

# Creatine +

## U.S. PRODUCT CLAIMS REFERENCE GUIDE



When most people think of creatine, they picture bodybuilders. And while creatine has rightfully earned a strong reputation in sports and fitness, its health benefits extend well beyond the gym. At its core, creatine supports your body's natural energy system by helping regenerate ATP (adenosine triphosphate) – the molecule your cells use to power movement, cognitive focus, and healthy aging. That regeneration is critical for sustained strength, resilience, and performance, especially during physical exertion or mental stress.

Creatine itself isn't new, but Plexus® redefines how it's used. In a category crowded with single-ingredient powders, Creatine + takes a smarter, more comprehensive approach by combining micronized creatine monohydrate, L-leucine, and vitamin D3 into one clean, multifunctional blend. This trio was carefully selected to amplify creatine's well-established performance benefits while extending its impact beyond traditional sports supplementation.\*

This isn't just creatine. This is creatine, ELEVATED – a multifunctional daily supplement formulated to:

- Activate muscle protein synthesis (when combined with strength training) to promote repair, preserve lean muscle during calorie restriction, and support healthy body composition.\*
- Regenerate ATP to help enhance cellular energy production, powering high-intensity exercise and recovery.\*
- Contribute to bone strength, support normal muscle function, and bolster immune health and cognitive performance.\*

Building healthy habits start with simple, consistent choices that add up to meaningful results over time. Creatine + makes that consistency simple. Its micronized format mixes smoothly, with no grit or clumping, and its unflavored profile blends seamlessly into your daily routine – whether in a smoothie, a protein shake, or your favorite Plexus product.

### Using Claims Responsibly

Creatine + is intended to supplement a healthy, balanced diet and lifestyle. However, care must be taken when promoting its benefits to avoid regulatory risks. This resource provides guidance for Plexus® Brand Ambassadors and employees to navigate and communicate the product's health benefits in a compliant, confident manner.

At Plexus, we are committed to promoting and selling our products in accordance with applicable laws and regulations in all markets where we do business. That's why the Field Advisory Support Team created this reference guide, to empower you to speak about Creatine + in ways that are effective, honest, and fully compliant.

\*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.

## The Dos

- Emphasize the multifunctional formula: Creatine + combines creatine, L-leucine, and vitamin D3 to support energy, muscle, bone, and cognitive health.\*
- Highlight daily, consistent use. Reinforce that creatine works best when taken regularly, as part of an ongoing routine.
- Connect it to lifestyle goals. Note that Creatine + is designed to complement resistance training, active aging, and cognitive performance goals.\*

### • Share this product using only approved product claims, like:

- "Supports muscle performance by aiding the regeneration of ATP, a molecule your cells use to power movement, muscle recovery, and mental focus.\*"
- "Helps maintain lean muscle and supports protein synthesis when combined with strength training.\*"
- "Supports cognitive performance, including focus, attention, and clarity.\*"
- "Helps maintain strong bones and healthy immune system function.\*"
- "Supports multiple wellness goals, including active lifestyles and healthy aging.\*"



## The Don'ts

- **Don't exaggerate or overpromise benefits.** Avoid statements that suggest immediate, guaranteed, or extreme results (e.g., "builds muscle overnight" or "instant brain boost").
- **Don't claim it works without effort.** Phrases like, "no exercise needed" or "builds muscle without training" are misleading and non-compliant.
- **Don't compare to drugs or therapies.** Never suggest Creatine + is a substitute for prescription treatments (e.g., "as good as Adderall", "treats osteoporosis", or "the solution to sarcopenia"). It is a dietary supplement intended for healthy adults, not a therapeutic treatment.
- **Don't claim Creatine + 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 Creatine + is a substitute for a healthy and balanced diet.**
- **Don't use the following "red flag" words or symptoms associated with illnesses or diseases:** Alzheimer's, dementia, depression, inflammation, muscle wasting, osteoporosis, sarcopenia.
- **Don't use testimonials about how Creatine + 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.

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Acceptable Claim	Unacceptable Claim	Why is it Unacceptable?
Since adding Creatine + to my daily routine, I've noticed I have more energy for my workouts and I bounce back faster the next day.*	Creatine + instantly rebuilds my muscles and I never feel sore after a workout anymore.	This overstates speed and guarantees results. No dietary supplement can promise instant recovery or eliminate soreness completely. FTC would see this as misleading.
I love that Creatine + includes vitamin D3. It gives me peace of mind that I'm supporting my muscles and bones as I get older.*	Creatine + prevents osteoporosis and reverses bone loss. I don't have to worry about it anymore.	Mentioning osteoporosis or claiming prevention/treatment of disease makes this a drug claim. Dietary supplements can "support" health, but cannot say they "prevent" or "stop" diseases.
I've noticed Creatine + helps me feel more focused during my workouts and even when I'm at work.*	Creatine + treats my ADHD and works just like Adderall for focus.	Naming ADHD is a disease claim, and comparing it to Adderall equates the supplement with a prescription drug. Dietary supplements cannot claim to treat, cure, or prevent a disease, and FTC would view this as misleading without clinical evidence for drug-like benefits.
Creatine + helps me get more from my strength training. With consistent workouts, I feel like I'm building lean muscle more effectively.*	Creatine+ builds muscle on its own. You don't even have to exercise!	Suggesting results without strength training is misleading and scientifically unsupported. FTC would flag this as deceptive; FDA would consider it exaggerated and drug-like.
I love that taking Creatine + daily supports my immune system. Most creatine supplements don't provide that benefit.*	Creatine + keeps me from getting sick. I haven't had a cold since I started using it.	Preventing or curing illnesses (like colds) is a disease claim. Dietary supplements cannot claim to treat, cure, or prevent a disease.
I've been using Creatine + for three months, and I've noticed my workouts feel more consistent. I can finish my reps with better focus and recover a bit faster between sessions.*	After just one serving, I became instantly stronger and my muscle pain disappeared.	This overpromises immediate effects after a single serving, which is misleading. Dietary supplements generally require consistent use over time for benefits to be realized.

## Quick Compliance Checklist

- Stick to approved claims
- Say "supports," "helps", or "promotes" – not "prevents," "treats," or "cures"
- Emphasize training + consistency as part of the success story
- No comparisons, exaggerations, or disease language
- No "guaranteed results" or "instant effects"
- Keep testimonials lifestyle-focused, not medical in nature

## Promoting on Social Media?

Keep posts simple, clean, and focused on lifestyle and benefits. Creatine + already has powerful science behind it, you don't need to overpromise.

In addition, always include the FDA disclaimer when your social media post mentions or implies product benefits. This ensures compliance with federal regulations.

### Use the following disclaimer exactly as written:

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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 [fast@plexusworldwide.com](mailto:fast@plexusworldwide.com).

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

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