



The  
dōTERRA<sup>®</sup>  
Difference



# Trusted Health Care

We live in a time when health-related options and opportunities are more readily accessible. With so many choices, the question often becomes, “Whom do I trust?”

The answer can be found in personal experiences. You can be confident in your approach as you discover simple, safe, and empowering solutions.

As you personally experience the powerful benefits of essential oils, you'll come to understand why dōTERRA is revolutionizing the way families manage their health.



# CPTG Certified Pure Tested Grade™ Essential Oils

When you experience the refreshing, uplifting smell of pine trees, the calming scent of lavender, or the invigorating smell of lemons, you are experiencing essential oils—powerful, natural aromatics.

In nature, essential oils are found in roots, stems, leaves, resins, flowers, and rinds of the plant. Essential oils help the plant adapt to its ever-changing environment— protecting against threats and providing beneficial properties.

When the plant's aromatic compounds are distilled for purity, potency, and efficacy, they become a powerful tool for maintaining a family's health.



# Key Facts

**2008**

CPTG Certified Pure Tested Grade™ becomes a symbol of the unrivaled dōTERRA® quality assurance process.

**2010**

The dōTERRA Healing Hands Foundation®, a philanthropic effort to bring healing and hope to the world, is established.

**2014**

Through Co-Impact Sourcing®, dōTERRA provides the highest quality essential oils while economically empowering artisans and communities where essential oils are sourced.

**2018**

Over 5,000,000 Wellness Advocates are revolutionizing the way families manage their health through simple, safe, and empowering solutions.

As part of our vision to bring a new standard of tested-grade essential oils to the world, dōTERRA is invested in moving the science of essential oils forward. This is accomplished in many different ways and is managed by a strong Research and Development team within dōTERRA.

This department consists of PhD scientists and experienced professionals that gather scientific and clinical research, identify research needs, design and carry out studies, and prepare those studies for presentation to others. To carry out these ongoing studies, dōTERRA has and continues to build relationships with research hospitals, universities, and other research organizations.

The end goal is to better understand how essential oils work—how the components in an essential oil interact, how essential oils interact with cells, how they affect people, and how they can improve our home and other environments.

These studies are typically presented at our annual Convention, then made available through other avenues. They help inform, enrich, and benefit dōTERRA Wellness Advocates and their customers on the best uses of essential oils for the greatest good.



# Who is dōTERRA?

A background image showing three people (two women and one man) walking on a paved path in front of a modern building with large windows. There are trees with reddish-brown leaves in the foreground and background. The image is slightly blurred, giving it a sense of movement and a professional yet approachable feel.

From the beginning, the mission of dōTERRA has been to share the highest-quality essential oils with the world. Having seen firsthand the incredible benefits of these precious resources, a group of healthcare and business professionals set out to make that mission a reality in 2008. They formed a company and named it dōTERRA—a Latin derivative that means “gift of the earth.”

The dōTERRA Founding Executives needed to establish a quality standard in an industry that previously didn't have one. They were committed to providing only the purest, highest-grade essential oils. This commitment led to the creation of CPTG Certified Pure Tested Grade®, a quality standard that ensures every dōTERRA essential oil is completely pure.

## dōTERRA Today

dōTERRA sources, tests, manufactures, and distributes pure essential oils and natural wellness products to over 9,000,000 Wellness Advocates and customers. Products are shipped to 86 countries and counting.

Through responsible, industry-leading sourcing practices—Cō-Impact Sourcing®—dōTERRA maintains the highest levels of quality, purity, and sustainability in partnerships with local growers around the globe.

The dōTERRA Healing Hands Foundation®, a registered 501(c)(3) nonprofit organization, offers resources and services to sourcing communities and charitable organizations, empowering people to be healthy, safe, and self-reliant.







# The dōTERRA Difference

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dōTERRA's purpose and mission is to source the best and help the most. We offer the best essential oils in the world, while also positively impacting those behind the bottle—blessing lives on both sides of the bottle. This approach is innovative and difficult to find elsewhere. Together with Wellness Advocates around the world, we are revolutionizing the essential oil industry.

You and your family members can experience this difference in purity.

