



# METABURN

## U.S. Product Claims Reference Guide



Are you feeling frustrated by how much extra effort you have to put in to manage your weight as you age? You're not alone. It's a common struggle most of us face. As you grow older, your metabolism can slow down naturally due to changes in muscle mass, hormones, and other body systems. This can make it increasingly challenging for you to achieve similar weight management results with the same level of effort you once exerted. Suddenly, that stubborn body fat seems even more resistant to your efforts, leaving you feeling disheartened and defeated.

That's where MetaBurn can help. MetaBurn revs up your metabolism, so you can burn more fat from problem areas like your hips, thighs, and waist, while amplifying your energy and enhancing your mood and focus. With MetaBurn, you'll experience accelerated fat loss, reach your goals, and love how you look and feel every day. Featuring a unique blend of exotic botanicals and extracts tailored to reduce body fat, alongside natural caffeine sourced from green tea leaf and guarana seed extracts, and L-theanine to enhance mental focus, MetaBurn is your go-to supplement to transform your body and embrace a healthier, happier lifestyle. Say hello to a new chapter of vitality and confidence with MetaBurn.<sup>^\*</sup>

MetaBurn 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 MetaBurn.

At Plexus, we are 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 Field Advisory Support Team has created this resource, empowering you to confidently and compliantly promote MetaBurn. Below are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for MetaBurn.

### ✓ THE DOS

- Promote MetaBurn as a way to boost metabolism, increase fat burning, and help reduce body fat from problematic areas.<sup>^\*</sup>
- Share that MetaBurn can assist in reaching weight management goals.<sup>^\*</sup>
- Refer to how MetaBurn not only helps burn stubborn fat<sup>^</sup>, but that it also provides mood, focus, and energy support.\*
- Highlight that MetaBurn features a unique blend of exotic botanicals and extracts specifically chosen for their fat-burning benefits.<sup>^\*</sup>
- Explain that each serving of MetaBurn has less caffeine than a cup of coffee.
- **Share this product using only approved product claims, like:**
  - "Helps you break through plateaus<sup>\*\*</sup>"
  - "Increases the breakdown or metabolism of fat<sup>\*\*</sup>"
  - "Contains 80 mg of caffeine per serving to gently lift energy levels<sup>\*\*</sup>"
  - "Helps you lose more inches<sup>^\*\*</sup>"
  - "Features mood-boosting ingredients like rhodiola, natural caffeine, and L-theanine to help improve your mood and mental focus<sup>\*\*</sup>"

### ✗ 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 MetaBurn will help you manage weight and burn body fat by eating whatever you want and without exercise.**
- **Don't claim that MetaBurn can keep weight off for life.**
- **Don't claim MetaBurn can cure/help with depression and/or brain fog.**
- **Don't claim MetaBurn can give you energy all day long.**
- **Don't use the following "red flag" words or symptoms associated with illness or diseases:** A1C, anti-inflammatory, auto-immune (disease), blood sugar, cancer, cholesterol, chronic fatigue syndrome, diabetes, depression, heart disease, high blood pressure, inflammation, insulin, obesity.
- **Don't use testimonials about how MetaBurn 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 MetaBurn into my daily routine, I've noticed a significant boost in my metabolism. Not only am I shedding stubborn fat, but I also feel more energized throughout the day.^*</p>  | <p>MetaBurn melted away all my fat effortlessly, and now I look like a supermodel! This stuff is like magic in a bottle—I didn't even have to change my diet or exercise routine!</p>  | <p>Suggests that MetaBurn can cause rapid and effortless weight loss without any lifestyle changes, which is unrealistic and misleading. It implies that the supplement is a miracle cure for obesity (a disease), which is not supported by scientific evidence. Dietary supplements, like MetaBurn, are not intended to diagnose, treat, cure, or prevent any disease.</p> |
| <p>I was skeptical at first, but MetaBurn truly delivers on its promise. With consistent use, I've seen a noticeable reduction in abdominal fat, and I feel more confident in my appearance than ever before. Plus, the gentle energy lift keeps me focused and motivated to stay on track with my fitness goals.^*</p>            | <p>I started taking MetaBurn, and within a week, I lost 20 pounds! It's incredible how quickly this supplement works. I can eat whatever I want and still see amazing results!</p>   | <p>Direct and quantitative weight loss claims are not supported for MetaBurn. Additionally, this claim exaggerates the speed at which results are achievable, leading consumers to believe they can obtain unrealistic results in a short period without making any dietary or lifestyle changes. This claim is false and misleading.</p>                                    |
| <p>As someone who has struggled with maintaining a healthy weight, MetaBurn has been a game-changer for me. It's helped me break through plateaus and achieve results I never thought possible. I love how it supports my mood and mental clarity, making the journey to a healthier me that much more enjoyable.^*</p>            | <p>Thanks to MetaBurn, I've achieved my dream body without any effort. I just pop a pill in the morning, and by the end of the day, I can already see the fat melting away. It's like I've discovered the fountain of youth!</p> | <p>This claim promotes unrealistic expectations by suggesting that MetaBurn can effortlessly lead to significant fat loss and radically transform one's body without any effort. It implies that MetaBurn is a miracle solution, which is not substantiated by scientific evidence. This claim is false and misleading.</p>  |
| <p>MetaBurn has become an essential part of my wellness routine. Not only does it help me burn fat more efficiently, but it also gives me the energy I need to power through my workouts and stay productive throughout the day. It's amazing how a simple supplement can make such a big difference in how I look and feel.^*</p> | <p>MetaBurn is the secret to my weight loss success. Not only did it help me shed pounds effortlessly, but it also gave me the energy to run marathons and climb mountains. I feel like a new person!</p>                        | <p>Direct weight loss claims are not supported for MetaBurn. This claim also implies that MetaBurn can provide extraordinary increases in energy and physical performance. Such exaggerated claims are false and misleading.</p>   |
| <p>I can't thank MetaBurn enough for helping me kickstart my weight management efforts. With its unique blend of botanicals and extracts, I've seen real results. It actually works, and I couldn't be happier with my progress!^*</p>   | <p>After using MetaBurn for just 2 weeks, my chronic joint pain disappeared, and I lost all the weight I've been trying to get rid of for years. This supplement is a total health revolution!</p>                               | <p>Suggests MetaBurn can treat chronic joint pain (a disease). Additionally, direct weight loss claims for MetaBurn are not supported. Dietary supplements, like MetaBurn, 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.**

^When combined with a reduced calorie weight loss diet plan. Individual results will vary.

This reference guide applies to the United States and may not be applicable to other markets.