

dōTERRA® | 2018
International
YEAR IN REVIEW

Changing the world one drop, one
person, one community at a time.



Kenya | Geranium

dōTERRA® Introduction

dōTERRA is an integrative health and wellness company known throughout the world as the trusted leader in the Global Aromatherapy and Essential Oils market. Since our founding in 2008, we have sourced, tested, manufactured, and distributed CPTG Certified Pure Therapeutic Grade® essential oils and essential oil products through sustainable sourcing practices. With a vision to change the world one drop, one person, one community at a time, dōTERRA adheres to strict Cō-Impact Sourcing® guidelines where long-term, mutually beneficial supplier partnerships create stronger local economies and a healthier, stable supply chain. Today, we source over 100 essential oils from 41 countries. The dōTERRA Healing Hands Foundation® offers resources and tools to global communities and charitable organizations for self-reliance, healthcare, education, sanitation, and the fight against human trafficking. We hope you'll enjoy a look back at our 2018 highlights. 💧

Front cover: The dōTERRA Cō-Impact Sourcing Initiative in Kenya provides small holder farmers and harvesters with a stable income, regular agricultural training, and improved resources that encourage self-reliance.



Contents

4	dōTERRA® Vision
6	10 Year Anniversary
8	New Products
10	Customer Growth
11	Corporate Events Across the U.S.
12	2018 Events
22	Prime Meridian Health Clinics™
27	Cō-Impact Sourcing®
34	dōTERRA Healing Hands Foundation®
40	Market Research
42	Business Awards
43	Employee Facts
44	Campus Expansion
45	International Office Expansion
46	Manufacturing Growth
47	Social Media Growth
48	Media Coverage
49	Social Media Shout Outs
50	Education Releases
52	Around the World
53	Australia, Brazil, Canada, China, Europe, Hong Kong, Japan, Korea, Latin Markets, Malaysia, New Zealand, Singapore, Taiwan, Russia,
60	Performance Advocates
62	AromaTouch Technique®
64	Science Milestones
68	Free to Give®
69	Government Relations
70	Corporate Caring and Community Initiatives

dōTERRA® Vision

Ten years ago, we set out to change the world one drop of essential oil at a time. While that single drop seemed small in the beginning, through your passion and persistence, it has spread throughout the world with astonishing effect.

Our mission has always been to share pure, potent, therapeutic grade essential oils with the world. We've grown from a few individuals filling bottles around a kitchen table to a global network of Wellness Advocates and customers. With your help, we have seen how one drop can change the lives of those who use essential oils and those who produce them.

We have seen these drops of oil cause ripples throughout the world as dōTERRA has catapulted essential oils into the mainstream market, revolutionized how families care for each other, and opened doors of scientific study and research. Together we have been able to build the most tested and trusted essential oil brand in the world. On a nearly daily basis, we witness miraculous stories of essential oils being shared and providing families and communities with the tools to become healthier, self-reliant, and economically empowered.

As we reflect on our first decade, we celebrate the great strides we have taken together, and we look forward to the many new and exciting opportunities ahead. Thank you for helping make dōTERRA the company it is. Thank you for sharing the oils with millions of people and empowering individuals, families, and communities with so many more health, sustainability, and financial options. We are just beginning to imagine the possibilities as we look forward to the years to come.

Sincerely,

The dōTERRA Founders



David H. Hult



Dr. Daniel K. Huttenlocher



Corey B. Smalley



Emily Wright



Tom Long



Gregory J. Cook



Max A. Wolfert

10 dōTERRA® years!

On April 25, 2018, dōTERRA celebrated its 10-year anniversary.



Employee Recognition

After ten years of business, dōTERRA is a leader in economic growth and corporate accountability. To celebrate this milestone, the dōTERRA founders raised the starting minimum wage and granted bonuses to each employee.



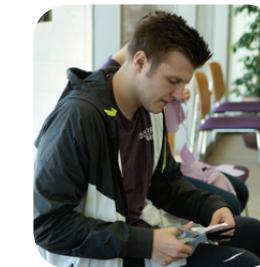
dōTERRA Thanked for its Impact

On May 1, the World Trade Center Utah and the Salt Lake Chamber thanked dōTERRA for its impact in Utah and beyond during a press conference and highlighted dōTERRA's various corporate social responsibility and humanitarian initiatives.

