

Plexus Armor™

US PRODUCT CLAIMS REFERENCE GUIDE



Our gastrointestinal (GI) tract is an amazingly complex system that not only digests the food we eat, but also acts as a critical interface between our environment and the outside world. Together with its protective mucosal layer, the GI tract's cellular barrier functions as your body's first line of defense – allowing beneficial nutrients and compounds to pass through while keeping unwanted substances out.

Maintaining the integrity of this barrier is essential for supporting digestive and overall health. A well-functioning gut barrier helps ensure proper nutrient absorption, microbial balance, and immune signaling. Over time, however, natural age-related changes and modern lifestyle factors such as stress, inconsistent eating habits, and poor sleep can influence the gut's permeability. This gradual "loosening" of the intestinal barrier, sometimes referred to as "leaky gut", is a normal part of the aging process, but can impact how effectively the gut maintains its selective permeability, allowing beneficial nutrients in while keeping unwanted substances out, and can contribute to occasional GI discomfort, metabolic disruption, and even weight gain.

That's where Plexus Armor comes in. Armor is an easy-to-mix dietary supplement designed to support intestinal lining integrity and the gut's protective mucosal barrier. Scientifically formulated with a gentle prebiotic fiber, A2 bovine colostrum, a precision postbiotic strain, L-glutamine, marshmallow root, and licorice root extracts, Armor is formulated to help fortify your GI tract while soothing occasional digestive discomfort. It promotes a balanced gut microbiome, supports immune health, and is the perfect complement to other Plexus products designed

for gut health.*

Using Claims Responsibly

Armor 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 Armor 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

- Talk about Armor as a convenient and easy way to help strengthen your gut's protective barrier integrity to promote overall health.*
- Highlight that the gut barrier supports selective permeability – allowing beneficial nutrients to pass through while helping keep unwanted substances out.*
- Emphasize that Armor is formulated with science-backed ingredients that work together to help maintain the intestinal barrier's integrity.*
- Share how Armor complements other Plexus® gut health products, such as Gut Health System, to promote microbiome health and resilience.*
- Refer to how age and modern lifestyle factors can naturally influence gut barrier health and how Plexus Armor helps support this process.*
- Promote Plexus Armor™ as a supplement to an otherwise healthy and balanced diet.

- **Share this product using only approved product claims, like:**

- "Helps fortify gastrointestinal lining and barrier integrity.*"
- "Supports the gut's protective mucosal barrier.*"
- "Helps soothe the intestinal tract and relieve occasional GI discomfort.*"
- "Includes Acacia Gum, a gentle prebiotic polysaccharide for sensitive digestive systems shown to increase beneficial *Bifidobacterium* in the gut.*"
- "Supports healthy gut lining integrity, which can naturally decline with age.*"
- "Supports recovery of gut lining integrity following stress-related increases in intestinal permeability.*"
- "Postbiotic *Lacticaseibacillus paracasei* supports gut lining integrity to help reduce age-related changes in intestinal permeability ("leaky gut").*"
- "Contains naturally occurring antibodies and immune-supporting peptides from bovine colostrum to help maintain immune system health.*"
- "Supports both immune and gut health by maintaining a strong barrier that plays a role in how the body responds to daily microbial exposure.*"
- "Promotes a balanced, healthy gut microbiome.*" muscle recovery, and mental focus.*"
- "Helps activate your body's natural GLP-2 signaling, which supports intestinal integrity and gut 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 state or imply that Armor heals, repairs, or seals the intestinal lining.**
- **Don't suggest that Armor detoxifies, flushes toxins, or removes pathogens.**
- **Don't claim Armor can be used to combat or control food cravings.**
- **Don't claim Plexus Armor promotes weight loss or treats "leaky gut".**
- **Don't claim Armor is a substitute for a healthy and balanced diet.**
- **Don't use the following "red flag" words or symptoms associated with illnesses or diseases:** Anti-inflammatory, auto-immune (disease), blood sugar, cancer, cholesterol, diabetes, heart disease, high blood pressure, hormones/estrogen, inflammation, inflammatory bowel disease (Crohn's disease/ulcerative colitis), insulin, Irritable Bowel Syndrome (IBS), nausea, and obesity.
- **Don't use testimonials about how Armor 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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Armor

Acceptable Claim	Unacceptable Claim	Why is it Unacceptable?
After adding Armor to my routine, my digestion feels smoother and more comfortable. It's nice knowing I'm supporting my gut barrier and overall wellness.*	Armor healed my damaged gut and sealed my intestinal lining. I don't have leaky gut anymore!	The unacceptable claim implies healing and reversal of damage, which are medical or therapeutic actions. The term "leaky gut" is only permissible when qualified as age-related and part of the normal aging process. Unqualified use of "leaky gut" refers to a disease-like condition. Dietary supplements are not intended to diagnose, treat, cure, or prevent any disease.
Since using Armor, I feel like my digestion and energy are more consistent. I know it's helping me maintain a healthy gut barrier.*	Armor repaired my gut inflammation and stopped my IBS symptoms.	"Inflammation" and "IBS" are both medical terms associated with disease. Referring to repairing inflammation implies a therapeutic effect and positions the product as a drug. Dietary supplements are not intended to diagnose, treat, cure, or prevent disease.
Armor helps keep my gut in check, especially when I'm stressed or eating on the go. I can tell it's helping my gut lining stay strong.*	Armor prevents harmful bacteria and viruses from leaking into my bloodstream.	"Prevents" and references to pathogens entering the bloodstream constitute disease prevention claims, which are expressly prohibited for dietary supplements. The FTC also considers such language misleading without substantial clinical evidence directly linking the product to those outcomes.
I notice less occasional bloating and feel more balanced after taking Armor daily.*	Armor and Gut Health System cured my bloating and gas issues completely.	Terms like "cured" or "completely eliminated" imply a permanent medical resolution, which falls under drug claim territory. Dietary supplement claims must describe support for normal bodily functions, not treatment or elimination of symptoms. Absolute language like "completely" also triggers FTC substantiation concerns because it overstates the evidence.
I feel like Armor supports both my gut and immune health. It's great knowing my digestive system has that extra support.*	Armor boosts immune defenses and keeps me from getting sick.	Dietary supplements may support or promote a healthy immune system but may not claim to boost immunity or prevent illness. Phrases like "keeps me from getting sick" imply disease prevention, violating FDA's structure/function claim boundaries and FTC truth-in-advertising standards.
It's reassuring to know Armor supports my gut's natural defenses while helping maintain healthy digestion.*	Armor strengthens the immune system to fight infections and viruses.	"Fight infections and viruses" implies disease prevention, crossing the line into drug claims. Even if phrased generally, such language suggests Armor alters disease risk, which is not an approved claim.

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. Armor 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.

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

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