

# How To Share:

# Slim

Healthy Gut. Slimmer You.<sup>TM\*</sup>

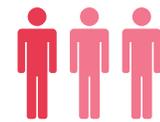
## A Great Business Growth Opportunity



A **typical 20 oz soda** contains 15-18 teaspoons of sugar and upwards of 240 calories.<sup>1</sup>



**48%** of U.S. adults say they **drink at least one glass of soda a day.**<sup>2</sup>



**1 in 3** Americans **drink soda** or other sugary drinks daily.<sup>3</sup>

Let's face it: people love soda. Unfortunately, soda doesn't love them back. Soda (yes, even diet soda!) contains large amounts of sugar and lots of empty calories—certainly not what you need to maintain a happy, healthy lifestyle.

Enter Slim. Slim has long been Plexus' best-selling product, but now, it's better than ever. The new Slim is a refreshing drink, without all the bad stuff. In fact, Slim can help improve your gut health with microbiome activating ingredients and help you lose weight! \*<sup>o</sup>

It's the clinically tested, great tasting, convenient health drink we've all been waiting for. Why drink anything else?



## 1 Share Slim On Social

Social media makes it easy to share Slim with your friends. Post about the new Slim and it's incredible benefits, tag friends who might be interested, and follow up personally.



Use these hashtags in your posts to keep the conversation going!

**#plexuslim #drinkpink #pinkdrink #drinkpinkandmove #drinkpinkconquerrepeat**

Social Resources for Slim **AVAILABLE IN YOUR BACK OFFICE**

\*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.

<sup>o</sup>The results of an in vitro human gut simulator study suggests that Slim's formula may have several beneficial effects. Further research, including research conducted in humans, is needed to confirm these preliminary findings.

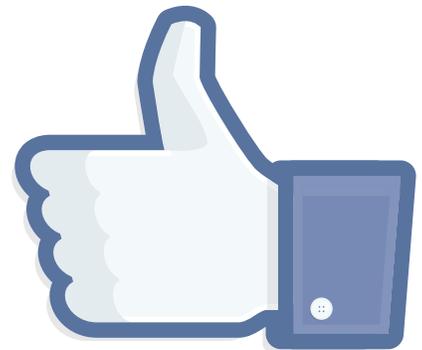
<sup>1</sup> <https://www.hsph.harvard.edu/nutritionsource/sugary-drinks-fact-sheet/>

<sup>2</sup> <http://www.foxnews.com/health/2012/07/25/half-americans-drink-soda-every-day.html>

<sup>3</sup> <https://consumer.healthday.com/diabetes-information-10/sugar-health-news-644/1-in-3-americans-drinks-soda-other-sugary-drinks-daily-cdc-708447.html>

Please note: Anytime you include your actual weight loss, you must include the proper disclaimer. If you plan to share on social, be sure to send to [compliance@plexusworldwide.com](mailto:compliance@plexusworldwide.com) so that they can help you make sure your post is compliant.

**Ideas For Your Posts:**



**Ideas For Your Personal Messages:**

You've probably heard about Plexus Slim, but did you know that it's now better than ever? It's gut health, weight loss, and great taste, all in one!\*

I didn't think I could love Slim more, but I guess I was wrong! The added gut benefits are incredible, and the new flavor is perfection! And of course it still helps me lose weight. This is my favorite health drink—hands down!\*

Looking for a healthy way to lose weight? You've got to try Plexus Slim. It can help you lose weight while also making your gut healthier—seriously!\*

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## 2 Develop Your Slim Story

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

### Your Slim Story Might Sound Like This:



I've been hearing so much lately about how important it is to keep my gut healthy. That's why I was really excited when I heard that Plexus has reformulated one of its best selling products—Plexus Slim—to be gut friendly. I've always known that Slim is a great way to safely lose weight, but now, it's so much more! The new Slim contains a powerful prebiotic that activates good microbes in the gut, making it easier for me to keep my gut healthy. This impacts my immune and digestive systems, so I feel healthier. Slim's weight loss benefits are incredible, and have been clinically demonstrated. And we all know how hard it is to find a drink that is healthy and tastes great, too; but Slim's new raspberry, lemon, watermelon flavor is outstanding! This is totally my new favorite drink! \*<sup>o</sup>



## 3 Use Tools To Share

Love Slim? Ready to spread the health? We've made it easy with these tools. Sip, smile, and share!

### Use Personal Connections To Share

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

### Your Conversation Might Sound Like This:

INTRO

"Hi, (prospect's name)! I am so excited about this and just had to share it with you. I finally found something to replace all that soda I used to drink! It's called Slim and it's incredible. Not only does it contain prebiotics and other ingredients that help make my gut healthier, but it helps me lose weight too! It's been clinically demonstrated to work; no diet soda can say that! Anyway, I knew you'd be excited about this, too, so I'm sending over some more info for you to check out. I'll check in tomorrow to see what you think!" \* (first tool)

OR

"Hey, (prospect's name)! I've been trying to drop these last few pounds for a while, and I finally found something that works! It's safe, effective, clinically demonstrated to help me lose weight, and even helps make my gut healthier. Oh, and it's delicious! I just love it and I had to share, so I'll send some extra info over now. Take a look and let's chat tomorrow!" \* (first tool)



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FOLLOW UP

"Hi, (prospect's name). Did you take a look at that information I sent over about Plexus Slim? I know I was blown away by all the benefits when I saw them, and I think it's so reassuring that there's science behind it all. Gut health and weight loss in one delicious drink?! Anyway, I actually have one more thing (second tool) I just shared with you—click on it and I'll point out a few things!" \*

CLOSE

**Ask for the order:**  
"This is seriously THE best way to look great, feel great, and lose weight! Oh, and I can hook you up with a risk-free trial (60-day money back guarantee). I really think you'll love it; let's get that order in!" \*

**(Prospect Response)**  
**OR** (If they ask questions) "I'm glad you asked! I think this might help answer your question. (second tool) Let's chat about it!"



Try Plexus Products Risk-Free\*\*  
For more information go to:  
<http://plexusworldwide.com/guarantee>

**Downloadable Tools:**



Slim Video



Slim Brochure



Slim Information Sheet



**Questions From Your Customers?**

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

For additional details, visit [plexusslim.com](http://plexusslim.com).

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\*\*Shipping and handling not included.

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