Day of Change

True to dōTERRA's mission to change the world one drop, one person, one community at a time, the celebration continued with a Day of Change. The dōTERRA global family, including employees, Wellness Advocates, customers, and the public were encouraged to look for ways to serve throughout the day. Efforts spread far and wide with many people serving in communities throughout the world. Among the global projects, the dōTERRA China team and volunteers assembled 200 care bags for children fighting critical illnesses. In Bulgaria, the Esseterre team donated time and efforts to a community cleanup project.

As part of the Day of Change, dōTERRA hosted a day-long service project in partnership with Days for Girls International. Volunteers came together at dōTERRA's Corporate Headquarters to make and compile 1,800 reusable feminine hygiene kits to be distributed to women in developing communities throughout the world.



New Products



Green Mandarin

Pressed from the unripe fruit of the mandarin tree, Green Mandarin essential oil is known for supporting healthy digestive and immune systems.*



Pink Pepper

A sacred tree to the Incas, Pink Pepper essential oil is distilled from the fruit of the pink peppercorn tree, which was used by indigenous people as herbal solutions to health needs.



Yarrow|Pom

Yarrow|Pom is a one-of-a-kind expertly crafted proprietary blend of Yarrow essential oil and cold-pressed Pomegranate seed oil, offering powerful benefits to both the skin and the body.



Turmeric

Commonly known for its Ayurvedic health uses, Turmeric is a staple for your daily health routine and, when taken internally, promotes a positive immune function and response.*



Magnolia Touch

Used in Chinese traditional health practices for hundreds of years, Magnolia is known for its emotional benefits along with a fresh and compellingly sweet aroma.



Natural Deodorant with dōTERRA Balance®

This natural deodorant features dōTERRA Balance essential oil blend, baking soda, and arrowroot for long-lasting freshness and all-day confidence.



Kids Collection

Formulated specifically for developing minds, bodies, and emotions, these essential oil blends feature unique combinations therapeutically balanced to provide powerful benefits while being gentle on delicate skin.



dōTERRA On Guard® Mouthwash

dōTERRA On Guard Mouthwash is alcohol-free and formulated to clean teeth and gums, reduce plaque, and promote a healthy-looking mouth when used as part of a hygiene routine that includes brushing and flossing.



Hydrating Body Mist

Have your body feel completely rehydrated. The aromatic benefits of our Beautiful Captivating essential oil blend with Osmanthus, Lime, Bergamot, and Frankincense in a harmoniously floral blend. The nourishing properties of coconut, sunflower, avocado, and passion fruit, combined in this hydrating mist help improve overall appearance of healthy-looking and radiant skin.



Copaiba Softgels

Copaiba Softgels provide a daily dose of Copaiba essential oil in a convenient easy-to-swallow softgel. When taken internally, Copaiba essential oil helps support the nervous, cardiovascular, immune, digestive, and respiratory systems.*

*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.