The foundation of dōTERRA's past can really be broken down into three main areas that are at the core of who we are as a company. We certainly can't be all things to all people. We'll never have as many product offerings or be as efficient in shipping as Amazon or have the technology that is as cutting edge as Apple or Samsung, but, as we focus on three core fundamentals, or foundational areas, we will continue to change the world for the better.

Those three areas of our foundation are: People, Processes, and Products. And in each of these areas our unique secret sauce is that we truly do "Pursue what is Pure."

We source the best  
and help the most by  
focusing on 3 areas:

- People
- Processes
- Products

This is how we  
Pursue What's Pure™

**PEOPLE.** We help people become their best self. We don't try to change people into being something they are not, but we encourage them to bring their life's experiences into dōTERRA, and through associating with us, they can grow and develop. dōTERRA is a place for everyone to succeed, no matter what religion, what gender, what political ideology, or what age you may be.

**PROCESS.** Pure Process means that we process orders and pay timely commissions. For you, as leaders in dōTERRA, you work to cultivate your people, plant the seeds, and lovingly nurture them. Your job is to plant, nurture and cultivate your leaders. Our job, as a company, is to "get water to the end of the row" and ensure that each of your seeds gets watered.

**PRODUCT.** Purity in labeling, purity in claims or efficacy, and purity in sourcing.

dōTERRA was born so that health freedom could exist. We set out to revolutionize healthcare by offering natural solutions. You've heard the word empowerment used many times as we talk about dōTERRA. We truly are an empowerment company.

Part of that empowerment means you get to make choices for your health and wellbeing that are best for you and your family. You get to have certainty in an uncertain world. And that certainty only grows stronger as you are educated and given the tools to care for your body as you see fit. That is an amazing feeling.







*Our mission is to source the best and help the most.*

Producing the highest-quality essential oils in the world begins with sourcing the highest-quality raw materials on Earth. Pursuing what's pure requires a bit more.

It means harvesting these resources with responsibility and respect toward both the natural land and the people who build their lives upon it.

With human impact and sustainability as our focus, dōTERRA gives back as much as it withdraws from the earth, with interest.

We call it **Cō-Impact Sourcing®**.



## The Dual Purpose of Cō-Impact Sourcing®:



To preserve the natural environments used to source our products.



To give back to the communities that provide our raw resources—blessing lives on both sides of the bottle.



Find out more about Cō-Impact Sourcing® and discover the stories behind your dōTERRA bottle.



# Measuring the Impact

With more than half of dōTERRA essential oils sourced in developing countries, we saw a unique opportunity to build ethical supply chains that directly benefit underserved rural communities. Through Cō-Impact Sourcing, we create the maximum impact by being **at the source, practicing intentional environmental stewardship, and creating a lasting social impact.**

## At the Source

We deliberately choose locations where we can access the highest-quality raw resources while directly connecting with the people in the supply chain. Knowing the people and the process behind our oils, we are better able to pursue what's pure.

## Stewardship

By respecting local practices, responsibly training suppliers, and using industry-leading waste management practices, we preserve natural ecosystems and minimize the environmental footprint of producing our essential oils.

## Social Impact

100% of all donations to dōTERRA Healing Hands, 100% of dōTERRA spa Rose Hand Lotion sales, and 50% of dōTERRA Hope® Touch sales 100% go directly toward aiding those in need.



Generating Jobs



Building Supplier Capacity



Fair Labor Conditions



Environmental Stewardship



Fair, On-Time Payments



Sustaining Long-Term Partnerships



Promoting Cooperatives



Facilitating Community Development



# dōTERRA® Sourcing

## Country Color Codes:










- Co-Impact Sourced Oil: Social Impact
- Co-Impact Sourced Oil: Environmental Stewardship
- Sourcing Country

