Ease and is not scientifically substantiated. Dietary supplements, like Ease, are not intended to diagnose, treat, cure, or prevent any disease.</p>   |
| <p>As someone who loves gardening and outdoor activities, occasional aches from overexertion used to slow me down. Since adding Ease to my daily routine, I've noticed a huge difference in how my body handles these activities, allowing me to enjoy my hobbies more freely.*</p>                          | <p>My doctor told me I had a torn meniscus and recommended surgery, but I wanted to try alternative options first. I started taking Ease, and within weeks, my knee pain vanished! I canceled my surgery, and now I'm pain-free and back to my regular activities.</p> | <p>Suggests that Ease can treat pain caused by a torn meniscus (a disease) and be a substitute for surgery. Dietary supplements, like Ease, are not intended to diagnose, treat, cure, or prevent any disease.</p>   |
| <p>I'm amazed at how much more comfortable I feel after long bike rides since I started taking Ease. It seems to support my body's natural ability to deal with the soreness that used to be a regular part of my cycling weekends.*</p>   | <p>Ease is a miracle worker! I used to suffer from chronic inflammation all over my body, but since taking this supplement, I feel like a new person. My energy levels are through the roof, and I haven't had a single flare-up since I started using it.</p>         | <p>Suggests that Ease can treat chronic inflammation and prevent associated flare-ups, which is indicative of a disease state. This claim is also misleading because the statement "My energy levels are through the roof" is not supported by scientific substantiation. Dietary supplements, like Ease, are not intended to diagnose, treat, cure, or prevent any 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).

**\*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.