



JOYÖME® MULTI-ACTION COLLAGEN COMPLEX

U.S. Product Claims Reference Guide



Collagen, the most abundant protein in the human body, acts as the scaffolding that maintains skin firmness, elasticity, and hydration. Comprising 70-80% of the skin's dry weight, collagen fibers form a sturdy network that supports the epidermis and dermis, providing a smooth and supple appearance. However, as you age, various factors such as sun exposure, pollution, and the intrinsic aging processes lead to a gradual decline in your body's collagen production. This decline, coupled with increased collagen degradation, results in diminished skin integrity and the emergence of wrinkles, fine lines, and sagging.

Fortunately, modern science has discovered the amazing skin health benefits of supplementing your diet with specific types of collagen. By replenishing collagen levels and supporting its synthesis, Joyōme Multi-Action Collagen Complex offers a proactive way to counteract these inevitable signs of aging, helping restore your skin's vitality and youthfulness. By delivering 5 grams of collagen (Types I and III) per serving, it fortifies the skin's foundation while stimulating natural collagen production to shield against breakdown. Witness transformative results in as soon as 15 days[^], as fine lines fade, elasticity improves, and hydration levels increase. With the power to minimize cellulite over time and enhance overall skin texture, this neutral-flavored mix can be effortlessly blended into any beverage. Infused with a potent blend of superfoods, vitamins, and antioxidants, it not only revitalizes your skin, but also supports healthy hair, nails, and gut microbiome. Elevate your skincare with Joyōme Multi-Action Collagen Complex, and unlock a radiant youthful glow from within.*

Joyōme Multi-Action Collagen Complex 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 Joyōme Multi-Action Collagen Complex.

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 Joyōme Multi-Action Collagen Complex. The following are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for Joyōme Multi-Action Collagen Complex.



THE DOS

- Explain the importance of collagen production in maintaining healthy-looking skin and its role in the aging process.
- Promote Joyōme Multi-Action Collagen Complex as a way to supplement collagen types that are specific to the skin.*
- Emphasize the importance of using Joyōme Multi-Action Collagen Complex daily to maximize improvements in skin elasticity, fine lines and wrinkles, and hydration.*
- Talk about how the product also supports healthy hair, nails, and gut microbiome.*
- **Share this product using only approved product claims, like:**
 - “Strengthens skin’s structure and dermal matrix*”
 - “Reduces collagen breakdown*”
 - “Features collagen peptides to stimulate collagen synthesis*”
 - “Reduces crow’s feet, fine lines, and wrinkles*”
 - “Improves skin’s appearance and minimizes unwanted signs of aging*”
 - “Includes naturally derived ceramides that hydrate and plump the skin*”
 - “Reduces the appearance of cellulite with long-term use*”
 - “Improves skin texture and reduces roughness*”
 - “Supports and replenishes skin’s natural antioxidants*”



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 Joyōme Multi-Action Collagen Complex can be a substitute for cosmetic medical procedures or treatments (e.g. Botox injections, chemical peels, laser resurfacing, face-lifts, etc.).**
- **Don't claim Joyōme Multi-Action Collagen Complex is a substitute for a healthy and balanced diet.**
- **Don't use the following “red flag” words or symptoms associated with illness or diseases:** Acne, anti-inflammatory, auto-immune (disease), Botox, dermatitis, eczema, hives, hyperpigmentation, inflammation, melasma, moles, psoriasis, rashes, rosacea, and skin infections.
- **Don't use testimonials about how Joyōme Multi-Action Collagen Complex 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.

[^]Individual results will vary.

*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?
<p>Since incorporating Joyōme Multi-Action Collagen Complex into my daily routine, I've noticed a remarkable improvement in the firmness and elasticity of my skin. Fine lines that used to bother me are now visibly diminished, and my skin feels plump and hydrated. Thank you, Joyōme, for helping me defy the signs of aging from within!*</p>	<p>Joyōme Multi-Action Collagen Complex completely erased my wrinkles overnight! I woke up with baby-smooth skin, and now I look 10 years younger. This stuff is pure magic!</p>	<p>Suggests Joyōme Multi-Action Collagen Complex can completely erase wrinkles overnight and make you look 10 years younger. These statements are false and misleading and not supported by scientific evidence.</p>
<p>As someone who has struggled with cellulite, I was skeptical about finding something that actually works. But after using Joyōme Multi-Action Collagen Complex consistently for a few months, I've seen a noticeable reduction in the appearance of cellulite on my thighs and buttocks. It's incredible how this supplement has transformed not just my skin, but my confidence, too!*</p>	<p>I started taking Joyōme Multi-Action Collagen Complex, and within a week, my cellulite disappeared entirely. I can't believe how fast and effective this product is!</p>	<p>Suggests Joyōme Multi-Action Collagen Complex can eliminate cellulite completely within 1 week. This is false and misleading and not supported by scientific evidence.</p>
<p>Joyōme Multi-Action Collagen Complex has become my #1 beauty secret for maintaining youthful-looking skin. The neutral-flavored powder blends seamlessly into my morning smoothies, making it effortless to incorporate into my daily routine. Within just a few weeks, I started noticing a significant improvement in the texture and radiance of my complexion. This supplement is truly a game-changer!*</p>	<p>Forget expensive skincare treatments. Joyōme Multi-Action Collagen Complex is all you need for flawless, ageless skin. Say goodbye to aging and hello to eternal youth!</p>	<p>Suggests Joyōme Multi-Action Collagen Complex can essentially halt the skin's aging process entirely for "eternal youth." This is false and misleading and not supported by scientific evidence.</p>
<p>After hitting my mid-30s, I began noticing the telltale signs of aging creeping up on my skin—fine lines, wrinkles, and loss of firmness. Desperate for a solution, I decided to give Joyōme Multi-Action Collagen Complex a try, and I'm so glad I did! Within just a few weeks, my skin looked smoother and more radiant, and the pesky crow's feet around my eyes had significantly diminished. This supplement truly delivers results!*</p>	<p>Joyōme Multi-Action Collagen Complex not only transformed my skin but also boosted my immune system. I haven't gotten sick since I started taking it. It's like my body is invincible now!</p>	<p>Suggests Joyōme Multi-Action Collagen Complex "boosts" the immune system and can prevent sickness, entirely. This is false and misleading and not supported by scientific evidence.</p>
<p>I've struggled with dry, dull skin for as long as I can remember, trying countless products with little to no success. But Joyōme Multi-Action Collagen Complex has been a game-changer for me. Not only does it provide intense hydration, but it also leaves my skin feeling smooth and supple. I've finally found a product that works, and I couldn't be happier!*</p>	<p>I don't know how I ever lived without Joyōme Multi-Action Collagen Complex. It's like a facelift in a bottle. My skin is tighter, firmer, and more youthful than ever before!</p>	<p>Suggests Joyōme Multi-Action Collagen Complex can provide the same effects or be used as a substitute for cosmetic medical treatments, such as a facelift. This is false and misleading and not supported by scientific evidence.</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.

***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.