Oils may also be sourced from additional regions of the world as needed

## Americas

- **Brazil**  
 Clementine, Copaiba, Lime, Mandarin (Green, Red, Yellow), Orange, Tangerine, Tonka Bean
- **Canada**  
 Arborvitae, Balsam Fir, Black Spruce
- **Chile**
- **El Salvador**
- **Guatemala**  
 Cardamom
- **Haiti**  
 Amyris, Vetiver
- **Honduras**  
 Cardamom, Ginger
- **Mexico**  
Damiana
- **Paraguay**  
 Guaiacwood, Petitgrain
- **Peru**  
 Pink Pepper
- **USA**  
 Cedarwood, 'Iliahi (Hawaiian Sandalwood), Naio, Peppermint, Pink Grapefruit, Roman Chamomile

## Africa

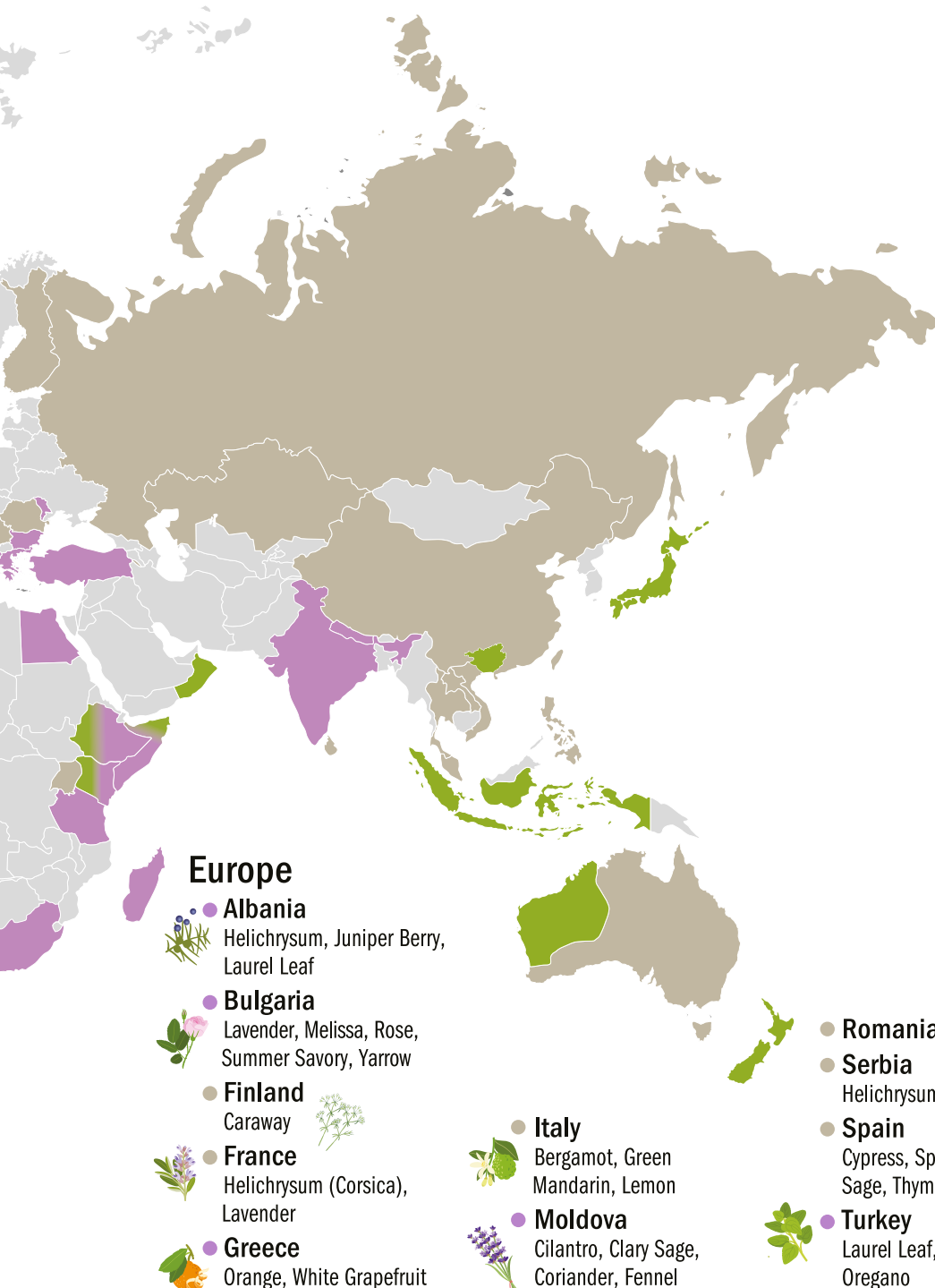
- **Egypt**  
 Basil, Chamomile, Jasmine, Marjoram, Neroli
- **Ethiopia**  
 Frankincense
- **Kenya**  
 Cypress, Geranium, Ginger, Lemon Eucalyptus, Pink Pepper, Tea Tree, Thyme
- **Madagascar**  
 Black Pepper, Cinnamon, Clove Bud, Geranium, Ginger, Niaouli, Ravintsara, Vanilla, Ylang Ylang
- **Morocco**  
 Blue Tansy, Cypress, Rosemary
- **Rwanda**  
 Eucalyptus Globulus
- **Somaliland**  
 Frankincense, Myrrh
- **South Africa**  
Eucalyptus Radiata, Grapefruit 
- **Tanzania**  
Cinnamon, Ginger 
- **Uganda**  
Muyao Shea Butter