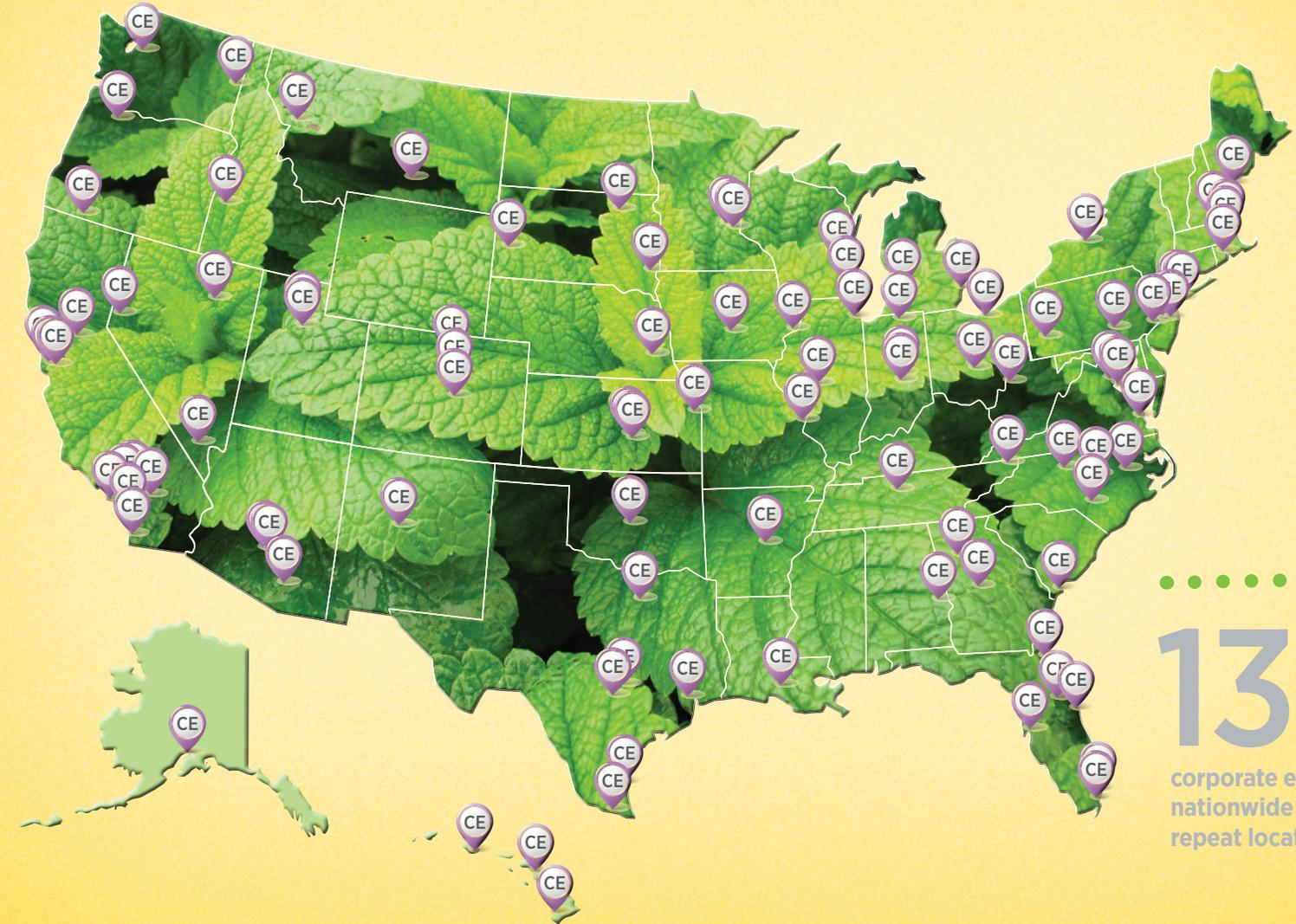
Wellness Advocate and Customer Growth

Total number of Wellness Advocates and Customers exceeds 5 million globally.

dōTERRA maintains one of the highest payout rates and highest retention rates in the direct selling world.

Total Number of Leadership Rank Advancements in 2018 was nearly 7,000 globally.

Corporate Events Across the U.S.



2018 Dream Convention



dōTERRA's Convention is not only the largest corporate event in Utah, but now it's in competition to be one of the greenest events of its size anywhere in the world.

Dream

dōTERRA GLOBAL CONVENTION | 2018

Convention Stats

- Attendance: 30,000+
- Live Stream Participants: 16,170
- Largest dōTERRA Gala Ever: 9,400 attendees
- Food Trucks: 36
- Sold Out in 26 hours
- 3,179 accounts walked in celebration of rank advancement—more than ever before
- Number of Hours worked by dōTERRA employees: 36,000+
- Number of balls in the Deep Blue ball pit: 200,000
- Countries Represented: 55
- Languages: 9
- Number of semi-trucks: 87
- Number of rigging hoists/motors needed to support lighting, scenic, audio and automation: 632
- Amount of Truss: 2.33 miles (12,302 feet)
- Number of plexi scenic pedals surrounding two stages: 425

Florals

- Potted Plants: 752
- Real Cut Stems: 31,737
- Green Mandarins: 2,330+
- Bags of Organic Soil for the Kenya Farm Area: 270 (13,500 lbs)
- Roses: 8,200
- Refrigerated Trailers: 2
- Amount of floral/plant materials composted as part of recycling program: 1,000 lbs

