

plexus

RESTORE

U.S. Product Claims Reference Guide



Every day your body contends with a barrage of stressors that have the potential to diminish your long-term vitality, from environmental pollutants to toxins present in the food you eat. Unfortunately, these unwanted substances have a tendency to accumulate in the body and can wreak havoc on your health and happiness. Central to understanding the impact of these stressors on your body is the concept of ‘homeostasis’, which refers to the complex and dynamic balance crucial for maintaining life and health. Any factor that disrupts this delicate equilibrium can lead to undesirable physical changes.

Fortunately, your body is incredibly resilient and intricately designed to handle these stressors and retain ‘homeostasis’ when given proper dietary support. That’s where Restore steps in. Designed to support your body’s natural detoxification processes, Restore acknowledges the vital role of liver health in cellular rejuvenation. Key ingredients such as spinach leaf and spirulina promote liver health and aid the natural removal of heavy metals and toxins. Without proper detoxification, these harmful substances can build up in your body, resulting in a myriad of issues ranging from a sluggish metabolism to fatigue. The consequences of toxin accumulation within your cells are profound and far-reaching.*

Unlike typical detox regimens that can often cause digestive discomfort, Restore is formulated with your comfort in mind. Ginger root aids digestion, fostering gut health, while peppermint soothes the digestive tract, offering a gentle detox experience. But Restore doesn’t stop there. It works in multiple ways, supporting cellular detox, providing digestive comfort while cleansing, and harnessing the power of your gut-brain axis to reduce hunger signaling and control stress-related cravings, helping you restore the best version of you.*

Restore 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 Restore.

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

✓ THE DOS

- Explain how your body is exposed to environmental stressors and pollutants on a regular basis and how the accumulation of these toxins can negatively affect health.
- Talk about the importance of maintaining healthy liver function to support your body’s natural detoxification and cleansing processes.*
- Refer to Restore as a dietary supplement that works in three ways to support whole body health; cellular detox, digestive health, and appetite control.*
- Promote Restore as a supplement to a healthy and balanced diet.
- Use key words such as “cellular detox”, “stress-response”, “antioxidants”, “appetite control”, “liver function”, “gut health”, and “digestive function”
- **Share this product using only approved product claims, like:**
 - “Supports your body’s natural detoxification processes**”
 - “Aids in cellular rejuvenation and healthy aging**”
 - “Provides powerful antioxidants to help optimize the body’s repair mechanisms from environmental stressors**”
 - “Helps control appetite and curb stress-related cravings**”
 - “Reduces gut hunger signaling**”
 - “Promotes digestive comfort while cleansing**”
 - “Supports liver function and 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 using Restore removes SPECIFIC heavy metals or toxins from the body.**
- **Don’t claim Restore completely eliminates all toxins or heavy metals from the body.**
- **Don’t claim Restore can prevent or treat liver diseases, such as hepatitis, cirrhosis, or fatty liver disease.**
- **Don’t claim Restore is a substitute for a healthy and balanced diet.**
- **Don’t use the following “red flag” words or symptoms associated with illness or diseases, such as:** Anti-Inflammatory, anxiety, asthma, blood sugar, cancer, cholesterol, chronic fatigue syndrome, depression, diabetes, heart disease, high blood pressure, infertility, inflammatory bowel disease (Crohn’s disease/ulcerative colitis), insomnia, insulin, Irritable Bowel Syndrome (IBS), nausea, obesity, osteoporosis, and stroke.
- **Don’t use testimonials about how Restore 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?
As someone who's always on the go, I rely on Restore to help me stay on track with my health goals. It's reassuring to know that I'm supporting my body's natural detox processes daily.*	My doctor told me I had high levels of lead in my body, but after taking Restore for a week, all my tests came back clean!	Do not claim using Restore completely removes specific heavy metals from the body. These claims are misleading to potential consumers.
After incorporating Restore into my routine, I've experienced fewer cravings and better appetite control. It's amazing how much of a difference it makes in managing my weight.*	I lost 10 pounds in just one week after starting Restore! This stuff is like magic for weight loss!	Extreme weight loss, such as 10 pounds in just one week, is not a typical result for users of Restore. This claim would be misleading to potential consumers.
I've tried other detox products in the past, but none compare to Restore. Its gentle formula ensures I can detox comfortably without the unpleasant digestive upset.*	I love how Restore has ginger root and peppermint to treat my nausea and stomachaches.	Nausea and stomachache can be symptoms of a more serious health condition (i.e. disease) that may require medication or medical intervention. Dietary supplements, like Restore, are not intended to diagnose, treat, cure, or prevent any disease.
Restore has become a staple in my daily routine. It's reassuring to know that I'm giving my body and liver additional support to combat the effects of everyday stressors.*	I swear my cells stopped aging after I started taking Restore. People think I'm ten years younger than I actually am!	While Restore aids in cellular rejuvenation and healthy aging*, it does not halt the cellular aging process. This claim would be misleading to potential consumers.
I have struggled for years with uncontrollable cravings and difficulty managing my appetite, so I decided to give Restore a try. I was amazed by the results! Not only did I notice a significant reduction in my stress-related cravings, but I also felt more in tune with my body's hunger signals. It's like Restore helped reset my gut-brain axis, allowing me to make healthier choices without feeling deprived.*	I can eat whatever I want and never gain weight thanks to Restore. I haven't changed any of my diet or exercise regimen and I've had extraordinary results. It's a miracle product!	This is a misleading and exaggerated claim for Restore that cannot be substantiated. It also suggests Restore can replace a balanced diet and exercise regimen.
After just a few weeks of taking Plexus Restore, I feel like my body is functioning more optimally. I'm grateful for the natural detox support it offers.*	Restore completely cured my chronic fatigue syndrome. I have more energy than I've ever had in my life!	Suggests Restore can cure Chronic Fatigue Syndrome, a disease. Dietary supplements, like Restore, are not intended to diagnose, treat, cure, or prevent any disease.

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 do 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.