Global  
Botanical  
Network

dōTERRA  
**cō·impact**  
SOURCING®



## Europe

- **Albania**  
Helichrysum, Juniper Berry, Laurel Leaf
- **Bulgaria**  
Lavender, Melissa, Rose, Summer Savory, Yarrow
- **Finland**  
Caraway
- **France**  
Helichrysum (Corsica), Lavender
- **Greece**  
Orange, White Grapefruit

- **Italy**  
Bergamot, Green Mandarin, Lemon

- **Moldova**  
Cilantro, Clary Sage, Coriander, Fennel

- **Romania**
- **Serbia**  
Helichrysum
- **Spain**  
Cypress, Spanish Sage, Thyme
- **Turkey**  
Laurel Leaf, Oregano

## Asia/Oceania

- **Australia**  
Eucalyptus (kochii, lox liss, and polybractea), Sandalwood, Tea Tree
- **China**  
Cassia, Litsea, Magnolia, Osmanthus, Star Anise, Sweet Gum, Wintergreen
- **India**  
Bergamot Mint, Davana, Japanese Mint, Lemongrass, Peppermint, Spearmint, Tulsi, Turmeric
- **Indonesia**  
Cananga, Citronella, Clove Bud, Nutmeg, Patchouli
- **Japan**  
Hinoki, Yuzu
- **Kazakhstan**
- **Laos**
- **Nepal**  
Himalayan Fir, Spikenard, Turmeric, Wintergreen
- **New Zealand**  
Douglas Fir, Manuka
- **Oman**  
Frankincense
- **Philippines**  
Fractionated Coconut
- **Russia**
- **Sri Lanka**  
Cinnamon
- **Thailand**
- **Vietnam**  
Cassia, Ginger, Litsea, Star Anise



*dōTERRA means more than "Gift of the Earth." It means wellness, healing, and hope.*

When dōTERRA chose the name meaning "Gift of the Earth," we understood that this name carried with it the responsibility to continually pay forward the goodness those gifts bring to human lives.

As our business expands, so does our ability to do good. Through our prosperity, we help break cycles of human suffering and poverty—that is the true purpose of dōTERRA Healing Hands.



## Mission

dōTERRA Healing Hands empowers people and communities worldwide to be healthy, safe and self-reliant.

## Projects for Change

We promote sustainable change by supporting projects that align with three major initiatives:



Hope: Anti Human Trafficking



Member Involvement: The Match Program



Collective Impact: Cō-Impact Sourcing®

## dōTERRA Healing Hands and Cō-impact Sourcing®

The dōTERRA Healing Hands Foundation®, a United States charitable organization, helps support lasting social impact in partnership with Cō-Impact Sourcing®.

**Community development projects include:** building health clinics, schools, training facilities, clean water systems, and teaching skills that can be passed down for generations.



Learn more about the dōTERRA Healing Hands® mission and see how you can help.

## Take the Healing into Your Own Hands

Our main goal is to help people help themselves. This holds true for helping you—our members—grow into humanitarians by empowering you to support projects you care about.

We can't wait to see how you'll **#EngageInGood** with us.



