

plexus®

# Hydrate

## US Product Claims Reference Guide



Did you know that the human body is made of up to 65% water? Two-thirds of that water is found inside your cells. In addition to water, electrolytes such as sodium, calcium, potassium, chloride, and magnesium are needed

to maintain proper hydration. Electrolytes are dietary minerals that carry an electric charge when dissolved in fluid. For you to function at the top of your game, you must maintain adequate hydration.

Simply put, dehydration occurs when you lose more fluid than you take in. Common signs of mild to moderate dehydration include:

- Feeling very thirsty
- Dry mouth
- Urinating and sweating less than usual
- Dark-colored urine
- Dry skin
- Fatigue
- Dizziness

Electrolyte drink mixes, such as Plexus Hydrate™, can help replenish fluids\* and electrolyte minerals lost from physical activity, sun exposure, travel, or even occasional digestive irregularity. However, product claims related to hydration could be deceptive or misleading in the eyes of regulatory agencies if stated improperly. This resource offers suggestions for Plexus® Ambassadors and Employees to help mitigate risk when explaining the amazing health benefits of Plexus Hydrate.

Plexus is 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 Regulatory Affairs Department has created this resource to help you understand how to confidently promote Plexus Hydrate electrolyte drink mix in a compliant manner. Below are some examples of unacceptable claims, why they are problematic, and acceptable claims you can make for Plexus Hydrate.



### THE DO'S

- Talk about how Plexus Hydrate helps replenish fluids\* and electrolytes lost from physical activity, sun exposure, travel, or occasional digestive irregularity.
- Refer to the role healthy hydration plays in supporting optimal wellness and performance.
- Share this product using only approved product claims, like: "Fortified with balanced electrolytes to help you rehydrate better than water alone."



### 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 Plexus Hydrate can be used to treat the negative symptoms of "Hangovers" caused by consumption of alcohol.
- Don't use the following "red flag" words or symptoms associated with illness: Cold (common), Congestion/Runny Nose, Cough, Diarrhea, Fever, Flu, Hangover, Headache, Influenza, Nausea Vomiting, Muscle/Body Aches, Sickness, Virus.
- Don't use testimonials about how Plexus Hydrate helped someone recover from digestive illnesses, such as diarrhea caused by Influenza or food poisoning. 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.

\*When prepared as directed.

Acceptable Claim	Unacceptable Claim	Why is it Unacceptable?
Helps replenish fluids* and electrolytes lost from physical activity, sun exposure, travel, or occasional digestive irregularity.	Helps replenish fluids* lost from diarrhea and/ or sickness.	Diarrhea, nausea, and vomiting could be signs or symptoms of a disease, such as Influenza or food poisoning. Chronic diarrhea could also be a symptom of a more serious medical condition.
Helps you rehydrate better than water alone so you can feel better, faster.	When you feel under the weather, staying hydrated is important to a quick recovery.	As stated, implies Plexus Hydrate™ can be used to improve symptoms of unspecified illness (disease).
Adequate hydration is necessary for optimal wellness and performance.	Prevent hangovers and associated symptoms including headaches, nausea, and brain-fog.	A hangover is a sign or symptom of alcohol intoxication, a disease. Headache and nausea could also be a sign or symptom of a disease.
Signs of mild to moderate dehydration include: feeling very thirsty, dry mouth, urinating and sweating less than usual, dark-colored urine, dry skin, fatigue, and dizziness.	Are you tired of headaches? Tell them “goodbye” with Plexus Hydrate.	Headaches could be a sign or symptom of a disease. Suggests Plexus Hydrate “cures” headaches which may or may not be related to dehydration.
Electrolytes stimulate thirst. This is important because people’s voluntary fluid intake may fall short of the amount needed to maintain and restore hydration.	The only drink you will ever need.	Plexus Hydrate is not intended to replace or be a substitute for all beverages or source of fluids in the diet.

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 regulatory affairs department at [raplexus@plexusworldwide.com](mailto:raplexus@plexusworldwide.com).

\*When prepared as directed.