



# LEAN VEGAN

## U.S. Product Claims Reference Guide



With hectic schedules and endless responsibilities, finding the time for meal planning can feel like an impossible task. It's all too easy to succumb to the allure of quick, unhealthy food options that sabotage your best intentions. For those committed to a vegan lifestyle, the struggle intensifies as finding nutritious options that align with plant-based principles can present additional challenges. Yet, amidst the on-the-go chaos, your health and weight loss goals remain a priority.

Introducing Plexus Lean™ Vegan – for those who refuse to compromise on flavor and satisfaction. Lean Vegan is a delicious and convenient meal replacement shake that delivers both taste and nutrition. Packed with 21 grams of ultra-pure vegan protein per serving and bioavailable forms of essential vitamins and minerals, Lean Vegan isn't just about satisfying your hunger. It's also about nourishing your body from the inside out. Scientifically formulated to support weight loss goals<sup>^</sup> and fuel your active lifestyle, this delicious shake is also fortified with 7 grams of dietary fiber (including prebiotic fiber) plus digestive enzymes to promote gut health and aid digestion. With each sip, you're not just enjoying a meal replacement. You're also revitalizing your body and fortifying your resolve to lead a healthier, more fulfilling life. With Lean Vegan, you don't have to settle for subpar nutrition.

Lean Vegan is intended to complement 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 Lean Vegan.

At Plexus, we are committed to the promotion and sale of our products in accordance with 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 Lean Vegan. Below are some examples of unacceptable claims, explanations for why they are problematic, and acceptable claims you can make for Lean Vegan.



## THE DOS

- Explain that Lean Vegan is a meal replacement shake that can also be used as a snack alternative.
- Talk about the importance of protein to help preserve lean muscle.
- Share how to use Lean Vegan as a meal replacement to promote weight loss and hunger satisfaction as part of a reduced calorie diet plan.
- Talk about Lean Vegan as a convenient and easy way to help maintain a healthy diet and lifestyle.
- Highlight the inclusion of 7 grams of dietary fiber per serving (including prebiotic fiber) that feed the beneficial bacteria in the gut to help keep your gut in balance.
- Explain that the enzyme blend in Lean Vegan can help reduce bloating and discomfort by breaking down protein into amino acids, which are used for lean muscle and tissue repair.
- **Share this product using only approved product claims, like:**
  - “Supports weight management,” or “Helps maintain weight loss,” or “Promotes weight loss, when combined with a reduced calorie weight loss diet plan”
  - “Keeps you satisfied with protein and fiber”
  - “Is high in protein”
  - “Contains all essential amino acids”
  - “Contains highly bioavailable forms of vitamins and minerals”
  - “Supports GI health and bowel regularity”



## 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 Lean Vegan treats obesity.**
- **Don't claim that Lean Vegan is a substitute for a healthy and balanced diet.**
- **Don't use the following “red flag” words or symptoms associated with illness or diseases:** Allergies, anti-inflammatory, anxiety, arthritis, Attention-Deficit/Hyperactivity Disorder (ADHD), atherosclerosis, auto-immune (disease), blood sugar, cancer, cholesterol, Chronic Fatigue Syndrome, diabetes, dementia, depression, eating disorders, heart disease, high blood pressure, hypertension, inflammation, Inflammatory Bowel Disease (Crohn's disease/ulcerative colitis), insulin, Irritable Bowel Syndrome (IBS), metabolic syndrome, obesity, and osteoporosis.
- **Don't use testimonials about how Lean Vegan 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>Discovering Lean Vegan has been a revelation for me. Not only does it provide a balance of protein and fiber to keep me feeling satisfied, but its support for gut health is a huge bonus. With prebiotic fiber and digestive enzymes, I can feel confident knowing that I'm nourishing my body from the inside out, supporting a healthy microbiome while also working toward my weight loss goals.^ It's more than just a meal replacement, and I can't imagine my routine without it.</p>	<p>Plexus Lean Vegan helped me lose 20 pounds in just 1 week! It's like a magic weight loss potion.</p>	<p>Suggests drastic weight loss results can be obtained by using Lean Vegan for just one week. This claim is misleading and not supported by scientific evidence.</p>
<p>I used to struggle to find vegan options while on the go that wouldn't compromise my weight loss efforts, but Lean Vegan has changed the game for me. It's my top choice for a quick and satisfying meal replacement that keeps me feeling full. Highly recommend!</p>	<p>I stopped eating real meals altogether and just drank Lean Vegan shakes all day. Who needs food when you have this stuff?</p>	<p>Suggests Lean Vegan can be used as the sole source of nutrition in a person's diet. Meal replacement shakes, like Lean Vegan, are not intended to be a complete substitute for a healthy and balanced diet.</p>
<p>As someone with a busy schedule and a commitment to a vegan lifestyle, finding time for nutritious meals was always a challenge. Thanks to Lean Vegan, I can fuel my body with high-quality, plant-based protein and essential nutrients without sacrificing taste or convenience. I've lost a few pounds already and feel confident in reaching my weight goals.^</p>	<p>Lean Vegan is so powerful that it cured my chronic illness. I haven't felt this healthy in years!</p>	<p>Suggests Lean Vegan can cure illnesses and diseases, which is false and misleading. Meal replacements, like Lean Vegan, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>Lean Vegan has really delivered for me. Not only does it support my weight loss goals^, but it also helps me maintain lean muscle mass and keeps me feeling satisfied. Plus, the fact that it's gluten-free is a huge bonus!</p>	<p>I replaced all my meals with Lean Vegan, and now I'm never bloated or gassy. It's like a miracle cure for digestive issues!</p>	<p>Suggests Lean Vegan can be used as the sole source of nutrition in a person's diet. Meal replacement shakes, like Lean Vegan, are not intended to be a complete substitute for a healthy and balanced diet. Also suggests that replacing all meals with Lean Vegan will eliminate bloating and gas, which is misleading and not supported by scientific evidence.</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).

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

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