Fundraise for a nonprofit project of your choice and have dōTERRA Healing Hands Foundation Canada® match your fundraising efforts.

## Products and Donations

There are easy ways you can support the dōTERRA Healing Hands Foundation mission and make a lasting impact with every dōTERRA order.



100% of **dōTERRA SPA Rose Hand Lotion** sales and 50% of **dōTERRA Hope Touch** sales are donated to the dōTERRA Healing Hands Foundation to support projects, programs, and initiatives close to home.



# Why dōTERRA Essential Oils?

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*From the beginning, dōTERRA set out to make the highest quality essential oils in the world. We also knew that to achieve the standard we envisioned we would first have to create it."*

"The essential oil market is flooded with products that are unsafe and adulterated. But at dōTERRA, we are raising the standard of purity beyond what any other essential oil company is doing."

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**Dr. Osguthorpe, Chief Medical Officer**



**We guarantee the incredible quality of every bottle of dōTERRA essential oil in three ways:**

## Sustainability and Sourcing

Essential oils are gifts from the earth, which we harvest with gratitude and respect. We do our best to protect the environment and positively impact the people involved in producing essential oils through our Cō-Impact Sourcing model.

## Transparency and Trust

When no industry standard existed, dōTERRA created a new, uncompromising standard for essential oil quality:

**CPTG Certified Pure Tested Grade®**

## Quality Testing

Every dōTERRA essential oil goes through rigorous CPTG® testing to ensure that each and every batch reaches the highest possible level of purity.



Read the full "Why dōTERRA?" story to see what makes us more than just an essential oil company.

# What are Essential Oils?

Essential oils can be a useful tool for those looking to escape synthetic chemicals and live a more holistic, natural lifestyle. But what exactly are essential oils? Where do they come from? How do we get them?

For many plants, an essential oil is what gives the plant its aroma. Beyond making the plant smell nice, the aroma can help deter predators like insects or herbivores. Essential oils also play a vital role in the reproductive processes of plants and are useful during plant pollination. Not every plant produces an essential oil, and not every essential oil found within a plant has significant benefits. But if you consider how many different plant types exist (and are still being discovered), there are plenty of powerful essential oils to go around. Just as plants use essential oils to protect themselves, we too can use the powerful, natural properties of essential oils to support ourselves.

Unseen by the naked eye, essential oils hide within the seeds, stems, roots, barks, flowers, needles, fruits, and plants that we see every day. Not all plants produce essential oils, but in plants where essential oils are found, the oil typically resides in microscopic, specialized glands of the plant.

From a scientific perspective, essential oils are small organic molecules that change quickly from a liquid to a gas state when they reach room temperature. This is why bottled essential oils are so powerful. A bottle of essential oil contains tiny molecules in a liquid state. When you unscrew the cap and open the bottle, the molecules change quickly from a liquid to a gas, which is why you can smell the oil immediately—even from a distance.

## Using Essential Oils for Daily Wellness

Some people are put off by essential oils because they seem difficult to use or understand. While a basic knowledge is required, you don't need to have a degree in chemistry to safely and effectively use essential oils. Even with a limited knowledge, you can experience the benefits of oils through small and simple ways. After all, the reason so many people have adopted the use of essential oils today is because they provide a natural way to make everyday life easier.

Essential oils have gained popularity in recent years because they provide a natural alternative for many everyday tasks. They are safe and effective. Plus, they have unique and beautiful aromas. People of ancient civilizations used essential oils for things like cooking, bathing, beauty, health, and more. Essential oils are still applicable for those things today, and thanks to years of research and proven usage, they can be used for much, much more.





# How to Use Essential Oils

Using essential oils is both simple and empowering. With a basic understanding of safety and proper application methods, it is easy to start using them regularly to positively impact your daily life. There are three main ways to take advantage of the benefits of essential oils:

## A Aromatically

The sense of smell is a powerful tool and is an ideal way to enjoy the unique profiles of different oils. The most common way people experience essential oils is through their aromas.

