



XFACTOR+

U.S. Product Claims Reference Guide



In today's fast-paced world, the typical Western diet often falls short in providing all the essential nutrients your body needs to function optimally. Despite your best efforts to consume a balanced and healthy diet, modern food processing, the convenience of fast food, and the reliance on refined grains have led to a widespread reduction in the consumption of fresh, nutrient-dense foods. This shift has not only diminished the overall nutritional quality of your daily meals but has also increased your exposure to unwanted additives and preservatives. As a result, even the most health-conscious individuals can find themselves facing nutrient gaps, particularly in essential vitamins and minerals, which are critical for a myriad of bodily functions. These deficiencies can subtly undermine your Health and Happiness, leaving you more susceptible to fatigue, weakened immune function, and a host of other issues that compromise your overall well-being and vitality.

XFactor+ was developed to help bridge this nutritional divide. Understanding that the foundation of good health lies in the adequacy of essential vitamins and minerals, XFactor+ was carefully formulated to address and fill many of the typical nutrient gaps left by the typical Western diet. It offers a convenient way to fortify your nutrition so you can spend less time concerned about nutrient shortcomings and more time enjoying the peace of mind that comes from knowing your health is being supported. Featuring highly absorbable forms of key nutrients specifically chosen for their ability to support immune function, healthy bones, muscle function, and more, XFactor+ is not just a supplement—it's also a reliable ally in your quest for optimal health. By integrating XFactor+ into your daily routine, you take a decisive step toward feeling better, being healthier, and functioning at your very best.*

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

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+. Below are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for XFactor+.



THE DOS

- Talk about XFactor+ as a convenient and easy way to support heart health.*
- Promote XFactor+ as a supplement to an otherwise healthy and balanced diet.
- Explain how XFactor+ enhances gut health and supports the gut microbiome.*
- Refer to how XFactor+ was formulated with antioxidants, polyphenols, and grape seed extract to provide excellent cardiovascular and circulatory system support.*
- Explain that XFactor+ delivers premium, bioavailable forms of key nutrients for superior absorption.
- **Share this product using only approved product claims, like:**
 - “Protects against free radical damage / Provides a source of antioxidants**”
 - “Enhances gut health**”
 - “Includes grape seed extract to help maintain lipid levels already in the normal range**”
 - “Supports healthy immune system function**”
 - “Helps reduce physical symptoms of menopause, like hot flashes**”
 - “Helps maintain normal function of the thyroid gland**”
 - “Delivers bioavailable forms of key ingredients for superior absorption**”
 - “Promotes healthy skin, hair, and nails**”
 - “Help support healthy blood pressure levels already in the normal range**”
 - “Supports healthy nerve and muscle 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+ is a substitute for a healthy and balanced diet.**
- **Don't claim XFactor+ can help reduce high blood pressure (i.e. treat hypertension).**
- **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, cold/flu, diabetes, heart disease, high blood pressure, hyperthyroid, infection, inflammation, Inflammatory Bowel Disease (Crohn's disease ulcerative colitis), insulin, Irritable Bowel Syndrome (IBS), pain, sore throat.
- **Don't use testimonials about how XFactor+ 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>I have been using XFactor+ for the past few months, and I am thrilled with the positive impact it has on my overall health. One of the key reasons I chose this product was because it supports a healthy immune system, and I can confidently say that it has exceeded my expectations.*</p>	<p>XFactor+ is my shield against all illnesses. Since taking it, I haven't caught a single cold or flu. It's the ultimate immunity miracle!</p>	<p>Suggests that XFactor+ can prevent colds, flu, and essentially all illnesses (diseases). Dietary supplements, like XFactor+, are not intended to diagnose, treat, cure, or prevent any disease. Additionally, the claim "ultimate immunity miracle" is false and misleading.</p>
<p>If you are looking for a reliable supplement to support your eye health and night vision, I wholeheartedly endorse XFactor+. It has become an integral part of my daily routine.*</p>	<p>Not only does XFactor+ cure night blindness, but it also restores perfect vision overnight.</p>	<p>The claim implies an absolute guarantee of curing night blindness and achieving perfect vision, which is unrealistic and misleading. Health claims should be truthful and not promise guaranteed results.</p>
<p>I appreciate the thoughtfulness behind the formulation of XFactor+, as it includes key ingredients known for their cardiovascular benefits. Knowing that I am proactively taking steps to support my heart gives me peace of mind.*</p>	<p>XFactor+ is my shield against heart disease. This product miraculously cures heart disease and guarantees a perfectly healthy heart with just one dose.</p>	<p>Suggests that XFactor+ can miraculously cure heart disease, a serious medical condition. Dietary supplements, like XFactor+, are not intended to diagnose, treat, cure, or prevent any disease. Also provides an absolute guarantee of cure in just one "dose," which is false and misleading.</p>
<p>I am excited to share my experience with XFactor+, a supplement that has become my go-to choice for protecting against free radical damage and harnessing the power of antioxidants. As someone who prioritizes overall well-being, finding a product that supports my body in this way has been a game-changer.*</p>	<p>It's guaranteed to cure cancer and eliminate all signs of aging with our powerful antioxidant formula.</p>	<p>Suggests that not only can XFactor+ cure cancer (a disease), but it can also eliminate all signs of aging. Dietary supplements, like XFactor+, are not intended to diagnose, treat, cure, or prevent any disease. Additionally, XFactor+ cannot eliminate all signs of aging. This statement is false and misleading.</p>
<p>What sets XFactor+ apart for me is the thoughtful combination of key ingredients known for their benefit to nerve and muscle health. I feel confident that I am providing my body with the support to maintain optimal function.*</p>	<p>XFactor+ is guaranteed to cure paralysis and transform weak muscles into superhuman strength.</p>	<p>Suggests that XFactor+ can cure paralysis (a disease). Dietary supplements, like XFactor+, are not intended to diagnose, treat, cure, or prevent any disease. Additionally, XFactor+ cannot transform weak muscles into superhuman strength. This statement is false and misleading.</p>
<p>I can't believe the positive impact this product has had on my overall well-being. Ever since I started using it, I've noticed a significant difference in how I feel. Filling those nutrient gaps has made a huge difference for me.*</p>	<p>Ever since I started taking XFactor+, all my nutrient deficiencies have been managed.</p>	<p>While XFactor+ contains 100% of the Reference Daily Intake (RDI) for many of the vitamins commonly deficient in the typical Western diet, it does not contain 100% of the RDI for all essential minerals. This claim is false and misleading.</p>
<p>Did you know that XFactor+ also supports gut health? I am grateful to Plexus for products, like XFactor+, that provide numerous health benefits.*</p>	<p>XFactor+ is guaranteed to cure all digestive disorders and eliminate any risk of gastrointestinal diseases.</p>	<p>This is an overly exaggerated claim that is not supported by scientific evidence and is considered false and misleading. Additionally, dietary supplements, like XFactor+, 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.

***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.