

WELLNESS ADVOCATE RECRUITING AND RESELLING FAQ'S

Q: Can a Wellness Advocate sell dōTERRA products online?

A: A Wellness Advocate can sell dōTERRA products online provided the website complies with the guidelines set forth in the dōTERRA Policy Manual applicable for the country where the sale is taking place. Repackaging of products is not allowed. Products that have been separated from a kit or package may not be sold online.

Q: Are there any websites where it is restricted to resell dōTERRA products?

A: Wellness Advocates may not sell dōTERRA products through online auctions, mall sites or third party branded online platforms, including but not limited to Walmart.com, Taobao.com, Alibaba.com, Tmal.com, Tencent platforms, Yahoo!, eBay or Amazon.

Q: Does dōTERRA require Wellness Advocates to sell products for a 'minimum advertised price' (MAP) in European countries?

A: There is no required 'minimum advertised price' (MAP) when reselling dōTERRA products in European countries.

Q: Are dōTERRA Wellness Advocates allowed to run their own promotions, such as a 'buy one get one free' product promotion?

A: A Wellness Advocate is allowed to run a promotion as long as the customer is not misled on the actual price of the promoted item(s). dōTERRA prohibits deceptive or misleading practices by its Wellness Advocates. For example, the total price paid for the 'buy one get one free' may not be the same, or similar, total price that a customer would have paid if the two items were purchased separately.

Q: Are dōTERRA Wellness Advocates allowed to run a lottery, raffle or prize drawing?

A: Lottery and raffle laws are complex and prohibitive. For this reason, Wellness Advocates are not allowed to run a lottery or raffle. Free prize drawings are permitted if done in accordance with applicable laws of the country where the drawing takes place. Among other things, these laws require the prize drawings be free of costs. This means the opportunity to participate in the free prize drawing must be at no additional cost to enter the drawing or to claim a prize if won. For example, if entry for a free prize drawing is anyone who made a product purchase, the cost of product purchases must not be more expensive than if there was no opportunity to win a free prize from a drawing.

Q: Can a dōTERRA Wellness Advocate offer an incentive, such as a diffuser or book, to entice a new recruit to enrol as a Wellness Advocate or Wholesale Customer?

A: Incentives are allowed provided the Wellness Advocate does not mislead or use unlawful recruitment payments in conjunction with the incentive. The dōTERRA Policy Manual prohibits deceptive or misleading practices and unlawful actions. The following is an example of an impermissible misleading incentive: if enrolment plus a bottle of lemon would otherwise cost a new enrollee €20 for enrolment and €10 for the lemon oil, for a total of €30, then it is improper to advertise a 'free lemon oil' upon enrolment with payment of the €30 enrolment fee. In this scenario, the lemon oil would not truly be free.