- Diffuse in an essential oil diffuser
- Apply a drop to your hands and inhale

## I Internally

Many essential oils can be safely ingested when added to food and drinks as flavour. Check labels to make sure an essential oil is safe for internal use first, and then try one of these methods:

- Add to a glass of water, tea, or smoothies
- Use to flavour cooking recipes

## T Topically

Topical application refers to using an essential oil on a surface or allowing it to absorb into the skin. Some essential oils have surface-cleansing properties while others can be comforting to the skin.

- Use on household surfaces
- Apply to targeted areas and rubbing in

Combining essential oils with a carrier oil can slow the evaporation of essential oils, aid in absorption, and moisturize the skin.



# Essential Oil Safety Tips

doTERRA essential oils are safe and effective when used appropriately and in the proper doses. As with anything else you would use in your home or around your family, it's important to be mindful of basic safety guidelines when you are getting started.

Here are some of the best practices for safe essential oil usage:

1

When using essential oils, avoid contact with sensitive areas such as the nose, inner ears, eyes, and broken skin.

2

To test an oil on your skin or to minimize skin sensitivity, dilute essential oils using a carrier oil like Fractionated Coconut Oil.

3

Always dilute "hot" oils (Oregano, Cinnamon Bark, Clove Bud, etc.) at a ratio of 1:10 drops essential oil to carrier oil before applying to skin.

4

Citrus oils can pose a risk for sun sensitivity. Avoid direct sunlight or UV rays for at least 12 hours after applying such oils to skin.

Always read the labels. When in doubt, always pay attention to specific warnings and instructions on your essential oil packaging and follow any recommendations provided by the manufacturer. If you have specific health concerns, consult with your doctor before using essential oils.





# Your 10 dōTERRA® Essentials

Discover the products that truly put “essential” in essential oils. These 10 top oils provide a powerful and balanced foundation for any essential oil lifestyle. Begin your dōTERRA journey with the right tools to make sure you are prepared and supported, no matter the need or season.



## 1 Peppermint



Used in aromatherapy, Peppermint can help soothe the stomach, alleviate muscle pain, and relieve coughs and colds.

NPN 80061370



## 2 Lemon



A versatile home essential, Lemon cleans household surfaces, flavours to water, and freshens the air with its stimulating aroma.



## 3 Lavender



Used in aromatherapy, Lavender calms nerves, soothes skin, and relaxes your environment.

NPN 80061038



## 4 Tea Tree



A powerhouse of topical applications, Tea Tree cleanses surfaces, freshens the air, and soothes the skin.



## 5 Frankincense



Deserving of its title as the “King” of oils, Frankincense beautifies skin, cleanses surfaces, and offers a deeply peaceful aroma.



## 6 Balance®



Our signature grounding fragrance, Balance promotes an environment of calm and harmony with its peaceful aroma.



## 7 Deep Blue®

T | S

Deep Blue creates a comforting and cooling sensation to the skin while providing a truly invigorating aroma



## 8 Air-X®

A | T | S

Specially formulated to cool and invigorate, the minty, fresh, airy aroma of Air-X is your ideal companion for all seasons.



## 9 DigestZen®

A | T | I | N

Combining the best of comforting and sweet, DigestZen blend is up to the task whenever you need a soothing taste or a calming aroma.



## 10 On Guard®

A | T | I | S

At the head of our most popular product line, On Guard cleanses surfaces, tastes energizing, and fills your home with a fortifying scent.

## Application Methods

- A Aromatic
- T Topical
- I Internal
- H Home Care

## Skin Sensitivity

- N Neat
- S Sensitive Skin
- D Dilute



Browse our entire catalog of life-enhancing products and discover dōTERRA solutions to your everyday needs.



# Live a Wellness Lifestyle

The dōTERRA Wellness Lifestyle Pyramid illustrates the partnership between lifestyle and healthcare. When lifestyle is the focus, health is naturally achieved and maintained. As you use these powerful products and live healthy daily habits, you'll experience new levels of wholeness.

Envision a life where finding solutions is simple. With an essential oil reference guide and a box of dōTERRA CPTG® essential oils at your fingertips, you'll be prepared to address 80% of your health priorities. For those times when you need additional care, partner with practitioners who support you in finding the best proven natural solutions.



