

Tell Your Story

You love the products and want to share, but how do you talk about Plexus® in a simple, fun way that attracts people to give it a try?



1. Be relevant and believable focusing on benefits and back up with a few facts. Focus on how you felt and how you now feel.

“I never felt better” or “Love the results. I have so much more energy” or “Goodbye extra pounds. Losing weight and feeling great!”

2. Keep away from medical and disease claims

Dietary supplements cannot imply that they diagnose, treat, cure, or prevent any disease. Stay away from talking about medical conditions or diseases such as arthritis, cancer, chronic fatigue syndrome, inflammation, depression, etc.

3. Weight loss claims

You can share weight loss stories with words like *“I lost X pounds with Plexus TriPlex”* or *“My clothes fit so much better thanks to losing weight with Plexus”* NOTE: Did you lose more than 2 pounds a week? Be sure to include the weight loss disclaimer because the examples are product claims.

My clothes fit so much better!

Love the results! I have so much more energy.

Product Claims Cheat Sheet



Weight loss:

Triplex (Slim, ProBio5, BioCleanse)*, Lean^

Weight management:

Block, Accelerator+, Boost, Plexus P96*

Discomfort due to an active lifestyle:

Ease capsules*, Ease cream

Nerve discomfort:

Plexus Nerve™*

Immune health:

XFactor Plus, TriPlex, Vitalbiome™*

Heart health:

XFactor Plus, MegaX*

Appetite control:

Slim Hunger Control*, Lean

Gut discomfort/ Digestive support:

Vitalbiome, Triplex*, Lean

Feelings of Stress:

Edge, Vitalbiome, MegaX*

Improve mood:

Triplex, XFactor Plus, Vitalbiome, Edge*

Energy:

Edge, XFactor Plus*

Mental clarity/focus:

Edge, XFactor Plus*

Skin health:

XFactor Plus, Slim*

Skincare:

Joyome®, Body Cream

Reduced absorption of sugars and carbs:

Block*

Healthy glucose metabolism support:

Slim*

Blood sugar already at normal levels:

Block*

Blood pressure already at normal levels:

XFactor Plus*

For children under 18:

XFactor Kids™

*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.

^When combined with a reduced calorie weight loss diet plan.



How to Use Disclaimers

Disclaimers are used whenever you make a product, income, or weight loss claim. Use the corresponding disclaimer. For more details on disclaimers that help protect your business, go to [How to Protect your Plexus® Business with a Disclaimer](#).

FDA Disclaimer (product claims)

*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.

Income Disclaimer (income claims)

✎ 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.

TriPlex Disclaimer (weight loss claims)

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.

Slim Disclaimer (weight loss claims)

¹Participants 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).

Product Sharing Resources



You have access to many resources that can help you talk about Plexus products. Check out the [Plexus product catalog](#), [Plexus website](#), and [Digital Success Kit](#) in the Virtual Office Resource Library for approved product benefits you can share. Plus, use the **following resources** to guide you through product sharing.

Plexus Product Catalog 2018
Plexus Website
Plexus Digital Success Kit



Plexus Ambassador Community Facebook Group



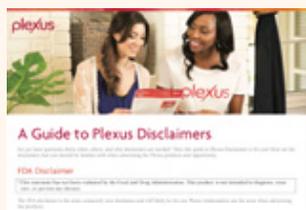
Plexus Compliance Quick Tips



Plexus Scoop



A Guide to Plexus Disclaimers



Plexus Way Facebook Group





Before & After Images

Images can add a lot to your story – especially when you share it on social media.

Here's How To Get Ready:

1. Choose a “before & after” image that helps you convey the results you have experienced with Plexus®.

2. Make sure the “before & after” are taken in the same location, same lighting, same clothes, same angles, and with you the subject at the same distance from the camera.

3. NOTE: Don't use “after” images with filters, excess makeup, or poses that look different from the “before” picture. Your audience will spot a fake image a mile away!



Words to Say to Help You Get Started

Insert a photo plus modify some of the following short stories to personalize to your own experience, voice and audience. These are just word choices. Make them your own.

Headlines

Choose a headline

Social Status

Add a social media post to accompany simple lifestyle photo.

Hashtag *(optional)*

Add a hashtag or two or three.

My 30 lbs Weight Loss Transformation

Finally, I'm conquering my frustration about not being able to lose weight. I am happy to report that going into the holidays, I weigh less than I have in years. I could just cry for joy!

#GettingResults

How I Lost 20 lbs and Kept It Off

I remember feeling like a bystander in my own life... spending so much time watching all the things that everyone around me could do. Not having the energy to do more than one extra thing a week, because if I did more, it would wipe me out for days. I didn't have the energy for exercise or the motivation to eat right. I was in survival mode going from one day to the next. But now, I'm an active participant in my own life! I have so much more energy, stamina and motivation to do things I haven't done in a long time. I'm so excited to have this second chance.*

#WeightLossResults

Check out my Crazy Before and After Pics!

