



# VITALBIOME®

## U.S. Product Claims Reference Guide



Recent scientific advancements have uncovered a profound connection between your gut and mind, demonstrating that your microbiome balance can have an enormous impact on how you feel, both physically and emotionally. This intricate relationship, often referred to as the “gut-brain axis,” highlights how the gut microbiome, comprising trillions of microorganisms, communicates bidirectionally with the brain via different pathways. Emerging research suggests that the composition of your gut microbiota can significantly impact your mood, cognitive function, and behavior. Specifically, studies on psychobiotics, a class of beneficial bacteria with potential mental health benefits, have garnered considerable attention. These psychobiotics, including specific strains of *Saccharomyces boulardii* and *Lactobacillus helveticus*, have shown promising clinical results in modulating stress responses, improving mood, and alleviating tension. As our understanding of the gut-brain axis deepens, so does the recognition of the potential role psychobiotic probiotics play in supporting mental wellness.

The problem is that your microbiome is under attack every day. A typical modern lifestyle with processed foods, artificial sweeteners, high stress, lack of sleep, and other environmental factors weakens the beneficial microbes in your gut, leading to an imbalanced gut. This imbalance can result in occasional GI discomfort, stress, bloating, digestive issues, tension, inability to relax, and any number of other problems that can impact both your health and your mood. That’s where VitalBiome steps in. With its clinically studied beneficial microbes, it seeds your gut, helping you reap the rewards of a more harmoniously balanced digestive system. It reduces stress and occasional GI discomfort, paving the way for a happier, healthier you. VitalBiome doesn’t just support your gut health; it also enhances it. Whether you’re seeking relief from stress, improved mood, or digestive comfort, VitalBiome has you covered. With specialized probiotic strains meticulously selected for their psychobiotic benefits, VitalBiome is designed to help restore balance. Join countless others who have experienced the transformative power of VitalBiome – because when your gut feels good, so do you.\*

VitalBiome 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® Ambassadors and employees to navigate and mitigate risks associated with communicating the amazing health benefits of VitalBiome.

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



## THE DOS

- Use key words such as “support,” “help,” “healthy,” “maintain,” “wellness,” “well-being,” etc.
- Talk about how VitalBiome contains 7 billion CFUs of probiotics per capsule from 8 beneficial strains to help support the gut microflora and maintain a healthy gastrointestinal system.\*
- Refer to VitalBiome as a probiotic supplement that helps balance your gut microbiome with ingredients that help improve your health and your mood.\*
- **Share this product using only approved product claims, like:**
  - “Supports balanced cortisol levels and a healthy response to stress\*”
  - “Stabilizes stress hormones\*”
  - “Reduces feelings of stress, nervousness, and tension\*”
  - “Promotes relaxation\*”
  - “Provides beneficial effects on symptoms of occasional constipation\*”
  - “Combats bloating and relieves occasional bowel discomfort\*”
  - “Supports a healthy immune system\*”
  - “Helps restore balance and helps your body function optimally\*”
  - “Contains specialized psychobiotic strains\*”



## 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 VitalBiome can treat anxiety, depression, and other mental illnesses.**
- **Don’t use the following “red flag” words or symptoms associated with illness or diseases:** Anti-inflammatory, anxiety, auto-immune (disease), bipolar disorder, blood sugar, cancer, cholesterol, Chronic Fatigue Syndrome, depression, diabetes, heart disease, high blood pressure, inflammation, Inflammatory Bowel Disease (Crohn’s disease/ulcerative colitis), insulin, Irritable Bowel Syndrome (IBS), mental illness, nausea, obesity, and pain.
- **Don’t use testimonials about how VitalBiome 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?
After dealing with occasional GI discomfort, I decided to try VitalBiome, and I'm amazed by the results! Not only has it helped soothe my digestive issues, but I've also noticed a significant improvement in my mood and overall well-being. I feel more balanced and resilient to stress. Thank you, VitalBiome!*	Say goodbye to Irritable Bowel Syndrome (IBS) and hello to smooth sailing with VitalBiome! I suffered from debilitating stomach cramps and bloating for years, but this supplement has worked wonders. Now, I can enjoy my favorite foods without fear of digestive distress. It's a game-changer!	Suggests VitalBiome can cure and prevent Irritable Bowel Syndrome (a disease) and associated symptoms. Dietary supplements, such as VitalBiome, are not intended to diagnose, treat, cure, or prevent any disease.
As someone who deals with a lot of stressful situations at work, finding VitalBiome has been a game-changer. Within just a few weeks of taking this supplement, I noticed a remarkable difference in my ability to cope with stress. I feel more relaxed and centered, and my mood has improved noticeably. VitalBiome has become an essential part of my wellness routine.*	VitalBiome is a lifesaver for anyone battling severe depression and crippling anxiety. Within days of taking it, I felt like a completely different person – no more dark clouds hanging over my head, just pure happiness and peace of mind. If you're struggling with mental illness, give VitalBiome a try!	Suggests VitalBiome can be used to treat depression and chronic anxiety (diseases). Dietary supplements, such as VitalBiome, are not intended to diagnose, treat, cure, or prevent any disease.
I've struggled with occasional constipation. However, since I started taking VitalBiome consistently, I've experienced a significant improvement in my digestive health. Not only has it helped regulate my bowel movements, but I also feel less bloated and uncomfortable. VitalBiome has truly made a difference in my life!*	Living with Crohn's disease is no easy feat, but VitalBiome has made it manageable. Since incorporating this supplement into my daily routine, I've experienced fewer flare-ups and less intestinal discomfort. I finally feel like I have control over my digestive health again. Thank you, VitalBiome!	Suggests VitalBiome can be used to treat Crohn's disease. Dietary supplements, such as VitalBiome, are not intended to diagnose, treat, cure, or prevent any disease.
As someone who struggles with occasional moodiness and tension, finding VitalBiome has been a breath of fresh air. Since incorporating this supplement into my daily routine, I've noticed a significant reduction in feelings of stress and nervousness. I feel more balanced and in control of my emotions, allowing me to navigate life's challenges with greater ease. VitalBiome has truly exceeded my expectations!*	VitalBiome is my secret weapon against stress and anxiety. Whenever I feel overwhelmed, I just pop a few capsules, and within minutes, I'm calm and collected. It's like having a therapist in a bottle! Don't let anxiety control your life. Try VitalBiome today!	There are two primary issues with this claim. First, it suggests VitalBiome can treat anxiety (a disease) and can replace therapy. Second, it suggests VitalBiome works immediately to reduce stress and anxiety, which is misleading. Dietary supplements, like VitalBiome, are not intended to diagnose, treat, cure, or prevent any disease. In addition, the benefits provided by VitalBiome are not immediate after taking just 1 serving, but require consistent daily use.

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).

**\*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.