

Skin Health System

U.S. PRODUCT CLAIMS REFERENCE GUIDE



Aging skin tells a deeper story than what we see in the mirror. Beneath the surface, your skin faces natural shifts: collagen production slows, cell renewal lags, and tired, “senescent” cells stick around instead of making way for fresh ones. Add daily aggressors like UV exposure and pollution, and your skin can start to age faster than your birthday suggests. The result? Skin that’s lost its bounce, glow, and smooth texture — not just because of time, but because its natural renewal systems need support.

Youthful Longevity: A New Era in Skin Health

At Plexus®, we believe the future of skincare lies in empowering the skin’s own ability to renew and protect itself. True innovation goes beyond what’s on the surface — it’s about helping skin behave youthfully for as long as possible. That’s why our science-driven formulas are designed to counteract the visible signs of biological aging with targeted, high-performance ingredients.

At the heart of the Skin Health System is a potent blend of clinically studied ingredients. From growth factor-mimicking peptides and plant stem cells to ATP-boosters and antioxidants, each formula is designed to visibly support your skin’s resilience and radiance. And because balanced skin starts with a healthy microbiome, every product in the system is certified microbiome-friendly — supporting your skin without disrupting its natural balance. These clean, effective formulas are gentle enough for daily use and powerful enough to help improve the look of tone, texture, and glow.

Whether you’re starting fresh or upgrading your skincare routine, the Skin Health System makes it easy to nourish your skin with purpose. Free from parabens, synthetic fragrances, and harsh ingredients, this daily ritual supports long-term skin vitality. It’s not just skincare — it’s youthful longevity backed by science.

To ensure these benefits are shared accurately and responsibly, it’s important to understand the rules that govern how cosmetic products can be promoted in the U.S. Promotional advertising of cosmetic products, like the Skin Health System, is regulated in the United States. 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 benefits of the Skin Health System. 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 the Skin Health System. Below are some examples of unacceptable claims, explanations for why they are problematic, and

The Dos

- Talk about how Youthful Longevity is more than just fighting the appearance of aging, it's about working to keep your skin behaving more youthfully as long as possible.
- Highlight the difference between skin health and skincare. While traditional skincare emphasizes superficial aesthetic results, true skin health nurtures the skin on a more holistic level.
- Emphasize that all products in the Skin Health System are certified Kind to Biome and are free from harsh ingredients.
- Explain that the Skin Health System features cutting-edge bioactive compounds – including specialized growth factors, signal peptides, and cellular energizing molecules that work in harmony with your skin's natural processes.
- Talk about the different products within the Skin Health System and their respective features/benefits.
- **Share the Skin Health System using only approved product claims, like:**
 - "Dermatologist tested, hypoallergenic, non comedogenic, certified microbiome-friendly, and suitable for all skin types"
 - "Clinically shown to hydrate and plump skin in just 14 days"
 - "Counteracts your skin's tell-tale signs of biological aging"
 - "Delivers a comprehensive multi-pronged approach to directly address core biological factors that accelerate visible signs of aging and deliver irresistible results"
 - "Features an advanced blend of peptides and epidermal growth factors to counteract aging triggers like senescent cells while boosting your natural renewal processes to reveal firmer looking, more radiant skin"
 - "Includes a lightweight, moisturizing, mineral sunscreen to help prevent premature skin aging caused by sun exposure"

The Don'ts

- **Don't post before and after photos that suggest the system treats or cures skin conditions or implies permanent transformation.**
- **Don't suggest or claim that the Skin Health System can stop or reverse biological aging.**
- **Don't claim that any results achieved from using the system will be permanent.**
- **Don't suggest using the products in a manner inconsistent with their labeled directions for use.**
- **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). Avoid terms such as "treats", "heals", "stops", "reverses", "turn back time or the clock."**
- **Don't claim using the Skin Health System removes pathogenic bacteria from the skin or prevents skin infections.**
- **Don't use the following "red flag" words or symptoms associated with skin conditions or diseases, such as:** Acne, eczema, cold sores / Herpes simplex, dermatitis, hives, inflammation, melasma, moles, pimples, psoriasis, rashes, rosacea, skin Infections (e.g., fights bacteria, antibacterial), vitiligo, warts.
- **Don't use testimonials about how the Skin Health System 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, promoting it could be a violation of U.S. regulations.

Skin Health System

Acceptable Claim	Unacceptable Claim	Why is it Unacceptable?
After just a few weeks, my skin looks noticeably smoother and more radiant. I love how light the products feel – and knowing they support my skin's natural moisture barrier and microbiome balance is a huge bonus.	This system healed my rosacea and completely cleared up my eczema flare-ups.	This implies disease treatment or cure – both rosacea and eczema are medical conditions, and only drugs (not cosmetics) can legally claim to treat them.
I didn't realize how dull and tired my skin looked until I started using the Skin Health System. Now my complexion feels refreshed and more even – like I finally found something that works with my skin, not against it.	The Glow Getter Serum boosted my collagen and regenerated my skin cells in just a few days!	"Boosted collagen" and "regenerated skin cells" imply structural or biological changes to the body – considered drug claims in the United States.
This daily ritual made such a difference in the way my skin looks and feels – it's softer, more hydrated, my wrinkles are less noticeable, and I feel confident going make-up free more often.	This system slows the aging process and repairs DNA damage caused by the sun.	"Slows aging" and "repairs DNA damage" suggest altering body structures or functions – considered drug claims in the United States.
What sold me is how clean and gentle the formulas are. I've tried a lot of products that felt harsh or left my skin irritated, but this system feels calming and actually supports my skin's microbiome health.	Thanks to the system, I don't need Botox or Retin-A anymore!	Implies the system is a replacement for prescription or professional medical treatments – not acceptable claims for cosmetic products in the United States
The texture of my skin has improved. It feels smoother, and I've noticed a more youthful glow that I thought I had lost.	My acne is completely gone and hasn't come back since I started using the system.	"Acne" is a diagnosable skin disease, and this is a treatment claim. Cosmetic products cannot claim to treat diseases in the United States.
I've been looking for a daily SPF that I actually want to wear. The Sun Shield Hydrating Mineral Sunscreen melts into my skin, leaves lasting white cast, and keeps me protected throughout the day.	This sunscreen prevents skin cancer – it's literally saving my life!	While the Sunscreen drug monograph in the United States allows products like Sun Shield to state that they help prevent sunburn and reduce the risk of skin cancer and early skin aging when used as directed, this testimonial goes beyond what is permitted.
The products fit seamlessly into my daily routine. I love that they focus on helping my skin behave more youthfully to deliver results – my skin has never looked this good.	This system erased 10 years of wrinkles in just one week!	This makes a quantifiable and extreme age reversal claim that cannot be substantiated. Even if someone feels their skin's appearance improved quickly, claims like "erased 10 years" can be deceptive.

Quick Compliance Checklist

- Stick to product benefits and skin appearance outcomes
- Avoid naming medical conditions or diseases
- Don't claim to "treat," "heal," or "cure"
- No comparisons to prescription drugs or professional treatments
- Follow labeled directions only

Promoting on Social Media?

Stick to approved claims, avoid filters that exaggerate results, and never imply medical benefits. When in doubt, keep it simple and visually clean.

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.