

plexus

REVITALIZE.  
RESTORE.  
RESET.

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re·set  
/rē'set/

verb: to pave the way  
towards rapid results

DAY  
1

DAY  
2

DAY  
3



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LEAN WHEY  
MILK  
CHOCOLATE

NATURAL FLAVORS  
NOURISH YOUR BODY. LOSE WEIGHT.<sup>1,2</sup>  
REPLACEMENT NUTRITIONAL SHAKE MIX  
NET WT. 1.41 oz. (40 g)  
1 SERVING



SMART SNACK  
VANILLA MATCHA  
NATURAL FLAVORS  
NUTRITION SNACK BAR  
NET WT. 1.2 oz. (34 g) BAR



SLIM HUNGER CONTROL  
BLOOD ORANGE, LEMON, LIME  
NATURAL FLAVORS  
DIETARY SUPPLEMENT

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# REVITALIZE. RESTORE. RESET.

When progress does not match efforts, it causes frustration and discouragement. To help customers prime their bodies for rapid wellness results, Plexus® created **Plexus Reset™** — a convenient, nutritionally supported fast that works on a cellular level and helps to reset the body's metabolism in just 3 days!

Leveraging the energy of summer and a body-positive state of mind, the Reset launch transformed the lives of more than 102,000 consumers looking to hit the reset button on their health and wellness routine.



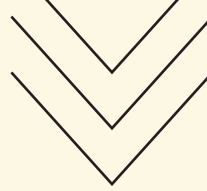
## TARGET AUDIENCE

Plexus Brand Ambassadors and Customers who desire convenient solutions that create flexibility and balance in their busy lifestyle.

## CAMPAIGN GOALS

- Create a system that targets a more holistic approach
- Deliver a unique, experiential unboxing experience
- Introduce functional food products with Plexus Smart Snack, Plexus Collagen Bone Broth, and Plexus Collagen Soup

# Success Strategy



The Reset campaign centered around an incredible product system featuring satisfying, nutrient-dense products that work together to help fuel the body, provide a much-needed break from the modern diet, and support an elevated state of whole-body wellness. Every detail was carefully chosen with the consumer in mind.



## BEYOND THE MARKETING

### CLINICAL TRIAL

Plexus® sponsored a third-party clinical trial to analyze the effectiveness of the Reset system, offering consumers full confidence in their purchase.

\*Participants lost an average of 5.36 pounds, 1% Body Fat and about 2 cm from waist and hip areas in 3 days.

\*Individual results will vary based on starting point and commitment to program. Weight regain after Plexus Reset can be avoided by following a structured, reduced-calorie diet and exercise program.

## PRODUCT FORMULATION



Smart Snack features 7 grams of fiber per serving and agave inulin, a prebiotic fiber that supports the gut microbiome



Plexus Restore™ includes 3 carefully crafted proprietary blends: Cellular Defense Blend, Digestion Support Blend, and Appetite Control Blend\*\*



Collagen Soup with no artificial preservatives and simple ingredients that offer 20 grams of hydrolyzed, bovine collagen per serving

## PACKAGING & BRANDING

Three-day supply of products, conveniently packaged into Day 1, Day 2, and Day 3 to eliminate confusion and empower consumers with a clear plan.

Vibrant, energetic colors, imagery, and messaging that excites consumers.

Head-turning assets that **“stop the scroll.”**



\*\*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.

# RESULTS

## Real Results

Reset helped more than 102,000 consumers reimagine what is possible when you're healthy, happy, and feeling your best. As for the campaign results?

**THEY SPEAK FOR THEMSELVES.**

**46.5K** — **550k\***  
units sold in 5 days meals  
donated in 2022  
tied to Reset  
sales as part  
of Nourish One®  
Initiative

Average sale order  
size from June 22-30,  
saw an increase of

**+8.9%**

**144%**  
of sales forecast  
achieved at  
90 days

(Exceeded first  
month forecast)

\*Every Plexus Reset sold contributes a donation equivalent to 3 meals to Feeding America®, helping to provide at least 1.5 million meals annually. \$1 helps provide at least 10 meals secured by Feeding America® on behalf of local member food banks.

