



# IronWoman™

## U.S. Product Claims Reference Guide



Iron, an unsung hero in the goal of maintaining health and happiness, plays a myriad of crucial roles within your body. Consider iron a guardian of vitality, helping your red blood cells deliver oxygen to every nook and cranny, powering cells and energizing your daily activities. It's not just about preventing fatigue; iron also supports the synthesis of certain hormones, helps maintain a healthy immune system, and is key player in energy production and nutrient metabolism.

Despite its essential role, iron deficiency is a common concern, particularly among women. The demands on a woman's body, such as monthly menstrual cycle, make them more susceptible to low iron levels. Add that to the hustle and bustle of daily life, which may impact your dietary choices, and it becomes clear why adequate iron intake can be a challenge. Even when you aim to consume iron-rich foods, the body's ability to absorb this vital nutrient from your diet is often quite low. This is where IronWoman steps in, offering a gentle and effective amount of iron in a form that's easy for the body to absorb and use, along with a unique blend of probiotics, vitamin C, and cysteine to enhance intestinal absorption.

Plexus® IronWoman 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 amazing health benefits of IronWoman.

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 Compliance Department has created this resource, empowering you to confidently and compliantly promote IronWoman. Below are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for IronWoman.

### ✓ THE DOS

- Explain why women are more susceptible to low iron levels.
- Talk about IronWoman as a convenient and easy way to help maintain healthy iron stores in women.\*
- Promote IronWoman as a supplement to an otherwise healthy and balanced diet.
- Explain why maintaining healthy iron levels is key to vitality and energy.\*
- Refer to how IronWoman was scientifically formulated with a gentle amount of iron, plus targeted probiotics, vitamin C, and cysteine to enhance its absorption and reduce the likelihood of GI upset.
- **Share this product using only approved product claims, like:**
  - "Helps alleviate iron deficiency and associated tiredness and fatigue\*\*"
  - "Helps maintain healthy blood oxygen levels and oxygen transport in the body\*\*"
  - "Formulated with probiotics to support gut health\*\*"
  - "Supports a healthy immune system\*\*"
  - "Iron is essential for the formation of red blood cells and hemoglobin\*\*"
  - "Helps ensure iron intake is adequate to support energy-yielding 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 IronWoman can treat anemia.**
- **Don't claim IronWoman is a substitute for a healthy and balanced diet.**
- **Don't claim IronWoman increases or gives you energy.**
- **Don't use the following "red flag" words or symptoms associated with illness or diseases:** Anti-inflammatory, anemia, 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, and pain.
- **Don't use testimonials about how Plexus IronWoman 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.

\*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?  |
|---|---|--|
| Since incorporating IronWoman into my routine and improving my iron levels, I've noticed a significant boost in my energy levels and I don't feel tired as often.*          | Ever since I started IronWoman, my chronic fatigue has completely disappeared! It's like a miracle cure for my energy woes.   | Suggests that IronWoman is a "miracle cure" for Chronic Fatigue Syndrome (a disease). Dietary supplements, such as IronWoman are not intended to diagnose, treat, cure, or prevent any disease.  |
| IronWoman has been a game-changer for me. Unlike other iron supplements I've tried, it's more gentle on my stomach.*  | Not only is IronWoman easy on your GI system, it's also a miracle supplement that cures everything from common colds to chronic pain. It's a one-stop solution for all health issues! | Suggests IronWoman is a "miracle cure" for colds and chronic pain (diseases). Also exaggerates IronWoman's benefits by claiming it can address a wide range of health issues. Dietary supplements are not intended to diagnose, treat, cure, or prevent disease. |
| As a woman with a hectic schedule, IronWoman has become my daily support. It's an easy addition to my routine, ensuring I get the iron my body needs.*                      | Not only did IronWoman boost my iron levels, but I also shed those extra pounds effortlessly. It's the secret to my rapid weight loss!  | Suggests that IronWoman is responsible for rapid weight loss, which is not an approved claim for this product.   |
| I appreciate the thoughtfulness of including probiotics in IronWoman. Not only does it support my iron levels, but it also promotes gut health. Win-win!*                   | My mental fog vanished after just a few days on IronWoman. It's like a brainpower miracle. I've never been sharper or more focused in my life!  | Suggests that IronWoman is a brainpower miracle that quickly eliminates mental fog, implying cognitive enhancements beyond the benefits of an iron supplement. Not an approved claim for this product.   |
| What sets IronWoman apart is its improved absorption. I don't worry about whether my body actually gets the iron it needs.*   | IronWoman is my shield against all illnesses. Since taking it, I haven't caught a single cold or flu. It's the ultimate immunity miracle!   | Suggests that IronWoman acts as a shield against all illnesses, providing complete immunity, a claim that is unrealistic and not an approved claim for this product.   |
| I love how gentle IronWoman is on my system, while being incredibly effective. The unique blend enhances iron absorption, making sure I get the most out of every capsule.* | Since switching to IronWoman, my GI issues and constipation are gone. No matter how sensitive your stomach is, IronWoman won't cause ANY GI problems.                                 | This is an overly exaggerated claim about IronWoman's gentleness on the GI system and may be false or misleading about realistic expectations for its use.   |

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 do 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 Compliance department 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.