

Gut Health System

US PRODUCT CLAIMS REFERENCE GUIDE



Maintaining optimal gut health is vital to your overall well-being because the gastrointestinal (GI) tract plays a vital role in numerous physiological functions. A healthy gut not only aids in efficient digestion and nutrient absorption but also supports overall wellness. The gut is home to a complex ecosystem of microorganisms, collectively known as the gut microbiota, which assist in food digestion and perform many other essential functions.

The Plexus® Gut Health System is a revolutionary 3-product system designed to nurture and revitalize your gut health. The first component, Bio Cleanse®, gently supports the body's natural cleansing process, eliminating unwanted microbes and substances that can disrupt gut balance. With its unique blend of magnesium ions and antioxidants, Bio Cleanse targets common digestive issues like occasional gas, bloating, GI discomfort, and constipation, restoring harmony to your gastrointestinal tract.*

Plexus® ProBio 5 helps replenish your gut microbiome with beneficial probiotics and enzymes essential for digestive wellness. This carefully curated formula contains 5 probiotic strains, along with digestive enzymes, grape seed extract, and vital nutrients to promote a diverse and thriving gut environment. By seeding the gut with beneficial bacteria, ProBio 5 supports optimal digestion, helps keep intestinal yeast in balance, and promotes overall well-being.*

Rounding out the the Gut Health System, Plexus Slim® nourishes the gut microbiome with prebiotics to encourage the growth and diversity of beneficial

bacteria. Featuring prebiotics scientifically proven to enhance gut health, Slim goes beyond mere digestion support. Its scientifically advanced formula also aids in healthy glucose metabolism, supports cardiovascular health, and promotes weight loss, offering a comprehensive approach to gut health and vitality. With the Gut Health System, you are on your way to a healthier, happier gut and a more vibrant life.^*

The Gut Health System is intended to supplement a healthy, balanced diet and lifestyle. Product claims related to the promotion and use of the Gut Health System could be considered deceptive or misleading in the eyes of regulatory agencies, if stated improperly. This resource offers suggestions for Plexus Brand Ambassadors and employees to help mitigate risk when explaining the numerous health benefits of the Gut Health System.

At Plexus we are committed to promoting and selling our products while following 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 Gut Health System.

The following examples outline unacceptable claims, explain why they are problematic, and provide more acceptable alternatives for the Gut Health System.

*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

- Discuss how the Gut Health System is a clinically demonstrated weight loss system.^*
- Talk about how the 3-product system works to help restore your gut balance and improve health.*
- Promote the Gut Health System as a system that promotes a healthier gut.*
- **Share this product using only approved product claims, like:**
 - "the Gut Health System can even help you lose weight.*^"
 - "The Gut Health System helps get your gut back into balance and is clinically demonstrated to help you lose weight.*"
 - "Keep your gut balanced with the Plexus Gut Health System.*"
 - "The Gut Health System helps improve overall health by focusing on the gut.*"
 - "Healthy Gut. Happy You.*"
 - "The Gut Health System helps keep your gut healthy, happy, and balanced.*"

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 the Gut Health System is a substitute for a healthy and balanced diet.**
- **Don't use the following "red flag" words or symptoms associated with illness or diseases:** Anti-inflammatory, auto-immune (disease), blood sugar, cancer, cholesterol, chronic fatigue syndrome, diabetes, heart disease, high blood pressure, inflammation, Inflammatory Bowel Disease (Crohn's disease/ulcerative colitis), insulin, Irritable Bowel Syndrome (IBS), nausea, obesity, and pain.
- **Don't use testimonials about how the Gut 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, it could be a violation of U.S. regulations.



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Acceptable Claim	Unacceptable Claim	Why is it Unacceptable?
The Gut Health System is the best system out there and has been clinically shown to help you lose weight. After using the Gut Health System, I couldn't believe how great I started to feel and look.^*	Thanks to the Gut Health System I no longer need my blood pressure medication. I now manage my health naturally.	Suggests that the Gut Health System resolved the need for medication to manage hypertension (a disease). Dietary supplements, such as the products that make up the Gut Health System, are not intended to diagnose, treat, cure, or prevent any disease.
The Gut Health System is a staple in my wellness routine. I started the products to improve my gut health and was surprised to see that it was helping me lose weight, too!^*	A friend recommended the Gut Health System to me because she knew I was tired of chronic bloating and GI problems. All my issues were gone after only a week, and I lost 10 lbs in 5 days! These products have changed my life, and I want to share this miracle with the rest of the world!	Suggests that the Gut Health System is a miracle cure that treats chronic health issues, rather than occasional, common GI complaints. Additionally, the weight loss claims in this statement are unrealistic and misleading. Dietary supplements are not intended to diagnose, treat, cure, or prevent disease.
I feel healthier and I cannot believe how well these products work! This 3-product system has legitimately improved my life.*	To be honest, I did not realize how unbalanced and unhealthy my gut health was. Once I started the Gut Health System, I noticed the daily afternoon headaches disappeared and I could think clearly for the first time in years.	Suggests that the Gut Health System system prevents headaches and supports mental clarity. This claim is misleading and not an approved claim for the Gut Health System. Dietary supplements are not intended to diagnose, treat, cure, or prevent disease.
Each step in this three-part routine plays a specific role — one helps clear what your system doesn't need, another helps restore microbiome harmony, and the final step nourishes your gut with the support that keeps everything running smoothly. Together, they create a simple, consistent rhythm your body can count on.*	I LOVE the Gut Health System and you will too! The Gut Health System acts like an antibiotic to weed out the harmful bacteria and pathogens that can contribute to illness or just leave you not feeling your best. Next, seed with ProBio 5, which delivers probiotics to boost your immune system. Finally, feed your gut with prebiotic fiber from Slim!	Suggests that the Gut Health System works similarly to antibiotics (prescription drugs) to remove harmful bacteria and pathogens (diseases). Additionally, claims that ProBio 5's probiotic blend will "boost" the immune system rather than "support" immune system health. "Boosting" the immune system is not an approved claim for ProBio 5. Dietary supplements are not intended to diagnose, treat, cure, or prevent disease.

^When combined with a reduced calorie weight loss diet plan. Individual results will vary. Participants in an independent, randomized, double-blind, placebo-controlled, human clinical study who used Slim twice a day and Bio Cleanse and ProBio 5 lost an average of 7.21 pounds in 8 weeks, while the placebo group only lost an average of 0.19 pounds.

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 fast@plexusworldwide.com.

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

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