



# EDGE

## U.S. Product Claims Reference Guide



It's no secret that maintaining focus and sustaining energy levels can be a formidable challenge. As an adult, you juggle an array of responsibilities and face an onslaught of distractions from every direction – be it the demands of work, managing household responsibilities, nurturing relationships, or the pull of social media. It's all too easy to find yourself feeling unfocused and drained, struggling to stay on task to accomplish your goals. But fear not, because Edge is here to empower you on your journey.

In a world where distractions abound and energy levels fluctuate, Edge is your ally for enhanced concentration and a sharp mental edge. Powered by a blend of key ingredients like *Coffea arabica* bean extract that provides the equivalent caffeine content of 1 cup of coffee, Edge fuels your energy while promoting heightened focus. But what sets Edge apart is its balance. L-theanine, an amino acid, works harmoniously to temper the jitters often associated with caffeine, leaving you with improved mood and sustained mental clarity. Whether you're navigating a demanding workday or pursuing your passions, Edge ensures you're equipped to accomplish anything you set your mind to. Experience the benefits of sharper thinking, improved mood, and healthy, sustained energy with Edge – because when you think sharply, you stay focused and get the most out of life.\*

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

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

### ✓ THE DOS

- Explain that Edge promotes sharper thinking with enhanced concentration and focus.\*
- Promote Edge as a supplement to a healthy and balanced diet.
- Talk about Edge as a convenient way to get energized and enhance mental focus.\*
- Refer to the inclusion of L-theanine in Edge to improve mood and combat the jittery effects of caffeine.\*
- Speak on the long-lasting energy and focus Edge provides to help tackle the demands of the day.\*
- **Share this product using only approved product claims, like:**
  - “Improves mood\*\*”
  - “Promotes sharper thinking, enhanced concentration, and focus\*\*”
  - “Increases energy and focus to support an active lifestyle\*\*”
  - “Contains clinically tested ingredients, including jitter-busting L-theanine\*\*”

### ✗ 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 Edge is a substitute for a healthy and balanced diet.**
- **Don't claim Edge is a substitute for sleep.**
- **Don't compare the effects of Edge to any prescription medications.**
- **Don't use the following “red flag” words or symptoms associated with illness or diseases:** Attention-Deficit/Hyperactivity Disorder (ADD/ADHD), blood sugar, Chronic Fatigue Syndrome, diabetes, dementia, depression, inflammation, insomnia, intelligence, memory, obesity, and pain.
- **Don't use testimonials about how Edge 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>Edge has been a game-changer for me! As a working mom, staying focused and energized throughout the day is essential. With Edge, I've noticed a significant improvement in my ability to concentrate on tasks. It definitely provides a nice mental pick-me-up in the afternoon!*</p>	<p>Ever since I started taking Edge, I've become a genius! I can solve complex problems in seconds and my IQ has skyrocketed. This stuff is like a brain booster on steroids!</p>	<p>Suggests Edge can drastically increase intelligence and IQ, which is misleading, exaggerated, and not supported by scientific evidence.</p>
<p>I was skeptical at first, but after trying Edge for a few weeks, I'm a believer! As a busy professional, I need all the help I can get to stay sharp and on top of my game. Edge provides a smooth and sustained energy boost without the jitters, allowing me to tackle my workload with ease. Plus, the improved mood is an added bonus!*</p>	<p>Edge is the ultimate energy cure! Just 1 capsule and I feel like I can conquer the world. It's like having the energy of a superhero coursing through my veins. No more need for sleep – Edge keeps me going 24/7!</p>	<p>Suggests Edge provides superhuman levels of energy and implies that it eliminates the need for sleep, both of which are misleading and unrealistic claims not supported by scientific evidence.</p>
<p>Edge has become my secret weapon for staying focused during long study sessions. As a college student juggling classes and extracurriculars, maintaining concentration can be challenging. Thanks to Edge, I've experienced sharper thinking and mental clarity, making it easier to stay on task. It's definitely a must-have for anyone looking for that extra "edge" to help them academically!*</p>	<p>I've been taking Edge for a week and I've already lost 10 pounds without changing my diet or exercise routine. It's like a magic weight loss pill! I can't believe how effortlessly the pounds are melting away.</p>	<p>Suggests that Edge is a miracle weight loss solution, which is a false and misleading claim not supported by scientific evidence.</p>
<p>After incorporating Edge into my daily routine, I've noticed a significant improvement in my productivity levels. As a small business owner, I rely on my ability to stay focused and alert to make crucial decisions throughout the day. Edge provides the sustained energy and mental focus I need to power through meetings, deadlines, and everything in between. I highly recommend it!*</p>	<p>Since I started using Edge, I've become a productivity machine. I can work non-stop for hours on end without feeling tired or distracted. My boss is amazed at how much work I'm getting done. Edge is definitely the secret to my success!</p>	<p>Implies that Edge can enhance work productivity to an extreme degree, which is an exaggerated and misleading claim not supported by scientific evidence.</p>
<p>As someone who struggles with maintaining focus due to a hectic schedule, Edge has been a game-changer. Unlike other supplements I've tried, Edge provides a natural and sustained energy boost without the jitters, helping me power through my day with ease. I've also noticed a significant improvement in my mood and overall well-being. Thank you, Edge, for helping me stay on track!*</p>	<p>Edge has transformed my life in ways I never thought possible. Not only am I more focused and energetic, but I've also noticed a significant improvement in my memory and cognitive abilities. It's like I've unlocked a hidden potential within myself. Thank you, Edge, for making me the best version of myself!</p>	<p>Suggests that Edge can unlock hidden cognitive abilities, improve memory, and transform one's life, which are exaggerated and misleading claims not supported by scientific evidence.</p>
<p>Edge has been a lifesaver for me as a fitness enthusiast. Whether I'm hitting the gym or going for a run, having the right mental edge is key to pushing my limits and achieving my fitness goals. With Edge, I've experienced a noticeable increase in energy levels and mental clarity, allowing me to perform at my best during workouts. It's become a staple in my pre-workout routine!*</p>	<p>As someone who has suffered with Chronic Fatigue Syndrome for years, Edge has really changed my life. I now have the energy needed to reach my goals.</p>	<p>Suggests Edge can treat Chronic Fatigue Syndrome (a disease). This is false and misleading. In addition, dietary supplements, like Edge, 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.