



SLIM MICROBIOME ACTIVATING

U.S. Product Claims Reference Guide



In the intricate ecosystem of your body, gut health can often be overlooked as the foundation to overall wellness. Your gastrointestinal system hosts trillions of microbes, collectively known as the gut microbiome, which play pivotal roles in maintaining healthy digestion, immune function, and even mental well-being. Feeding these beneficial bacteria is very important, and introducing prebiotics to your daily routine can be a real game-changer. This approach doesn't just support healthy digestion and regularity, it's also a more holistic strategy that yields multiple health benefits.

Many individuals struggle to maintain a balanced gut microbiome and look for simple ways to improve it. As a cornerstone of the clinically tested TriPlex system, Slim Microbiome Activating features a prebiotic called xylooligosaccharide (XOS) that has been scientifically shown to improve gut health by feeding existing beneficial bacteria, encouraging their growth and diversity. But what makes Slim Microbiome Activating's patent-protected formula so powerful is that it doesn't stop at gut health. It also promotes healthy glucose metabolism and has been clinically demonstrated to help you lose weight.^{^*}

Slim Microbiome Activating is intended to supplement a healthy, balanced diet and lifestyle. Product claims related to the promotion and use of Slim 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 Slim Microbiome Activating.

Plexus is 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 Slim Microbiome Activating. Below are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for Slim Microbiome Activating.

✓ THE DOS

- Explain why prebiotics are an important factor in maintaining gut health.
- Discuss the results of the clinical study for Plexus TriPlex™, which includes Slim Microbiome Activating.
- Promote Slim Microbiome Activating as a supplement to an otherwise healthy and balanced diet.
- Refer to how Slim Microbiome Activating also supports skin health.*
- Explain how Slim Microbiome Activating works synergistically with ProBio 5® and Bio Cleanse®, as part of the TriPlex system.
- Discuss the differences between the prebiotics in both Slim Microbiome Activating and Slim Hunger Control.
- **Share this product using only approved product claims, like:**
 - “Supports healthy glucose metabolism**”
 - “Promotes the growth of beneficial gut microbes*”
 - “Is clinically demonstrated to help you lose weight^{^*}”
 - “Offers a patent-protected formula for improving gut health*”
 - “Supports hydration by encouraging you to drink more water**”
 - “Helps improve skin permeability, barrier function, and skin hydration**”

✗ 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 Slim Microbiome Activating is a substitute for a healthy and balanced diet.**
- **Don't claim Slim Microbiome Activating can lower blood sugar levels.**
- **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 Slim Microbiome Activating 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.

^{*}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? |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I have noticed my clothes are fitting better! Slim has really helped me lose weight.^* | While using Slim MBA I lost 30 pounds in just 2 months! I haven't changed any of my diet or exercise regimen and have had extraordinary results. | Extreme weight loss, such as 30 pounds in 2 months, is not a typical result for users of Slim MBA. This claim would be misleading to potential consumers. |
| The prebiotic in Slim MBA has helped with balancing my gut. I have definitely noticed an improvement in my overall health.* | Since I started using Slim MBA, I have not had any stomach issues. This product has cured my IBS. | Suggests Slim MBA is a "miracle cure" for disease states like IBS. Dietary supplements are not intended to diagnose, treat, cure, or prevent disease. |
| My health has definitely improved with the use of Slim MBA. It has helped support my glucose metabolism and maintain my normal blood pressure levels.* | My blood sugar and blood pressure levels have been entirely regulated. I can't believe the difference I have been feeling! | Suggests Slim MBA can regulate unhealthy blood sugar and blood pressure levels, when it is only scientifically substantiated to maintain levels already in the normal range. This implies the product can treat diabetes and hypertension (diseases). |
| Did you know Slim MBA also supports cardiovascular health? This is just one of many benefits for Slim. It also comes in 2 delicious flavors.* | I no longer need to take my heart medication because I have replaced it with Slim MBA. | Suggests Slim MBA can replace medication to treat an unnamed heart condition. Dietary Supplements are not meant to be a substitute for medications intended to diagnose, treat, cure, or prevent any disease. |
| Even my skin health has improved. It doesn't feel as dry, and my skincare products apply better.* | My skin has been transformed with the use of Slim MBA. It isn't red anymore, and my acne has disappeared! | Suggests that Slim MBA can resolve multiple skin concerns. It is only intended to support overall skin health and hydration. It is not intended to target specific cosmetic concerns. This claim could be misleading to potential consumers. |
| Gut health is such an important part of overall wellness. It can also help with weight management. Slim MBA has improved my health and is a key component of my health journey.* | My weight loss has been significant with adding Slim MBA to my routine. It has also healed my gut, and I no longer need medications. | Suggests Slim MBA has healed an unnamed gut condition that was previously managed through use of prescription medications. Dietary supplements are not meant to be a substitute for medications intended to diagnose, treat, cure, or prevent any disease. |

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.

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

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