Sustainability

- 2018 Convention was a 100% Energy Neutral event by using renewable energy credits from the Salt Palace rooftop solar array.
- Record-setting landfill diversion (doubled from 2017): 90%
- 498 meals donated or 598 lbs of food rescued
- 16,700 lbs of materials donated to community donation partners, including art and theater programs and several schools
- 28,100 lbs of materials recycled
- 900 backpacks filled with supplies were made and donated
- 153,000 lbs of carbon reduced (Equivalent to 168K car miles avoided and 1.8K trees planted for 10 years)
- 200,000 ball pit balls donated to local schools and daycare centers

U.S. Event Highlights

Incentive Trip, Dominican Republic



Leadership Retreat East, Orlando



Leadership Retreat West, Long Beach



Various



Presidential Diamond Trip
Italy

Diamond Club Trip
Portland

Diamond Club Trip
Portland

Diamond Club Trip
Vancouver

Diamond Club Trip
Vancouver

Regional Product Training Events



Quebec City
Orlando
Washington D.C.
Dallas

Chicago
Anaheim
Denver
Toronto

International Event Highlights

Australia | New Zealand



Australia Leadership



Australia | New Zealand Convention



Australia | New Zealand Convention



Australia | New Zealand Incentive Trip



New Zealand Bootcamp

Brazil



Brazil Empower Success Grand Opening



Brazil Empower Success



Brazil Empower Success Gala

Canada



Canada Cō-Impact Sourcing® Trip



Canada Diamond Club Sourcing Trip

Europe



Europe Convention



Europe Convention Gala



Europe Founders Post-Convention Tour

China



China Convention



China Incentive Trip



China Leadership Retreat



China doGATHER



China Salubelle TTT

Hong Kong



Hong Kong 5th Anniversary



Hong Kong Post-Convention



Hong Kong Get to Know dōTERRA

Japan



Japan Convention



Japan Convention Gala



Japan Post-Convention Tour



Japan Diamond Leadership Retreat



Japan Leadership Training

International Event Highlights (continued)

Korea



Korea Convention Gala



Korea Elite Training



Korea Family Retreat



Korea Incentive Trip



Korea Leader's Kick Off

Russia



Russia Grand Opening



Russia Grand Opening



Russia Grand Opening



Russia Grand Opening



Russia Grand Opening

Latin America



Ecuador Grand Opening



Mexico Convention



Mexico Convention



Guatemala Grand Opening



Costa Rica Grand Opening

Singapore



Singapore Anniversary



Singapore Anniversary



Singapore Healing Hands Initiatives

Malaysia



Malaysia Office Opening



Malaysia Office Opening



Malaysia Anniversary



Malaysia Post-Convention Tour

Taiwan



Taiwan AromaTouch Technique® Event



Taiwan AromaTouch Technique Event



Taiwan Kaohsiung Office Event



Taiwan Kaohsiung Office Event



Taiwan Leadership Retreat

Cō-Impact Sourcing® Events

Brazil



Blue and Presidential Diamonds



Service Project



Getting to Know
Copaiba Harvester

Bulgaria



US/Canada Trip



Service Project



Bulgarian Lavender



AromaTouch® at Orphanage

Guatemala



Canada Trip



US Trip



Cardamom

Kenya



Global Trip



Global Trip



Nursery in Kenya

Nepal



U.S., Canada, and Mexico



China



Australia

Nepal (cont)



Japan



Taiwan, Singapore, Malaysia, Hong Kong, and China



Prime Meridian

HEALTH CLINICS™

Prime Meridian Health Clinics—At the dōTERRA 2018 global convention David Stirling introduced a new face to the healthcare initiative, Prime Meridian Health Clinics™. Just as East meets West at the earth's prime meridian, this organization seeks to combine allopathic and holistic medicine in a truly integrative care with the patient at the center of the experience.

Prime Meridian Health Clinics

OBJECTIVES

1. Integrated approach to healthcare
2. Lower healthcare costs
3. Improve accessibility and ease of access
4. Improve healthcare outcome, by focusing on the whole person

Announced Clinic Locations



“Policy changes, technological advances, and structural shifts have primed the healthcare industry for upheaval, disruption, and incredible opportunity to advance the standard of care worldwide.”
-Jeff Elton and Anne O’Riordan

Prime Meridian Medical Complex

The new 41,000 square foot Prime Meridian Medical Complex is set to be completed by April 2019. This building, located across the street from the dōTERRA campus, will include space for doctors to service both dōTERRA employees and the local community.



