



MEGAX

U.S. Product Claims Reference Guide



The significance of omega fatty acids in maintaining optimal health cannot be overstated. Omega-3 fatty acids play a vital role in supporting your brain function, heart health, and overall wellness. However, traditional fish oil supplements, once regarded as the primary supplement source of these essential nutrients, often come up short due to processing methods, an unpleasant fishy aftertaste, and the concern over potential contamination with harmful substances such as PCBs and heavy metals.

Amidst this backdrop of concerns regarding the safety and sustainability of traditional fish oil supplements, introducing MegaX – your plant-based omega for brain and heart support. Unlocking the power of plant-based nutrition, MegaX offers a revolutionary approach to omega supplementation. Say farewell to the fishy aftertaste and concerns over contaminants commonly associated with fish oil products. With MegaX, you can embrace the heart and brain health benefits of omega fatty acids without compromise, thanks to its meticulously researched formula and stringent quality control measures.*

Formulated with a potent blend of broad-spectrum, plant-derived omegas, MegaX elevates your wellness routine. Featuring ahiflower oil, renowned for its bioavailability and sustainability, MegaX provides essential fatty acid support that your body requires to function optimally. With MegaX, you can trust in a supplement free from common contaminants, like mercury, that can be found in fish-derived omegas, delivered in easy-to-swallow softgels with no fishy aftertaste. Enhance your vitality and embrace a healthier lifestyle with MegaX – the plant-based omega.*

MegaX 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 MegaX.

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

✓ THE DOS

- Explain why you need omega-3 and omega-6 essential fatty acids that your body cannot produce on its own and must come from your diet.
- Talk about how most people get plenty of omega-6 fatty acids but struggle to get enough omega-3s in their diet.
- Refer to MegaX as a plant-based source of omega fatty acids that supports a healthy brain and heart.*
- Explain that MegaX does not contain fish oil and the contaminants that can be found in fish oil supplements.
- Promote MegaX as a supplement to a healthy and balanced diet.
- **Share this product using only approved product claims, like:**
 - “Supports healthy lipid levels already in the normal range**”
 - “Provides support for a healthy heart**”
 - “Delivers the heart-healthy benefits of omega-3s without the unpleasant fishy aftertaste**”
 - “Helps with stress management**”
 - “Supports brain health**”

✗ 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 MegaX lowers cholesterol (i.e. treats hypercholesterolemia).**
- **Don't claim MegaX can prevent or treat heart disease or dementia.**
- **Don't claim MegaX is a substitute for a healthy and balanced diet.**
- **Don't use the following “red flag” words or symptoms associated with illness or diseases:** Anti-inflammatory, anxiety, arthritis, Attention-Deficit/Hyperactivity Disorder (ADHD), atherosclerosis, auto immune (disease), blood sugar, cancer, cholesterol, Chronic Fatigue Syndrome, diabetes, dementia, depression, heart disease, high blood pressure, hypertension, inflammation, Inflammatory Bowel Disease (Crohn's disease/ulcerative colitis), insulin, Irritable Bowel Syndrome (IBS), obesity, and pain.
- **Don't use testimonials about how MegaX 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>As someone who prioritizes heart health, I've struggled to find a supplement that delivers without the unpleasant aftertaste of fish oil. MegaX has been a game changer! Not only does it support my cardiovascular wellness, but I also appreciate its sustainably sourced ingredients and commitment to quality.*</p>	<p>MegaX transformed my life overnight! I went from feeling sluggish and forgetful to being a mental powerhouse. It's like a magic pill for brain fog! Forget about fish oil. MegaX is the only supplement you need for instant mental clarity.</p>	<p>Suggests MegaX can treat brain fog, sluggishness, and forgetfulness while providing instant mental clarity. These claims are misleading and not supported by scientific evidence.</p>
<p>I've been searching for a supplement that supports my healthy lipid levels without compromising on quality. MegaX exceeded my expectations! With its plant-based omega-3s and rigorous testing for contaminants, I feel confident in its ability to promote my overall well-being.*</p>	<p>Thanks to MegaX, I can eat whatever I want without worrying about my cholesterol levels. My doctor was amazed at how quickly my lipid levels improved after just a few days of taking MegaX. It's like a cheat code for healthy eating!</p>	<p>Suggests MegaX can prevent high cholesterol levels (a disease) regardless of dietary habits. Also suggests MegaX can lower lipid levels within just a few days. These claims are misleading and not supported by scientific evidence. Dietary supplements, like MegaX, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>MegaX has become an essential part of my wellness routine. Not only does it provide support for my heart and brain health, but it's also easy to swallow and doesn't leave a fishy aftertaste like other supplements I've tried. I trust MegaX to deliver the omega-3s my body needs, without any compromises.*</p>	<p>MegaX cured my anxiety! I used to be a nervous wreck, but now I'm cool as a cucumber, all thanks to MegaX. Say goodbye to stress and anxiety forever with MegaX!</p>	<p>Suggests MegaX can treat anxiety (a disease) and permanently eliminate stress. These claims are misleading and not supported by scientific evidence. Dietary supplements, like MegaX, are not intended to diagnose, treat, cure, or prevent any disease.</p>
<p>After years of struggling with traditional fish oil supplements and their nasty aftertaste, MegaX has been a revelation. Its plant-based formula not only supports my heart and brain health but also offers peace of mind knowing it's free of potential contaminants common in fish. MegaX has truly set a new standard for omega supplements.*</p>	<p>MegaX is a miracle cure for all your health woes! Whether you're struggling with joint pain, allergies, or even cancer, MegaX has got you covered. It's like a one-stop shop for all your health needs!</p>	<p>Suggests MegaX can cure all manner of health concerns, including joint pain, allergies, and cancer (diseases). These claims are misleading and not supported by scientific evidence. Dietary supplements, like MegaX, 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.