



plexus

SLEEP

US Product Claims Reference Guide

We all know that sleep is essential for maintaining physical health and brain function. Adequate sleep is crucial for your body to repair and rejuvenate itself, as well as for your brain to process and consolidate memories. Without enough sleep, your body's immune system can weaken, making it more susceptible to illness and injury. Additionally, lack of sleep can lead to poor concentration, decreased productivity, and irritability.

But did you know that your gut microbiome also plays a role in regulating sleep? The gut microbiome and the central nervous system communicate through the "gut-brain axis", and alterations in the gut microbiome can have a considerable impact on sleep quality. Studies have found that individuals with gut microbiome imbalance often experience disruptions to their sleep patterns. On the other hand, improving the diversity and abundance of beneficial microbes in the gut microbiome through a healthy diet has been shown to improve sleep quality. Thus, maintaining a healthy gut microbiome is essential for not only digestive health but also adequate and restful sleep, highlighting the interconnected nature of the body's systems.

Good habits, such as maintaining a consistent sleep schedule and creating a comfortable sleep environment, can help to ensure that you get the restful sleep that you need. Additionally, taking care of your physical and mental health, such as through regular exercise and stress management, can also improve the quality of your sleep.

Incorporating restful sleep into your daily routine is crucial for maintaining good physical, mental, and yes... gut health. By making sleep a priority and taking steps to improve the quality of your sleep, you can improve your overall well-being and lead a happier, healthier life.

Unfortunately, we all experience sleeplessness from time to time, which can be caused by a variety of factors, such as stress, jet lag, or changes in schedule. Our latest innovation, Plexus Sleep™, can help to improve your sleep by supplementing your body's natural levels of melatonin, which can be disrupted by these factors. Plexus Sleep helps to regulate the body's sleep-wake cycle, making it easier to fall asleep and stay asleep.*

Plexus Sleep is a Dietary Supplement in a tasty and convenient gummy format, scientifically formulated to relieve occasional sleeplessness. Each delicious gummy features 5 mg of melatonin, an amount shown to be effective in helping people fall asleep faster, stay asleep longer, and improve the overall quality of sleep. In addition, each gummy provides 1.7 grams of gut-healthy prebiotic fiber, which helps promote the growth of beneficial bacteria in the gut. With Plexus Sleep you can enjoy the benefits of a sleep supplement in a tasty, non-habit-forming gummy, making it a fantastic choice for those who have trouble swallowing pills or prefer a delicious alternative to traditional sleep supplements. Try Plexus Sleep and experience the restful sleep you need to feel refreshed and rejuvenated.*



The advertising and promotion of Dietary Supplements, including Plexus Sleep, is regulated in the United States. Improperly stated product claims for Plexus Sleep could unintentionally be considered drug claims under the U.S. Food, Drug, and Cosmetic Act and render the product an unapproved new drug, rather than a dietary supplement. This resource provides guidance for Plexus Brand Ambassadors and Employees to help recognize the subtle, yet important differences and mitigate risk when explaining the benefits of Plexus Sleep.

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 to help you understand how to confidently promote Plexus Sleep in a compliant manner. Below are some examples of unacceptable claims, why they are problematic, and acceptable claims you can make for Plexus Sleep.

*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.



THE DO'S

- Use key words and phrases such as “healthy slumber support”, “sleep support”, “supports a healthy night’s sleep”, “occasional sleeplessness”, “feeling refreshed in the morning”.
- Talk about how adequate, restful sleep is a key component of health and happiness.
- **Share this product using approved product claims, like:**
 - o “Feel well rested / Feel more alert the next day.”
 - o “For relief of occasional sleeplessness.”
 - o “Supports natural circadian rhythms / sleep wake cycle.”
 - o “Non-habit forming”
 - o “Helps you fall asleep faster and stay asleep longer.”
 - o “1.7 grams of gut-healthy prebiotic fiber per gummy”
 - o “Better sleep, better tomorrow”
 - o “Wake up feeling refreshed and rejuvenated”



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 use the following “red flag” words or symptoms associated with illness or diseases, such as: Insomnia, Sleep Disorders (general), Sleep Apnea, Narcolepsy, Sleep Walking/Talking, Bruxism (Grinding Teeth), Restless Leg Syndrome, Anxiety.
- Don't suggest Plexus Sleep can replace prescription medications for sleep disorders.
- Don't use testimonials about how Plexus Sleep 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.

