

How To Share: Lean Family

Live lean. Lose weight[^].



Fast food you can finally feel good about.

Unhealthy food is everywhere we turn. The American diet is oversaturated with cheaply-made foods that are loaded with extra salt, sugar, fat, and preservatives. But our busy schedules don't always allow us to sit down for a well-balanced meal—making the drive thru look even more tempting. Isn't it time for a convenient meal replacement option that's filling enough to be a complete meal, delicious enough to crave, and nutritious enough to help you lose weight[^] and maintain your healthy lifestyle?

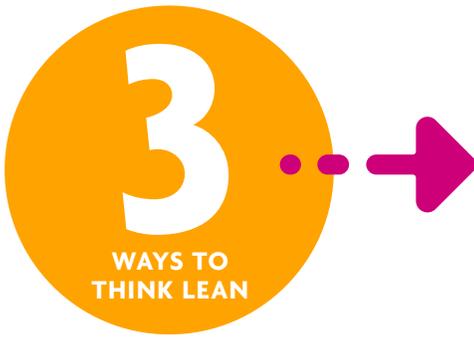
That's why we created Plexus Lean™.

Plexus Lean is a brand new, better-for-you choice that completely changes the meal replacement game. Lean is better in every way—with complete nutrition from dietary

fiber, high-quality protein, and 24 essential vitamins and minerals (including 5-MTHF Folate, Calcium, Vitamins A, C, E, and more). With Lean, you're not only getting a healthy on-the-go meal, you're getting the added benefits of energy and weight loss[^], highly bioavailable ingredients, and an incredibly smooth shake with a delicious taste.

It's the perfect, satisfying snack or nutritious meal, for anyone who wants to fulfill a healthier lifestyle, lose weight[^], or reach their fitness goals without sacrificing taste or convenience.

[^]When combined with a reduced calorie weight loss diet plan



The Plexus Lean™ Family offers a shake for everyone. With three mouth-watering flavors and both whey and vegetarian options, Lean shakes can be used twice a day for weight loss[^], once a day to maintain a healthy weight, or *anytime* as a delectably-delicious snack.



Lean – Whey Meal Replacement

- 15 grams of rBGH-Free Whey Protein[†]
- 24 grams of protein when prepared as directed
- 5 grams of prebiotic fiber
- 24 vitamins and minerals
- 170 calories per serving
- Milk Chocolate and Creamy Vanilla flavor options



Lean – Vegetarian Meal Replacement

- 20 grams of ultra-pure, plant-based non-GMO protein from pea, rice, and ancient grains
- 7 grams of dietary fiber
- 24 vitamins and minerals
- 230 calories per serving
- 2 grams of leucine for muscle support
- Chocolate Mocha flavor

[^] When combined with a reduced calorie weight loss diet plan
[†] No significant difference has been shown between milk derived from rBGH/bST-treated and non-rBGH/bST-treated cows

Lean in to help others in need.



To help provide meals to people who need them most, Plexus® and Plexus Charities launched the Nourish One™ Initiative. With Nourish One, each purchased serving of Plexus Lean™ contributes a monetary donation to our partner, Feeding America®—the nation’s largest domestic hunger relief organization. A serving for you = a donation to Feeding America to help provide a meal* for a child or family in need. It’s that simple.

How it Works:



*Every bag of Plexus Lean sold contributes a donation equivalent to 14 meals to Feeding America® providing at least 1.5 million meals annually.

1

Share Plexus Lean™ on Social

Social media makes it easy to share Plexus Lean. Post about the Plexus Lean Family and its power-packed formulas, tag friends who might be interested, and follow up personally.

Ideas For Your Posts:



Share these images from your Virtual Office today!

Ideas For Your Personal Messages

Lean – Whey Meal Replacement: “I know protein shakes are supposed to be great for helping me support muscle or lose weight, but I cannot get past the taste (yuck)! Plus, I looked at the ingredients of another meal replacement shake once, and I was surprised to see that it wasn’t as healthy as I thought. I’m so glad I found Plexus Lean. It has high quality protein and fiber to promote weight loss[^] with no questionable ingredients. And milk chocolate or creamy vanilla flavor options? Yes, please!”

Lean Family: “I always need a pick-me-up in the afternoon, but I could never find a healthy option that was truly satisfying—until I found the Plexus Lean Family. These delicious shakes have all the essential vitamins and minerals I need, plus digestive fiber, and high-quality protein. Plus, they’re low-calorie and offer three delicious flavors, and options for both vegetarians and non-vegetarians!”