\*See individual labels for ingredients, cautions, and instruction for use.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



# Eat Right

The foundation of the Wellness Lifestyle Pyramid is Eat Right. All other levels of the pyramid sit on the foundation of good nutrition. Give your body what it needs, and it will thrive. Eating right starts with proper daily nutrition and digestive support.

Maximize your daily nutrient intake with [dōTERRA Lifelong Vitality Pack®](#), a trio of power-packed supplements to fuel and support your body.\* Support digestion with [DigestZen TerraZyme®](#). Fortify and optimize your GI tract, support digestion, and support immunity with [PB Assist+®](#).\*



# Exercise

Regular exercise strengthens the muscles and supports the cardiovascular, circulatory, and lymphatic systems, among other crucial benefits. Essential oils and targeted supplementation support greater flexibility and energy, and ease feelings of tension in the body to help you stay active and strong.

Use [Deep Blue® Rub](#) before and after your workout. Apply topically where needed.



# Rest & Manage Stress

Sleep improves mood and gives your body the opportunity to repair and renew. Approximately 80% of health problems are estimated to be the result of persistent stress. Essential oils provide dynamic support for getting consistent quality sleep and managing occasional stress.

Use calming aromas like [Lavender](#) and [dōTERRA Balance®](#) as you work to relax while keeping yourself grounded.



# Reduce Toxic Load

Nature experiences cycles of releasing and renewing. Our bodies also benefit from seasons of cleansing and focused detox for renewal. Support the body's natural pathways of detoxification by using dōTERRA natural cleaning and self-care products. This can be further supported with targeted use of dōTERRA essential oils.\*

Add a drop of [Lemon](#) or [Tangerine](#) oil to your water to naturally cleanse the body.\*





# Informed Self-Care

Becoming more informed about preventive health measures is an important component in a lifestyle that supports overall health and well-being. Essential oils offer extensive body system-supporting benefits that can be realized through daily, regimented use.\*

Use [dōTERRA On Guard®](#) to support immune health\* and [Frankincense](#) to promote cellular health.\*



# Proactive Medical Care

With the remarkable advances of modern medicine, it is our own lifestyle behaviors, not transmittable diseases, that are the greatest risk factor for chronic disease. Moreover, these habits can have the greatest influence on our overall health and well-being. That being said, a relationship with a trusted medical professional is one of the foundational pillars of lifelong health. This is what the dōTERRA healthcare initiative is all about: developing a relationship with medical professionals so you can be proactive, instead of reactive, about necessary medical care.



# Non-Toxic Living

We're exposed to countless toxins every day. Breathing, eating, cleaning—all these (and more) expose us to chemicals, both natural and synthetic. Did you know, according to the National Resources Defense Council website, products in the United States contain more than 80,000 chemicals, and most of them are understudied or unregulated? Unfortunately, a significant amount of the products we use in daily life are exposing us to potentially harmful toxins.

You might wonder, "What's the big deal? Are toxins really that bad?" Your body has an impressive filtration system for toxins, but constant exposure to harmful toxins can have long-term effects. Toxins can cause imbalances, have negative effects on wellness, and influence daily and long-term health. Also, the more toxins you're exposed to, the greater the toll on your body.

The accumulation of toxins in the body is known as your toxic load. Your body has a threshold for the toxic load it can handle, and when that threshold is passed, the impact can be hard to handle. However, anytime you remove a toxin from your life, the toxic load burden on your body becomes lighter.

While you can't always control the toxins you're exposed to—like pollution in your city—there's still a lot you can do to protect yourself and your family from exposure to toxins. With a lighter toxic load, the body is better able to function properly, leaving you and those you love feeling both happy and healthy.



## Wondering where to start?

Three easy steps can help you lighten your toxic load when it comes to the products you use on or in your body.

1. Identify toxins.
2. Ditch and switch.
3. Feel your best with the power of nature.





## Getting Started

1

Step 1: Talk to a Wellness Advocate near you [<https://www.doterra.com/US/en/form/find-wellness-advocate>] or go to [doterra.com](https://www.doterra.com) to place your first order.

Through the Loyalty Rewards Program, you can earn up to 30% back on purchases! The longer you participate in the Program, the more points you can earn.

