



XFACTOR

U.S. Product Claims Reference Guide



In today's fast-paced world, the modern diet often falls short in providing essential nutrients necessary for optimal health. Despite your efforts to maintain a balanced diet, various factors such as food processing, agricultural practices, and lifestyle choices can contribute to nutritional gaps. Processed foods often lack the vitamins found in whole, unprocessed foods. Furthermore, farming practices can result in fruit and vegetables with lower nutrient levels, compared to those grown in nutrient-rich soils. Additionally, lifestyle factors such as stress, pollution, and physical activity can increase the body's demand for specific nutrients. Consequently, even individuals adhering to seemingly healthy diets may experience deficiencies in key nutrients essential for overall well-being.

Introducing XFactor – your daily multivitamin for well-being. Even with a balanced diet, your body may still lack essential vitamins crucial for optimal functioning. XFactor helps bridge this gap, delivering easily absorbable nutrients and powerful antioxidants to invigorate your body. Crafted with bioactive forms of folate and key nutrients, XFactor maximizes absorption, ensuring your body efficiently utilizes these essential vitamins. From supporting metabolism for energy conversion to helping maintain healthy brain function, XFactor covers a spectrum of benefits. Its antioxidant-rich formula protects against the damaging effects of free radicals, defending your systems while fostering healthy bones and immune function. With 10 key nutrients filling nutritional gaps and potent ingredients like aloe vera and New Zealand black currant providing superior antioxidant protection, XFactor is a daily vitamin you can feel great about. Embrace vitality with XFactor – because your body deserves the best.*

XFactor is intended to supplement a healthy, balanced diet and lifestyle. However, care must be taken in promoting its benefits to avoid potential issues with regulatory agencies. This resource provides guidance for Plexus® Brand Ambassadors and employees to navigate and mitigate risks associated with communicating the numerous health benefits of XFactor.

At Plexus, we are committed to the promotion and sale of our products in accordance with applicable laws and regulations in all markets wherein 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 help maintain the body's ability to metabolize nutrients.*
- Promote XFactor as a supplement to an otherwise healthy and balanced diet.
- Explain that XFactor supports metabolism by helping the body convert fats and proteins into energy.*
- Refer to how XFactor was formulated with aloe vera and New Zealand black currant to provide antioxidant protection against free radical damage.*
- Explain that XFactor includes bioactive forms of folate and key nutrients to enhance absorption.*
- **Share this product using only approved product claims, like:**
 - "Contributes to normal psychological function**"
 - "Defends skin against photo-oxidative stress caused by free radicals**"
 - "Supports healthy bones and muscle function**"
 - "Supports healthy brain function**"
 - "Supports energy-yielding metabolism**"
 - "Support 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 XFactor can treat or help with nerve damage.**
- **Don't use the following "red flag" words or symptoms associated with illness or diseases:** Anti-inflammatory, Alzheimer's, anxiety, auto-immune (disease), blood sugar, cancer, cholesterol, Chronic Fatigue Syndrome, cold/flu, diabetes, dementia, heart disease, high blood pressure, infection, inflammation, Irritable Bowel Syndrome (IBS), pain, and 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.

*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>I have been using XFactor for the past few months, and I am thrilled with the positive impact it has had on my overall health. One of the key reasons I chose this product was its claim to support 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 acts as a shield against all illnesses, providing complete immunity against cold/flu (diseases), a claim that is unrealistic and not approved for this product. Dietary supplements, like XFactor, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>Juggling work and family life means I need all the support I can get. XFactor has been a fantastic source of essential nutrients that my diet might miss. Feeling this balanced and supported has made a huge difference in how I manage my daily responsibilities.*</p>	<p>I was diagnosed with early-stage Alzheimer's, but after incorporating XFactor into my daily regime, my last assessment showed no signs of the condition. It's as if I've reversed the clock on my brain's aging.</p>	<p>The claim implies that the product can cure Alzheimer's (a disease). Making such an assertion without proper scientific evidence is misleading. Dietary supplements, like XFactor, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>As an avid runner, I'm always on the lookout for ways to support my muscle and bone health. Incorporating XFactor into my regimen has given me peace of mind that I'm caring for my body's needs, allowing me to focus on reaching my fitness goals with confidence.*</p>	<p>After being diagnosed with osteoporosis, I started taking XFactor daily. Within a few months, my doctors were astonished to see significant improvements in my bone density tests. It's like XFactor reversed my osteoporosis, something I thought only prescription drugs could do.</p>	<p>The claim implies that the product can cure osteoporosis (a disease) in just a few months. Making such an assertion without proper scientific evidence is misleading. Dietary supplements, like XFactor, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>I was always curious about the benefits of antioxidants for my overall health. Since taking XFactor, I've felt a positive shift in my well-being, and it's comforting to think that it's contributing to my body's defense against environmental stressors. It's become a non-negotiable part of my routine.*</p>	<p>I used to suffer from severe anxiety and depression, but ever since I started on XFactor, my symptoms have vanished. It's the best natural antidepressant on the market without any side effects!</p>	<p>Suggests XFactor can treat anxiety and depression (diseases) and could be a substitute for prescription medications. Dietary supplements, like XFactor, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>I was skeptical about trying yet another multivitamin, but XFactor has genuinely made a difference in how I feel each day. The fact that it's formulated for better nutrient absorption makes me feel confident that I'm not just wasting my time. I've noticed improvements in my overall well-being, and I'm sticking with it.*</p>	<p>After just 2 weeks of taking XFactor, my chronic joint pain has completely disappeared. It's like a miracle cure for arthritis that I've been waiting for all these years!</p>	<p>Suggests XFactor can treat or possibly cure arthritis (a disease). 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.

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