

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	Coronavirus	Inflammation (unqualified)
Addiction	COVID-19	Insomnia
Attention-Deficit/Hyperactivity Disorder (ADD, ADHD)	Crohn’s Disease	Lyme Disease
Allergies	Chronic Constipation	Migraine
Alzheimer’s Disease	Cough	Nausea
Antibiotic	Chronic Obstructive Pulmonary Disease (COPD)	Obesity
Anti-Inflammatory	Cysts	Obsessive-Compulsive Disorder (OCD)
Antimicrobial	Depression	Over the Counter (OTC)
Antiseptic	Diabetes	Pain
Anxiety	Dementia	Planter Fasciitis
Arthritis	Eczema	Prescriptions
Asthma	Erectile Dysfunction	Post-Traumatic Stress Disorder (PTSD)
Autism	Fever	Rosacea
Auto-Immune (Disease)	Fibromyalgia	Scars
Blood Clots	Flu	Sciatica
Burns	Hashimoto’s Disease	Sexual Function
Bursitis	Headache	Shingles
Cancer	Heartburn	Sickness
Candida	Hypothyroid	Sore Throat
Carpal Tunnel	High Blood Pressure (Hypertension)	Stomachache
Comparison or Substitute for Any Over-the-Counter or Rx Drugs	Hyperthyroid	Stretch Marks
Chronic Fatigue	Irritable Bowel Syndrome (IBS)	Vertigo
Cholesterol	Illness	Virus
Cold	Infection	Wounds
Congestion	Infertility	

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