2

Step 2: Join the Loyalty Rewards Program!

The Loyalty Rewards Program is the best way to save on dōTERRA products. You get points back on your orders, which you can redeem on future orders. The longer you participate, the more points you'll receive—up to 30% back!



Learn more about the  
Loyalty Rewards Program?





# dōTERRA® Refer a *Friend*

**Do you love  
dōTERRA® products?**

You're in luck, because  
dōTERRA has created a  
program for customers  
just like you.

## Here's how it works:



### LOVE

dōTERRA has made it easier than ever to share the products you love with family and friends and earn rewards for doing so.



### SHARE

When you share your personal link with friends, they enjoy their first year of membership for free (valued at \$35) when they use your link to create their first order.



### EARN

You receive 20% of their first order in dōTERRA dollars, which you can spend at doterra.com.

Scan this QR code  
to learn more!



# Why Direct Sales?

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Our direct selling model is also a powerful way for motivated people who love sharing essential oils to be compensated! Word of mouth means a lot more to people than ads. In fact, over 3,000,000 Wellness Advocates now use and sell dōTERRA products worldwide!

There's even more that makes dōTERRA unique among direct selling companies: over 80% of people who purchase dōTERRA products are simply customers who love the products. Our CPTG Certified Pure Tested Grade® essential oils and products stand out, providing peace of mind to those looking for natural solutions to daily troubles.

Additionally, our direct selling model is a powerful way for motivated people who love our essential oils to be compensated for sharing our product! Word of mouth—like a great recommendation from a trusted friend—means a lot more than any ad, so we reward you for sharing dōTERRA essential oils. With a unique compensation model (where you truly earn the most on the most and the least on the least), we offer you the opportunity to earn an income with us.

But there is more that makes dōTERRA unique among direct selling companies. More than 80% of people who buy dōTERRA products are simply loyal customers who love our products. The reason we have so many customers is because we have the most tested, most trusted products—truly pure, unadulterated essential oils—that people can rely on.





# Why Partner with dōTERRA?

dōTERRA was founded in 2008 with the mission of bringing the highest quality essential oils to the world.

## EFFECTIVE

### MOST TESTED, MOST TRUSTED

Over 5 million customers



**CPTG**  
The dōTERRA Quality  
and Purity Standard

### THE dōTERRA DIFFERENCE

**65%**

*Record-Breaking  
Retention!*

#### Typical Direct Selling

- Leads with business opportunity.
- Product sales depend on opportunity.
- Sells an opportunity.

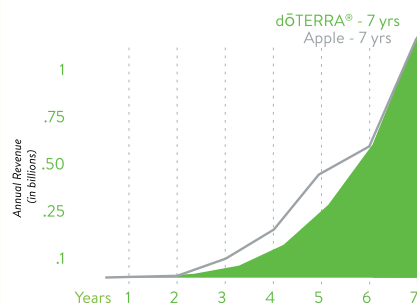
or

#### dōTERRA Authentic Direct Selling

- Leads with powerful products.
- Sells products regardless of opportunity.
- Shares a wellness lifestyle.

## PROVEN

### dōTERRA'S GROWTH



**A Billion-Dollar Company in Seven Years!**

- Named largest essential oil company in the world by Verify Markets.
- Part of \$4.2 trillion wellness market.
- Sales in 159 countries.
- Unique and unrivaled quality products (99% of dōTERRA oils are exclusive).
- Led by an executive team of innovators with 150+ years of combined industry experience.

## CARING

### CHANGE THE WORLD

- Creates economic opportunity and financial stability in developing nations.
- Gives back to disadvantaged communities through the dōTERRA Healing Hands Foundation®.
- Pays growers fairly and preserves agricultural knowledge through Co-Impact Sourcing®. Learn more at [sourcenetyou.com](http://sourcenetyou.com).



### A dōTERRA PIPELINE TOUCHES MANY LIVES

As you grow your dōTERRA business, lives are uplifted. Sourced from over 40 different countries where plants thrive most, each purchased oil improves the lives of growers and their communities around the world.

We invite you to  
join us—now is  
your time.





ESSENTIAL OIL  
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