We go to the ends of the earth to source the best quality oils, intently focused on partnerships with growers and distillers that adhere to our Sourcing Guiding Principles:



Generating Jobs

dōTERRA is committed to supporting marginalized workers and small-scale producers in developing countries through the creation and sustaining of jobs in rural and underdeveloped areas.



Providing Fair and On-time Payments

Through dialogue and participation, all parties contractually agree upon a price that can also be sustained by the market.



Guatemala
Cardamom

Cō-Impact Sourcing®



Kenya Tea Tree
bag weigh in



India Lemongrass field



Building Supplier Capacity

dōTERRA and our sourcing partners work to build the capacity of smallholder farmers. This leads to increased incomes for supply chain partners through improved farming techniques, increased yields, improved efficiencies, and strengthened productivity.



Sustaining Long-term Partnerships

dōTERRA promotes the growth of partners through long-term contracts that do not maximize profit at their expense. dōTERRA also helps to facilitate predictable pricing for small scale producers.



Ensuring Fair Labor Conditions

dōTERRA's Cō-Impact Sourcing Partners ensure fair labor conditions and promote safe and healthy working environments free from exploitative practices, harassment, and discrimination.



Promoting Cooperatives

dōTERRA Cō-Impact Sourcing® Partners support and respect the right of all employees and producers to form and join cooperatives, to bargain collectively, and to maximize the benefits of collective organization.



Ensuring Environmental Stewardship

Cō-Impact Sourcing Partners seek to minimize the impact of waste on the environment, to minimize greenhouse gas emissions, and to encourage agricultural producers to minimize their environmental impacts.



Facilitating Community Development

Premiums are often paid for the oils from Cō-Impact Sourcing. These funds, as well as contributions from the dōTERRA Healing Hands Foundation® and dōTERRA Corporate, are used to support community development projects.