Lean – Vegetarian Meal Replacement: “Sometimes it’s really hard for me to make good choices when it comes to my eating habits. I want to eat better, but the drive-thru is so convenient. That’s why I’m really excited about Plexus Lean. It’s delicious, satisfying, and packed with all the nutrition I’d expect from a great meal. Plus, it has 20 grams of plant-based protein and 2 grams of leucine to help support strong muscles and is high in fiber, too. It’s the best of all worlds!”

Promoting Nourish One: “Ya’ll! This is my new favorite shake! Plexus Lean provides the right nutrients for my body, AND for every serving purchased, I’m also supporting Nourish One. Each time you enjoy a Plexus Lean shake, Plexus and Plexus Charities makes a monetary donation to Feeding America—the nation’s largest domestic hunger relief organization – to help them provide meals for children and families in need. Ask me how it works, and how you can make an impact!”



Use these hashtags in your posts to keep the conversation going!
#plexuslean #fuelupleanup #drinktoyourhealth

2

Develop Your Plexus Lean™ Story

Your Plexus Lean story is a **30 second** “commercial” about your experience with Plexus Lean. Write it down, practice it, and share it!

Your Plexus Lean story might sound like this:



I’m trying to live a healthier life. I’m working to lose weight and want to stay on top of my nutrition. But when I’m hungry and in a hurry, it’s so much easier to grab a candy bar or stop at a drive-thru so I can have a satisfying meal or snack. But I just found a new solution with Plexus Lean. This is the best meal replacement I’ve tried, hands down. Plexus Lean gives me all the essential vitamins and minerals I need, plus high-quality protein and plenty of fiber which curbs hunger to help me lose weight*. Other shakes are chalky, flavorless, or just plain gross, but Plexus Lean has three smooth and delicious flavor options that are totally satisfying. There’s even a shake option that’s 100% vegetarian! Need another reason to feel good about Plexus Lean? Each time you enjoy a Plexus Lean shake, Plexus and Plexus Charities makes a monetary donation to Feeding America—the nation’s largest domestic hunger relief organization – to help them provide meals for children and families in need. Being healthy has never felt or tasted so good!



3

Use Tools To Share

Ready to help your friends and family get Lean? We’ve made it easy to share with these tools.

Available Tools:



Lean Family Product Video



Lean Family Brochure



Lean Information Sheets



*When combined with a reduced calorie weight loss diet plan



Use personal connections to share.

Social media is a great place to start conversations about Plexus Lean™, but personal interaction is what will help people really see what Plexus Lean can do. Here's how a personal conversation might go:

Your Conversation Might Sound Like This:

Intro

Hi, (prospect's name)! I have to tell you about my new favorite drink. It's called Plexus Lean! It's a super delicious meal replacement that is really healthy, too! It has the vitamins and minerals you'd want from a healthy meal, plus muscle support and weight loss benefits. I'm actually using it to help me drop a few pounds, because it has plenty of satisfying protein and fiber so I'm not reaching for a bag of chips (or, okay, the ice cream). In fact, I had it for lunch the other day and it totally filled me up! I also love that Plexus Lean doesn't have "questionable" ingredients you find in other protein products. It's so great to feel like I'm making good choices when it comes to my eating habits. I knew you'd be excited about it, too, so I'm sending over a little more info. Take a closer look and I'll check in tomorrow to see what you think! **(first tool)**

OR Hey, (prospect's name)! I know a lot of meal replacement shakes are terrible, but I found one that you've got to try. Its Plexus Lean and it. Is. Delicious. I take it just because I like the delicious flavor, but thankfully, it's also really healthy! It has 24 vitamins and minerals, high-quality protein, and plenty of fiber—and the list goes on! It's so nice to have a healthy option to reach for when I need a quick, nutritious meal or snack. I know you probably have questions, so here's a little more information for you. Take a look and I'll check in with you tomorrow! **(first tool)**



Follow Up

Hi, (prospect's name). Can you believe all that goodness they pack into Plexus Lean? I can't believe that it can help me lose weight, give me all those vitamins and minerals, AND tastes so good! I love that it makes it so easy to make sure I'm fueling my body in the right way. Anyway, I have one more thing to show you. **(second tool)** Click on it and I'll point out some things!

OR If a prospect asks questions: I'm glad you asked! I've got one more thing to share that might answer your question. **(second tool)**. Open it up and we can chat about it real quick!

Close

Ask for the order: So, what do you think of Plexus Lean? I know it sounds like "just another meal replacement," but you seriously have to taste it to believe it! So let's get your order in!



Try Plexus® products for 60 days. Feel the difference, or your money back! **

Questions from Your Customers?

To help answer any questions that you might have from your customers, we've designed detailed FAQ's for Plexus Lean that are posted on the Product Information Sheet in the Shareable Media Library.

For additional details, visit plexusworldwide.com.



*When combined with a reduced calorie weight loss diet plan **Within 60 days from date of purchase