

RED FLAG WORDS

Wondering which words to avoid when creating promotional material for Plexus products? In order to help all Plexus employees and ambassadors maintain compliance with U.S. federal regulatory authorities, we compiled a list of “red flag” words to avoid. Please do not use any of these words and any implications, restatements, or descriptions of them when developing marketing materials to promote Plexus products. Also, remember to consider social media platforms you use, including Facebook, Twitter, Instagram, YouTube, Pinterest, blogs, or any other marketing pages produced or controlled by Plexus.

This is not meant to be an all-inclusive list, so if you have any questions about other words or claims, please see contact the Regulatory Affairs Department at raplexus@plexusworldwide.com.

Acne	Congestion	Inflammation (unqualified)
Addiction	Crohn's Disease	Insomnia
Attention-Deficit/Hyperactivity Disorder (ADD, ADHD)	Chronic Constipation	Lyme Disease
Allergies	Cough	Migraine
Alzheimer's Disease	Chronic Obstructive Pulmonary Disease (COPD)	Nausea
Antibiotic	Cysts	Obesity
Anti-Inflammatory	Depression	Obsessive-Compulsive Disorder (OCD)
Antimicrobial	Diabetes	Over the Counter (OTC)
Antiseptic	Dementia	Pain
Anxiety	Eczema	Planter Fasciitis
Arthritis	Erectile Dysfunction	Prescriptions
Asthma	Fever	Post-Traumatic Stress Disorder (PTSD)
Autism	Fibromyalgia	Rosacea
Auto-Immune (Disease)	Flu	Scars
Blood Clots	Hashimoto's Disease	Sciatica
Burns	Headache	Sexual Function
Bursitis	Heartburn	Shingles
Cancer	Hypothyroid	Sickness
Candida	High Blood Pressure (Hypertension)	Sore Throat
Carpal Tunnel	Hyperthyroid	Stomachache
Comparison or Substitute for Any Over-the-Counter or Rx Drugs	Irritable Bowel Syndrome (IBS)	Stretch Marks
Chronic Fatigue	Illness	Vertigo
Cholesterol	Infection	Virus
Cold	Infertility	Wounds

This educational tool is consistent with labeling requirements for the United States only.