



# XFACTOR KIDS™

## U.S. Product Claims Reference Guide



Ensuring your children receive adequate nutrition can be a real challenge. With busy schedules and the prevalence of highly processed foods, many kids fall short of meeting their daily nutrient needs. In fact, many children aged 1 to 5 years are not even eating fruits and vegetables daily. In 20 U.S. states, more than 50% of children did not eat a vegetable daily during the preceding week.<sup>1</sup> Factors such as picky eating habits, limited access to fresh produce, and the popularity of sugary snacks and beverages further compound this issue, leaving gaps in their diets that can impact their overall health and well-being. That's where XFactor Kids can help, offering a convenient and delicious way to help fill these nutritional gaps and support your child's growth and development.\*

XFactor Kids allows you to spend less time worrying that your children are getting key nutrients they need with our delicious and convenient multivitamin and probiotic chewable supplement. Packed with 13 essential vitamins to support growth and development, including vitamins C and E for immune health, and probiotics to aid digestive balance, XFactor Kids offers a simple way to support your child's well-being. With highly bioavailable ingredients for superior absorption, these chewable tablets make it easy to support healthy bones, teeth, muscles, and brain function. Give your children the gift of vibrant health with XFactor Kids, because their days should be filled with Health and Happiness.\*

XFactor Kids is intended to supplement a healthy, balanced diet and lifestyle. Product claims related to the promotion and use of XFactor Kids 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 XFactor Kids.

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 XFactor Kids. The following are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for XFactor Kids.

### ✓ THE DOS

- Explain why taking a multi-vitamin + probiotic supplement can be beneficial to children's health.
- Promote XFactor Kids as a supplement to an otherwise healthy and balanced diet.
- Talk about XFactor Kids as a convenient and easy way to support healthy growth and development.\*
- Speak on how XFactor Kids supports immune health, growing bones, teeth, and muscles.\*
- Explain why maintaining a healthy immune system is important.
- Refer to how XFactor Kids was scientifically formulated with 13 essential vitamins, including vitamins C and E, and targeted probiotics, to create a beneficial 2-in-1 formula (multivitamin and probiotic) chewable tablet.
- **Share this product using only approved product claims, like:**
  - "Provides gut health support for a positive effect on the digestive and immune systems\*\*"
  - "Supports healthy immune and digestive systems\*\*"
  - "Supports healthy growth and development\*\*"
  - "Supports growing bones, teeth, and muscles\*\*"
  - "Supports digestive health/supports overall GI health\*\*"
  - "Supports healthy brain function\*\*"

### ✗ 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 XFactor Kids is a substitute for a healthy and balanced diet.**
- **Don't claim XFactor Kids increases or gives children energy.**
- **Don't claim XFactor Kids prevents colds/flu.**
- **Don't use the following "red flag" words or symptoms associated with illness or diseases:** Attention-Deficit/Hyperactivity Disorder (ADD/ADHD), allergies, antibiotic, anti-inflammatory, antimicrobial, asthma, autism, auto-immune (disease), behavioral disorders, cold/flu, cough, diabetes, fever, immunity, infection, inflammation, Inflammatory Bowel Disease (Crohn's disease/ulcerative colitis), Irritable Bowel Syndrome (IBS), nausea, pain, and stomachache.
- **Don't use testimonials about how XFactor Kids 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 starting my child on XFactor Kids, I've noticed a significant improvement in their overall health. It's comforting to know that their immune system is getting extra support. Plus, they love the taste of these tablets, making it easy to ensure they get essential vitamins they need every day!*</p>	<p>XFactor Kids is a miracle product! My child used to be sick all the time, but since taking these chewable tablets, they haven't been sick once. It's like they have superpowers now! I highly recommend this product to any parent who wants their child to be invincible.</p>	<p>Suggests that XFactor Kids can prevent all illnesses and diseases, which is very misleading and non-compliant. Dietary supplements, like XFactor Kids, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>As a parent, it's always a struggle to get my picky eaters to consume nutritious foods. XFactor Kids has been a game-changer for us. Not only does it provide essential vitamins, but it also provides probiotics for their gut health. I'm glad to know it helps fill gaps in their diet caused by their eating habits. Thank you for creating such a convenient and effective product!*</p>	<p>I started giving XFactor Kids to my child, and they immediately became smarter and more focused in school. Their grades went from average to exceptional in just a few weeks! I'm convinced that these chewables are the secret to unlocking your child's full academic potential.</p>	<p>Suggests that XFactor Kids can make children smarter and more successful academically, which is very misleading and not supported scientifically.</p>
<p>My child deals with occasional digestive discomfort, but since incorporating XFactor Kids into their daily routine, those issues have pretty much resolved. These chewable tablets have helped support their digestive health tremendously.*</p>	<p>XFactor Kids is a magical potion that can cure all of your child's ailments. Whether it's a tummy ache, a headache, or even a broken bone, just give them these chewables, and they'll be back to normal in no time. It's like having a doctor in a bottle!</p>	<p>Suggests that XFactor Kids can cure a wide variety of ailments, which is very misleading and non-compliant. Dietary supplements, like XFactor Kids, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>I add XFactor Kids to my child's routine so they get key nutrients needed to support healthy cognitive development as they navigate their classes and after-school programs!*</p>	<p>Both my children have had behavioral disorders (ADD/ADHD) for years. I've seen significant improvement in their behavior once I started giving them XFactor Kids!</p>	<p>Reference to any mental or behavioral disorders suggests the product is intended to treat a disease. Dietary supplements, like XFactor Kids, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>XFactor Kids is a staple in this household. We are thrilled to have a product that can support both a healthy digestive system and a healthy immune system. It tastes great, too!*</p>	<p>We keep XFactor Kids in this household to keep the tummy troubles away and keep the little ones from getting sick!</p>	<p>Implies that XFactor Kids can be used to prevent sickness or illness. Dietary supplements, like XFactor Kids, 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.**

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

1. Hamner HC, Dooyema CA, Blanck HM, et al. Fruit, Vegetable, and Sugar-Sweetened Beverage Intake Among Young Children, by State — United States, 2021. MMWR Morb Mortal Wkly Rep 2023;72:165–170.