A Guide to Plexus Disclaimers

Do you have questions about when, where, and why disclaimers are needed? Then this guide to Plexus Disclaimers is for you! Here are the disclaimers that you should be familiar with when advertising the Plexus products and opportunity.

FDA Disclaimer

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

The FDA disclaimer is the most commonly seen disclaimer and will likely be the one Plexus Ambassadors use the most when advertising the products.

**When** – This disclaimer must be used when using Plexus-approved dietary supplement claims. Plexus-approved claims can be found on the corporate website and a variety of other corporate materials. Feel free to use these claims in conjunction with the FDA disclaimer.

**Where** – The easiest approach is to use the disclaimer next to each Plexus-approved claim. However, you can choose to link the claim to the disclaimer with an asterisk. If you make more than one claim and choose to link the claims to a disclaimer with an asterisk, then the disclaimer must be plural: “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.”

**Why** – The disclaimer is required by the FDA to help prevent consumer confusion.

**Warning** – The FDA disclaimer is not a cure-all for product claims that might be illegal. That is why you are allowed to use only Plexus-approved claims.

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**EXAMPLE**

Just tried Plexus Edge™. I love having healthy, sustained energy all day long! I managed to clean my entire house in no time at all, without taking a single break!* #killingit

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**Slim and TriPlex Weight Loss Disclaimers**

*Participants in an independent, randomized, double-blind, placebo-controlled, human clinical study who used one pack of Slim a day lost an average of 5.45 pounds in 8 weeks, while the placebo group lost an average of 3.12 pounds. Although this difference was not statistically significant (p=0.05), there was a trend to weight decrease with Slim group (p=0.059).
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.

A clinical study for Slim and TriPlex showed that Slim alone might contribute to weight loss, and that TriPlex helps support weight loss. This allows Ambassadors to make weight loss claims for those products that are consistent with the results of the study. And, with those claims comes these disclaimers.

**When** – These disclaimers should be used whenever it’s suggested that a consumer can lose weight by using either Plexus Slim® or the TriPlex Combo, respectively.

**Where** – Prominent and in close proximity to the claim. Repeat the disclaimer each time you use the claim. If you’re making the claim in multiple posts, the disclaimer should be repeated on each post.

**Why** – Plexus® Ambassadors need to be up-front and truthful about the amount of weight potential customers can expect to lose by using Slim and TriPlex.

**Warning** – Claims of extraordinary weight loss, especially over a short period of time, are not substantiated by the study. Such claims are considered non-compliant, even if you use the weight loss disclaimers. Additionally, the clinical study of Slim and TriPlex measured weight loss only. Because someone can lose weight but not inches off their body, and vice versa, claims about inches lost by using the products are not substantiated and are considered non-compliant.

**EXAMPLE**

Triplex is amazing! I’ve been using it for 8 weeks and have lost 10 pounds!  

1Participants 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.

**Income Disclaimer**

Plexus makes no guarantees of income or profit you may earn as a Plexus Ambassador. Your success depends on your effort, commitment, skill and leadership abilities, and how effectively you exercise those qualities. Please see the Plexus Annual Income Disclosure Statement.

The average Ambassador with Plexus earned $1,706 a year in 2016. This means that the majority of Ambassadors don’t achieve extraordinary income and advertising for the Plexus Opportunity should avoid lavish income and lifestyle claims.

**When** – Any time you suggest that an Ambassador could receive any form of compensation, in the form of commissions, rank up bonuses, etc.

**Where** – Clearly and conspicuously, in close proximity to the claim.

**Why** – Plexus Ambassadors need to be up-front and truthful about what potential Ambassadors can expect to earn from the opportunity.

**Warning** – What’s true for you isn’t true for everyone. It is misleading to advertise earnings and bonuses that aren’t achievable by the average Ambassador. Advertising career-level incomes, lavish lifestyles, Lexus cars, or expensive belongings cannot be supported by use of the Income Disclaimer.

**EXAMPLE**

With Plexus, I was able to sign my daughter up for dance lessons, something she’s been dreaming of for years!  

Plexus makes no guarantees on income, as such representations may be misleading. Your success depends on your effort, commitment, skill and leadership abilities, and how effectively you exercise those qualities. Please see the Plexus Ambassador Information Statement.
Gut Health Disclaimer

◊ The results of an in vitro human gut simulator study suggest that Slim’s formula may have several beneficial effects. Further research, including research conducted in humans, is needed to confirm these preliminary findings.

◊ The results of an in vitro human gut simulator study suggest that the polyphenol blend in XFactor Plus may have several beneficial effects. Further research, including research conducted in humans, is needed to confirm these preliminary findings.

◊ The results of an in vitro human gut simulator study suggest that VitalBiome’s formula may have several beneficial effects. Further research, including research conducted in humans, is needed to confirm these preliminary findings.

An independent, highly advanced, and scientifically validated in vitro study created to mimic the gastrointestinal system suggested the potential gut health benefits of New Slim, Vitalbiome and XFactor Plus. This disclaimer is for the claims derived from the preliminary study.

When – These disclaimers should be used whenever the potential gut health benefits suggested by the in vitro study are shared for New Slim, Vitalbiome, or XFactor Plus.

Where – Prominent and in close proximity to the claim. Repeat the disclaimer each time you use the claim. If you are making the claim in multiple posts, the disclaimer should be repeated on each post.

Why – The gut health disclaimer helps ensure that consumers understand the limitations of the in vitro study in the same way that the weight loss disclaimers help consumers understand the results of the clinical study.

Warning – Don’t forget to also include the FDA disclaimer when making these claims.

EXAMPLE

Akkermansia is an amazing gut microbe that can help enhance your metabolism. Preliminary research suggests that Plexus Slim's new formula may help to increase its presence in the gut!◊*

◊ The results of an in vitro human gut simulator study suggest that Slim’s formula may have several beneficial effects. Further research, including research conducted in humans, is needed to confirm these preliminary findings.

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Mixed Disclaimer Use

Want to talk about how Plexus® has a product that offers healthy, sustained energy?* Go ahead, Plexus Edge™ is a great product!

Maybe you prefer the refreshing taste and potential microbiome balancing benefits of New Plexus Slim? ◊* Just be sure you use the disclaimer that explains the research.

How about the opportunity to earn residual income with the Plexus opportunity?¤ Include the Plexus Annual Income Disclosure Statement.

Or perhaps you’d rather talk about how the TriPlex combo helped you lose weight in eight weeks. Certainly, Plexus has data from a clinical study that supports reasonable weight loss claims.¹

As long as the claim is approved and substantiated, feel free to make it. As demonstrated above, be sure to add the correct symbols at the end of the sentence that contains the claim, every time a claim appears. Keep your symbol usage consistent, and don’t forget to include the corresponding disclaimers.

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¤ Plexus makes no guarantees of income or profit you may earn as a Plexus Ambassador. Your success depends on your effort, commitment, skill and leadership abilities, and how effectively you exercise those qualities. Please see the Plexus Annual Income Disclosure Statement.

¹ 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.

◊ The results of an in vitro human gut simulator study suggest that Slim’s formula may have several beneficial effects. Further research, including research conducted in humans, is needed to confirm these preliminary findings.