



# NERVE

## U.S. Product Claims Reference Guide



Nerve health is fundamental to your overall well-being, intricately woven into every aspect of your physiology and serving as the conduit for communication between your brain and the rest of your system. Yet, the significance of maintaining healthy nerve function often goes overlooked until you encounter occasional discomfort. These disruptions can cast a shadow over your daily experiences, hindering your ability to fully immerse yourself in the joys of life. Don't let occasional nerve discomfort stand in your way.

Enter Nerve, your go-to dietary supplement to support nerve health and function. Crafted with a specific blend of vitamins, minerals, amino acids, and botanicals, Nerve helps you take a step toward minimizing interruptions and embracing more good days. With its unique formulation, Nerve is designed to reduce occasional nerve discomfort, support healthy nerve cells, and help maintain overall nervous system function. Featuring B vitamins for nervous system support, biotin to aid in fatty acid metabolism, and potent natural antioxidants like alpha lipoic acid and quercetin, Nerve works as hard as you do to maximize Hope, Health, and Happiness. Experience the difference with Nerve.\*

Nerve 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 Nerve.

At Plexus, we are committed to the promotion and sale of our products in accordance with 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 Nerve. Below are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for Nerve.

### ✓ THE DOS

- Explain how Nerve helps reduce occasional nerve discomfort.\*
- Talk about how Nerve features a blend of vitamins, minerals, amino acids, and botanicals to support nerve health and function.\*
- Promote Nerve as a supplement to a healthy and balanced diet.
- **Share this product using only approved product claims, like:**
  - “Helps reduce occasional nerve discomfort\*\*”
  - “Supports healthy nerve cells and the nervous system\*\*”
  - “Promotes nerve health\*\*”
  - “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 Nerve is a substitute for a healthy and balanced diet.**
- **Don't claim Nerve can treat nerve pain or neuropathy.**
- **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, neuropathy, obesity, and pain.
- **Don't use testimonials about how Nerve 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>Since incorporating Nerve into my daily routine, I've noticed a significant reduction in occasional nerve discomfort. This supplement has truly helped me regain control over my life's rhythm, allowing me to enjoy more good days without interruptions.*</p>	<p>Nerve is a miracle worker! I used to suffer from chronic neuropathic pain, but after just a few days of taking this supplement, I feel like a whole new person. I can't recommend it enough!</p>	<p>Suggests Nerve can treat chronic neuropathic pain (a disease). Dietary supplements, like Nerve, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>Nerve has become an essential part of my wellness routine. It not only helps reduce occasional nerve discomfort, but also provides a much-needed boost to my overall well-being. With Nerve, I feel empowered to embrace each day with optimism.*</p>	<p>Ever since I started taking Nerve, all my sciatic nerve pain just disappeared overnight! This stuff is like magic!</p>	<p>Suggests Nerve can treat sciatic nerve pain (a disease). Dietary supplements, like Nerve, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>As someone who leads an active lifestyle, occasional nerve discomfort was something I had learned to tolerate. However, since incorporating Nerve into my daily regimen, I've experienced a noticeable improvement in my nerve health.*</p>	<p>I tried Nerve on a whim, and it completely cured my nerve issues. I'm now living my best life, free of pain and full of energy. Plexus Nerve is a life-changer!</p>	<p>Suggests Nerve can "cure" all manner of nerve issues, including pain. This is misleading, exaggerated, and not supported by scientific substantiation. Additionally, dietary supplements, like Nerve, 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.