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Acceptable Claim	Unacceptable Claim	Why is it Unacceptable?
<p>"I've been using Plexus Sleep for a few weeks now and have noticed a significant improvement in my ability to fall asleep and stay asleep. The best part, I wake up feeling refreshed in the morning."*</p>	<p>"I've been suffering from insomnia for years and nothing has helped until I tried this sleep supplement. It's a miracle cure!"</p>	<p>Plexus Sleep is a Dietary Supplement that is not intended to diagnose, treat, cure, or prevent any disease. Any connection of the product with insomnia is a disease claim.</p>
<p>"As a shift worker, my sleep schedule is constantly changing and it can be hard for me to fall asleep at the right time. Plexus Sleep has helped me better manage my sleep-wake cycle and I'm now able to fall asleep faster and stay asleep longer."*</p>	<p>"I've been using this sleep supplement for a few weeks and my sleep apnea and snoring is completely gone!"</p>	<p>Sleep Apnea is a serious health condition that may require medical intervention. Dietary supplements, such as Plexus Sleep are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>"I've been dealing with occasional sleeplessness on and off for a while now and have tried everything from sleep apps to relaxation techniques. Plexus Sleep truly worked for me. I can finally get a good night's sleep."*</p>	<p>"I've tried every insomnia treatment out there, but this sleep supplement is the only one that truly works and has the power to replace my prescription sleep meds. "</p>	<p>Plexus Sleep is a Dietary Supplement that is not intended to diagnose, treat, cure, or prevent any disease. Any connection of the product with insomnia is a disease claim. Additionally, we cannot suggest Plexus Sleep is a substitute for prescription medications.</p>
<p>"I was skeptical about trying Plexus Sleep, but I'm so glad I did. It's helped me to fall asleep faster and stay asleep longer. I wake up feeling refreshed and energized in the morning."*</p>	<p>"I suffer from restless leg syndrome and anxiety and this sleep supplement has changed my life. I can now sleep like a baby every night."</p>	<p>Restless Leg Syndrome and Anxiety are health conditions that may require medication or medical intervention. Dietary supplements, such as Plexus Sleep are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>"I was hesitant to try Plexus Sleep because I was worried about becoming dependent on it. But after using it for a few weeks, I can confidently say that it is non-habit forming. I can take it as needed. I highly recommend it for anyone looking for an effective product for occasional sleeplessness."*</p>	<p>"I was a chronic teeth grinder, and this sleep supplement has changed my life. I can now sleep like a baby and I don't grind my teeth every night."</p>	<p>Bruxism (Teeth Grinding) is a health condition that may require medication or medical intervention. Dietary supplements, such as Plexus Sleep are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>"I have been looking for a sleep supplement that not only helps me fall asleep faster but also tastes great and provides additional health benefits. I came across Plexus Sleep and I was impressed with the taste and the added benefit of 1.7 grams of prebiotic fiber per serving. The gummies have a great taste and texture and I don't have to worry about any nasty aftertaste. I have noticed a significant improvement in my sleep quality since I started taking them and I also feel like I'm getting extra gut health support with the prebiotic fiber. I highly recommend this sleep supplement gummy for anyone looking for a tasty and effective way to get a good night's sleep."*</p>	<p>"I have been struggling with narcolepsy for years and have tried everything from prescription medication to lifestyle changes, but nothing seemed to work. That was until I tried this sleep supplement. Since I started taking it, I have noticed a significant improvement in my ability to stay awake and focused during the day. The supplement has helped me regulate my sleep-wake cycle and I no longer have the sudden and overwhelming urge to sleep during the day. I also find it easy to fall asleep at night and I wake up feeling refreshed in the morning. I highly recommend this supplement to anyone who is struggling with narcolepsy."*</p>	<p>Narcolepsy is a serious health condition that may require medication or medical intervention. Dietary supplements, such as Plexus Sleep 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 Compliance department at compliance@plexusworldwide.com.

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