



# Reset Program

## US Product Claims Reference Guide



There are many reasons people decide to push “reset.” Some have goals of jumpstarting or reigniting a sustained weight loss journey by achieving quick results; some are focused on breaking the chain of unhealthy dietary patterns that too often sacrifice future health for perceived convenience; and others are aiming to realign their state of whole-body wellness by nurturing a healthy gut microbiome.

If you have strayed from a healthy lifestyle, the Plexus Reset™ program is a fantastic way to get back on track and restore balance. It is designed to help reset current habits and eliminate unhealthy ingredients commonly found in the modern diet and replace them with wholesome ingredients to supercharge and prime your body for optimal results. Plexus Reset is the perfect transition to prepare for a long-term journey to better health. In fact, emerging scientific research has noted several improved health parameters from regular use of programs like Plexus Reset (i.e., up to once per month), including:

- Gut health
- Liver health
- Cellular aging
- Metabolism

Plexus Reset is a simple and easy-to-follow program designed as a transitory departure from your regular diet, giving your body and cells an opportunity to recharge. It contains effective, delicious, and nutritious products that work together to help restore balance and fuel your body through the program. All the information to be successful is included in the program guide.

Promotional advertising of dietary programs is regulated in the United States. Improperly stated claims for the Reset program and its products could unintentionally be considered deceptive advertising by the Federal Trade Commission or unapproved drug claims under the U.S. Food, Drug, and Cosmetic Act. This resource provides guidance for Plexus® Brand Ambassadors and Employees to mitigate risk when explaining the benefits of Plexus Reset.

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. This resource was created to define how to confidently promote Plexus Reset in a compliant manner. Below are some examples of unacceptable claims, why they are problematic, and acceptable claims you can make for Reset.



## THE DO'S

- Use key words such as: “reset”, “fasting”, “gut”, “health”, “digestive function”, “weight loss”, “jumpstart”, “cellular health”, “calorie reduction”, “delicious”, “nutritious”, “recharge”
- Talk about the different components of the Plexus Reset program and their respective features/benefits.
- Share the Reset program using only approved product claims, like: “Helps you lose weight.” “Reset current habits and reignite a healthy lifestyle.” “Convenient, delicious, nutrition to kick off your weight loss/health journey.”



## THE DON'TS

- Don't claim following the Plexus Reset program will result in a specific amount of pounds lost or extreme weight loss. Research shows short-term, acute calorie restriction programs, such as Plexus Reset, promote weight loss. However, results will vary based on starting point and commitment to program. Extreme results are not typical. Weight regain after Plexus Reset can be avoided by following with a structured, reduced-calorie diet and exercise program.
- Don't claim that any weight lost from following the Plexus Reset program will be permanent.
- Don't suggest that the Plexus Reset program should be used long-term or more frequently than once per month.
- 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 using Plexus Reset removes heavy metals from the body or is a heavy-metal detox product.
- Don't use the following “red flag” words or symptoms associated with illness or diseases, such as: Anti-Inflammatory, Anxiety, Blood Sugar, Cancer, Cholesterol, Depression, Detox, Diabetes, Heart Disease, High Blood Pressure, Inflammatory Bowel Disease (Crohn's Disease/Ulcerative Colitis), Insulin, Irritable Bowel Syndrome (IBS), Nausea, Obesity, and Stroke.
- Don't use testimonials about how Plexus Reset 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, promoting it could be a violation of U.S. regulations.

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

<sup>^</sup>Scientific research shows that short-term, acute calorie restriction programs that include physical activity promote weight loss. Results will vary based on starting point and commitment to program. Extreme weight-loss results are not typical. Weight regain after Plexus Reset can be avoided by following with a structured, reduced-calorie diet and exercise program.

\*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>The Plexus Reset program was so easy to use and helped me lose a little weight / a few pounds. My clothes even fit better! These results have really motivated me to continue my weight loss journey with a long-term diet and exercise regimen.</p>	<p>I lost 8 pounds and 2 inches off my waist in just 3 days with the Plexus Reset Program and you can too! What's the best part? These results are here to stay.</p>	<p>Do not claim following the program will result in a specific amount of pounds/inches lost. Weight loss results of the program are dependent on numerous factors, including starting point and commitment to the program. Losing 8 pounds in 3 days is unlikely to be typical for the average user of the program and could be misleading. Also, do not suggest that any weight lost is permanent.</p>
<p>I feel like my body has been recharged after completing the Reset. I am so excited to follow with the Triplex system and continue on my gut health / weight loss journey.*</p>	<p>I loved the Reset program so much; I've decided to keep using it every week.</p>	<p>The Reset program is designed as a short-term (3 Day) system and should not be used long-term or more frequently than once per month.</p>
<p>The Restore supplement in the Reset system supports our body's natural defenses against toxins we are exposed to in the environment.*</p>	<p>Reset will detox and cleanse your body of heavy metals and toxins.</p>	<p>The Restore supplement is intended to support your natural defenses against environmental toxins during the Reset program, not to eliminate heavy metals from the body.</p>
<p>Plexus Reset helped me get back on track with a healthy lifestyle, restore balance, and break bad habits that were keeping me from feeling my best.</p>	<p>Before Reset my blood sugar was so difficult to manage.</p>	<p>Suggests the Reset program can be used as an effective treatment for a disease (diabetes).</p>
<p>I love how delicious the soups and bar taste, but I also love that they don't have any added sugars.</p>	<p>The collagen soup and bone broth made my wrinkles less noticeable and my joints more comfortable, in just 3 days!</p>	<p>These claims are not approved and cannot be scientifically supported.</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 Regulatory Affairs department at [raplexus@plexusworldwide.com](mailto:raplexus@plexusworldwide.com).

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