



PROBIO 5[®]

U.S. Product Claims Reference Guide



Scientific discoveries continue to reinforce the importance of maintaining gut health as a fundamental cornerstone of holistic wellness. Seeding and diversifying your gut microbiota with probiotics (live beneficial bacteria) and supplementing your body with targeted enzymes can play a key part in helping you achieve a more balanced gut environment and optimize your digestive health.

As a cornerstone of the clinically tested TriPlex system, ProBio 5 harnesses the power of 5 carefully selected probiotic strains, along with a proprietary blend of digestive enzymes, grape seed extract, and vitamins to provide the following key benefits:

- Support a healthy microbiome by seeding the gut with beneficial bacteria*
- Help keep intestinal yeast in balance*
- Support healthy digestion*
- Promote the breakdown of food in the gut to improve absorption of vital nutrients*
- Provide antioxidants to help protect cells and tissues from oxidative damaged caused by free radicals*

ProBio 5 is intended to supplement a healthy, balanced diet and lifestyle. Product claims related to the promotion and use of ProBio 5 could be considered deceptive or misleading in the eyes of regulatory agencies, if stated improperly. This resource offers suggestions for Plexus[®] Brand Ambassadors and employees to help mitigate risk when explaining the numerous health benefits of ProBio 5.

At Plexus, we are committed to promoting and selling our products while following 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 ProBio 5. Below are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for ProBio 5.

✓ THE DOS

- Explain the importance of maintaining healthy bacteria counts and pH levels in the gut.*
- Promote ProBio 5 as a dietary supplement that helps restore gut balance and aids in healthy digestion.*
- Promote ProBio 5 as a supplement to an otherwise healthy and balanced diet.
- Refer to how ProBio 5 includes vitamin C to support immune health.*
- Discuss why probiotics and digestive enzymes are important for gut health.*
- **Share this product using only approved product claims, like:**
 - “Helps restore balance*”
 - “Supports healthy digestion*”
 - “Helps weed out unwanted intestinal yeast to support intestinal yeast balance*”
 - “Formulated with probiotics to support gut health*”
 - “Supports a healthy immune system*”
 - “Helps reduce occasional GI discomfort*”
 - “Helps promote a healthy intestinal tract*”

✗ 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 ProBio 5 is a substitute for a healthy and balanced diet.**
- **Don't claim using ProBio 5 by itself will provide weight loss benefits.**
- **Don't use the following “red flag” words or symptoms associated with illness or diseases:** Anti-Inflammatory, 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 ProBio 5 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 I started taking ProBio 5, my digestion feels more balanced. ProBio 5 is such a great product to support optimal gut health!*</p>	<p>Ever since I started ProBio 5, my Crohn's Disease and IBS symptoms have vanished! This is such a great alternative to prescription medications!</p>	<p>Suggests that ProBio 5 is a treatment or cure for Crohn's Disease and Irritable Bowel Syndrome (IBS) and replaces the need for medication(s). Dietary supplements, such as ProBio 5 are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>ProBio 5 is my go-to gut health product and is a convenient way to get a variety of probiotic strains in one supplement to support healthy digestion.*</p>	<p>This is the perfect product for anyone who has digestive issues such as bloating, chronic pain, or inflammation.</p>	<p>Suggests ProBio 5 is a solution for disease symptoms and/or health issues. Dietary supplements are not intended to diagnose, treat, cure, or prevent disease.</p>
<p>I feel healthier and more balanced. ProBio 5 is formulated with ingredients to support a healthy gut environment and balance intestinal yeast.*</p>	<p>After balancing my gut environment, I feel better than ever! I suddenly have way more energy and can not only fall asleep more quickly but also stay asleep for a full 8 hours without waking up during the night. I no longer feel the need to take any sleep aids.</p>	<p>Suggests that ProBio 5 aids in better sleep. This claim is misleading and not an approved claim for this product.</p>
<p>ProBio includes probiotics and digestive enzymes to provide real gut health support.*</p>	<p>ProBio 5 is a total body solution! Don't be surprised if you notice serious weight loss with this product. It is amazing to see your health transform just by balancing your digestive system!</p>	<p>Suggests that using ProBio 5 by itself promotes weight loss. This is not an approved claim for this product.</p>
<p>In addition to probiotics and digestive enzymes, ProBio 5 also includes vitamin C to support immune health. This is a great supplement to use year-round!*</p>	<p>Not only do I feel great but the vitamin C and probiotics in ProBio 5 work together to block infections. I no longer worry about getting sick because ProBio 5 boosts immunity!</p>	<p>Suggests ProBio 5 prevents/fights infections and "boosts immunity". Infections (viral or bacterial) are diseases. "Boosts immunity" is also not an approved claim for this product.</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.

***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.