

Superfoods

US PRODUCT CLAIMS REFERENCE GUIDE



Your parents were ahead of their time when they said to you, “eat your fruits and vegetables.” And yet they probably didn’t even know the full extent to which the statement is true. Today we know that fruits and vegetables contain valuable phytonutrients that contribute to gut health, metabolic health, your immune system, energy, vitality, and overall wellbeing. The evidence is clear.

And yet, the majority of Americans do not regularly consume the minimum recommended amount of fruits and vegetables daily. And those who do often struggle to consume a wide range of fruits and vegetables, potentially missing out on the complete range of benefits offered.

Plexus® Superfoods is a simple and delicious way of filling the phytonutrient gaps in your daily diet. Packed with 40+ superfoods, functional mushrooms, and a blend of 70+ trace minerals, Plexus Superfoods provides the nutrients of 1 full serving of a range of vegetables, supports gut and metabolic health, supports the body’s natural defenses, and gives a lift to your energy, vitality, and overall wellness. Power through your day with the power of Plexus Superfoods, a perfect addition to your Plexus regimen!*

Keep in mind, Plexus Superfoods is a “supplement”, not a “substitute” for a healthy diet and is not intended to replace the USDA’s recommended daily intake of 2 cups of fruit and 2.5 cups of vegetables for adults. Rather, it is intended to complement a healthy and balanced diet. Product claims related to Plexus Superfoods could be deceptive or misleading in the eyes of regulatory agencies, if stated improperly.

This resource offers suggestions for Plexus Ambassadors and employees to help mitigate risk when explaining the amazing health benefits of Plexus Superfoods.

Plexus is 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 Regulatory Affairs Department has created this resource to help you understand how to confidently promote Plexus Superfoods in a compliant manner. Below are some examples of unacceptable claims, why they are problematic, and acceptable claims you can make for Plexus Superfoods.



*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 Plexus® Superfoods as a convenient way to add a variety of phytonutrient-dense fruits and vegetables, including fermented super-foods to your diet.
- Promote Plexus Superfoods as a supplement to an otherwise healthy and balanced diet.
- Refer to how the process of fermentation actually helps maintain and enhance the antioxidant and nutritional capacity of fruits and vegetables.
- **Share this product using only approved product claims, like:**
 - "Packed with phytonutrients from vibrant vegetables and fruits."
 - "Plexus Superfoods supports immune health.*"
 - "Supports good digestion 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 claim Plexus Superfoods is a substitute for regular consumption of whole fruits and vegetables as part of a balanced diet.**
- **Don't use the following "red flag" words or symptoms associated with illnesses or diseases:** ADD/ADHD, Anti-Inflammatory, Autism, Blood Sugar, Cancer, Cholesterol, Diabetes, Heart Disease, High Blood Pressure, Hormones/ Estrogen, Inflammatory Bowel Disease (Crohn's Disease/Ulcerative Colitis), Insulin, Irritable Bowel Syndrome (IBS), Nausea, Obesity, and Stroke.
- **Don't use testimonials about how Plexus Superfoods 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?
Plexus® Superfoods is a convenient and tasty way to help fill nutritional gaps with a full serving of vegetables and nutrient-dense plant ingredients.*	Skip the produce aisle! Try Plexus Superfoods packed with powerful vegetables and fruits.	Plexus Superfoods is a Dietary Supplement intended to complement, not replace, the nutritional intake gained as part of a balanced diet. Furthermore, Plexus Superfoods is not a substitute for whole vegetables and fruits.
Did you know that Plexus Superfoods offers a delicious and convenient way to support gut health and promote overall wellbeing with its prebiotic fiber and organic fermented superfoods?*	Fix your health problems by fixing your gut.	A Dietary Supplement cannot cure health problems, as this would be a disease claim.
Harness the power of functional mushrooms, which help support immune health.*	Plexus Superfoods just might be the prevention to the common cold that we've all been looking for!	A Dietary Supplement cannot prevent (or cure) a cold, as this would be a disease claim.
Plexus Superfoods will help you through the day by supporting digestion.*	Finally you can throw out your antacids and laxatives!	Plexus Superfoods is not a replacement for OTC or other drugs. Individuals with recurring or chronic health issues should consult their physician before changing their medical regiment.
Plexus Superfoods contains a blend of antioxidant-rich fruits and vegetables.*	Cancer-fighting antioxidants from fermented fruits and vegetables.	Cancer is a disease. Dietary Supplements, such as Plexus Superfoods are not intended to diagnose, treat, cure, or prevent any disease.
Have a picky eater? Superfoods is a family friendly product to help get extra fruits and veggies in your daily routine.	Finally I don't have to worry about my kids' unwillingness to eat whole fruits and vegetables.	Plexus Superfoods can be used in children 4 to 18 once per day. It is not a substitute for whole vegetables and fruits.

Promoting on Social Media?

Be advised, personal testimonials are treated as advertising claims under FTC rules and must be truthful, typical, and not overstate results. Keep posts simple, clean, and focused on lifestyle and benefits. Plexus Products already have powerful science behind them, you don't need to overpromise.

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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