BAM! Check this out. I've replaced my diet soda/pop habit with a healthier alternative! Went from two a day to none. I didn't realize how amazing I was going to feel giving that up. I wish I could say that I miss this old friend of mine, but getting rid of dreary, moody me just feels too good! <Insert #> pounds gone has made the biggest difference in my energy and sleep, and I'm running my first 5k this fall. Let'sssss go!

#Plexus

Mix Up a Healthier, Happier, Slimmer You

Some of you may know this girl. I remember her. I remember how she felt when she looked in the mirror. I remember how she felt when she could sleep, woke up exhausted, craved food ALL THE TIME 😞. This girl I see now. She wakes up excited to see herself. Sure the reflection is pretty SWEET 😊, and those lost pounds... I love it 😍...but friends, it's what's inside that has changed the most and FEELS the best. THAT girl that feels good in her own skin for the first time in a LONG time can't wait to SEIZE THE DAY. Don't put off what I know you can do. What if this could change everything for you, like it has for me???

#Plexushealthandhappiness

Reaching My Goals & Feeling Great – My Total Health Transformation

#PlexusLean

Lose the Weight, Keep The Muscle

#LookGreatFeelGreat

How I Got Gut Glam in 30 Days!

#DownXpounds

#XPoundsToGo

#FinallyLosingWeight

#Leanandmean

#loseweight

#NewMe

#thiscouldbeyou

#Weightloss

#weightmanagement

#lose5pounds

(cont'd on next page)



*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.

(Words to Say to Help You Get Started, cont'd)

Headlines

Choose a headline

Don't Let Diets
Leave You Hungry

My Beauty From
Within Journey

Love Your Skin With
Two Simple Steps

My Skincare Secrets
Revealed

Stop Hunger In
Its Tracks!

What Sets Plexus
Slim® Apart
From The Rest?

Social Status

Add a social media post to accompany simple lifestyle photo.

I'll never forget the vacation we took as a family though. My family went zip lining. We were all so excited and getting suited up in our helmets and gear. The moment I realized I weighed too much to join in was mortifying. Not only could I not go with my family, but I had to stand there and be told I wasn't allowed because of my weight. As long as I live, I'll never forget that moment and the way I felt. It was that day that I decided things needed to change. This year, weighing *<insert #>* pounds less I will be strapping on my helmet and gear and FLYING on that zip line with my family experiencing freedom I was limited by before. This second chance is what life is all about, and I want everyone I know to have it too. If you're settling for less, I want you to know THERE IS MORE OUT THERE. I can help you go after it. What are you waiting for?*

Don't worry about me guys ;) ... Just over here having fun with my kids! Who knew losing a few pounds would mean GAINING – the good old days right now.*

A big goal of mine has been to feel and look better, and honestly after quitting on myself so many times before, I had lost trust in myself to do it. Year after year saying I would do it. Program after program, fad after fad. Remember the cabbage soup one? 🤢👩 I've been working at it for such a long time that I thought I might give up on this too. Maybe you're feeling defeated like I was, or maybe you've just never even tried? I'm here to tell you, NO MORE. I have finally succeeded because I had the right tools, and I'm happy to say that I've lost weight without the complicated counting, and extreme programs you can't sustain. Because of that, I am now someone that believes and trusts in myself. I am not a failure. I'm finally a success.*

Over here squealing like a school girl right now!!! This little black dress is something I've always wanted to throw on and go out in. This is my kind of TREAT. Now, what color shoes should I get to go with it?!?!?*

When you're tired, low energy, craving all the food you can take, you think it's easier to just stay there. I mean, you feel awful, but you justify it. This use to be me. I wore it like a badge of honor... but really, I wanted more. I just didn't know how to have the energy and courage to get it. Now, I'm healthier than I've ever felt (literally feeling like a teenager over here 🥰), and it's increased my confidence. I feel ALIVE in a way I haven't felt in years 🥰.*

YOU GUYS 🤩🤩🤩. I'm SHOOK! My friend, *<insert name>*, has lost *<insert #>* pounds, but most of all, I feel like I have my friend back. She's like a new woman! It's electric being around her, and I am just bursting for her 🥰. Not only did she do something for herself physically, but she's increased her self-esteem. Check out her story. It's super cool. I'm so proud of her.*

Hashtag (optional)

Add a hashtag or two or three.

#beforeandafter

#14DayChallenge

#stoptheyoyo

#bringinghealthyback

#saynotocandybars

#nohungryforcookies

#reunitedanditfeelsso good

#blackdress

#losingweightfeelsgreat

#loveyou

#youcandoitto

#14DayWeightLossChallenge

#LoseWeight

#healthyweightloss

#greattastingweightloss

#SpousesLosingWeight

#littleblackdresslittlehealthybody

#5koffthebucketlist

#goodbyedietsoda

#happynotmoody



Have More Questions About Sharing Your Story?

Feel free to email us at:
mystory@plexusworldwide.com

*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.