Madagascar Ylang Ylang

Total jobs supported through our global sourcing efforts 2018: about

122,095

Total lives impacted through our global sourcing efforts 2018: about

541,349*

*Based on most recent UN Data on average number of household members per country



Kenya Pink Pepper harvester

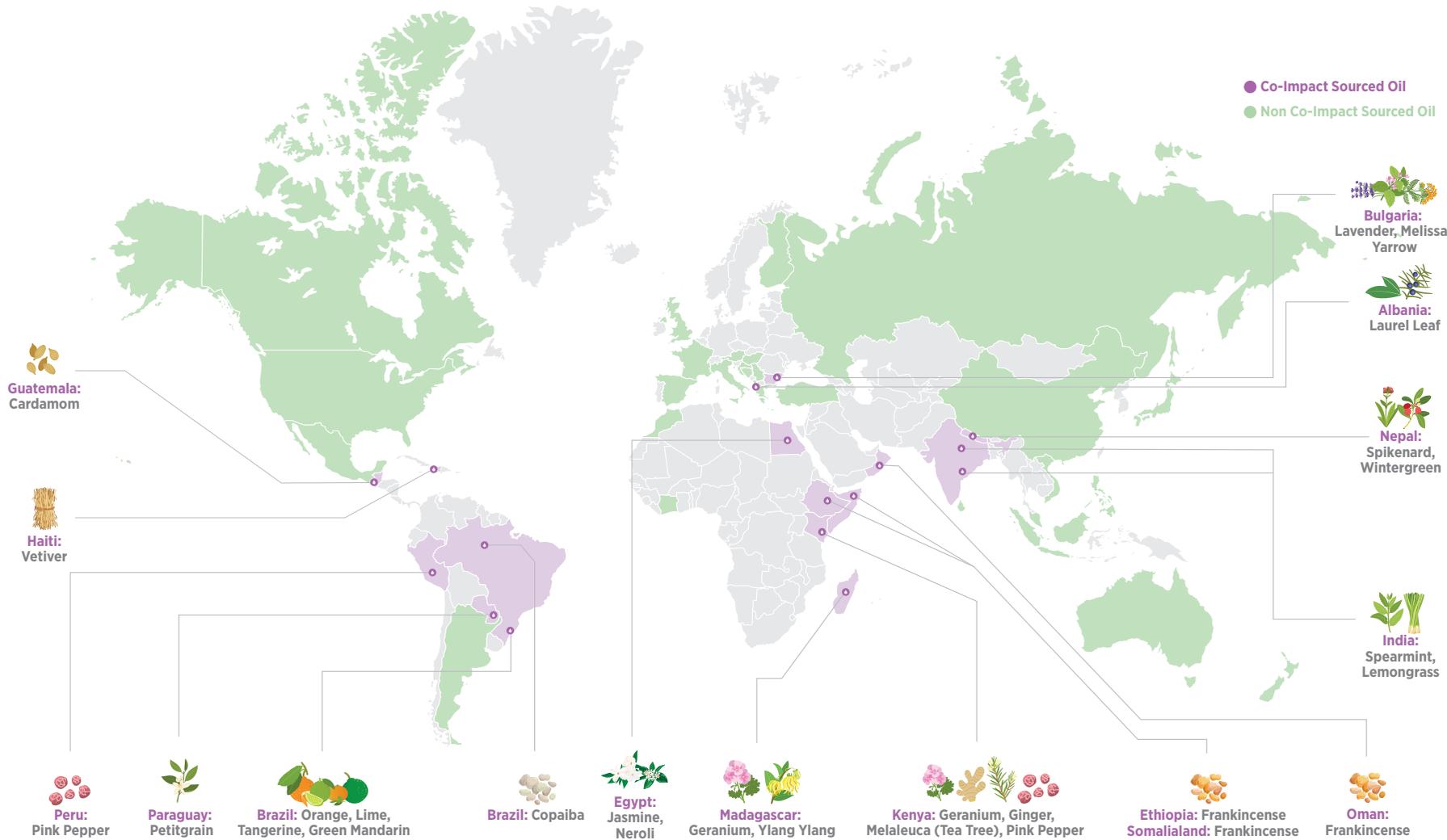
Pink Pepper

dōTERRA launched Pink Pepper essential oil as a permanent offering in 2018 at our Global Convention. The trees are native to Northern Peru, high in the Andes Mountains, where it is wild-harvested. Because of the beauty of their weeping canopies, Pink Pepper trees have been planted in many areas around the world including countries like Kenya, where colonists planted the trees to line streets in old colonial towns.

The trees grow up to 15 m (50 ft) tall and require some work to harvest the peppercorns. Harvesters usually climb the tree to pick the berries, or knock the berries with a stick to later collect them from the ground. The berries are cleaned by removing the twigs and leaves, and then put into a crusher before distillation. The whole process takes place within 24 hours to preserve as much of the essential oil as possible.

Sourcing Pink Pepper in both Peru and Kenya provides an additional economic opportunity for the harvesters and their communities. Through this new Cō-Impact Sourcing initiative, dōTERRA supports new jobs, provides fair and on-time payments, and continues to maintain our high Cō-Impact Sourcing standards that benefit everyone in the supply chain, starting with the harvesters.





Guiding Principle in Action: Fair and On-Time Payments in Kenya

As Kenya's dynamic private sector expands, agriculture remains central to Kenya's economy. The fertile soil, varied landscapes, and 12 hours of daylight throughout the year contribute to making Kenya an ideal location for growing numerous crops. Through dōTERRA Co-Impact Sourcing initiatives, dōTERRA sources several essential oils from Kenya, including Geranium, Ginger, Tea Tree, and Pink Pepper—with many more in trials.

To ensure that the smallholder farmers receive fair and on-time payments, the team in Kenya uses a mobile application, Farmforce, to organize, manage, and monitor the farmers and their farming activities. Farmforce was developed in Kenya and later scaled globally to help streamline traceability in outgrower networks—documenting harvests, payments, and quantities purchased for each farmer.

When dōTERRA's partner Fairoils' Field Officers visit a farmer, they use Farmforce to weigh the raw material on the spot and provide payment within 24 hours, at a previously agreed price. The whole process and system is transparent and accessible on the app, so that farmers always know

the weight and the price per kilo at time of payment initiation. Receipts remain in the app, available to both the farmers and the Field Officers, and the Farmforce software can track a farmer's activity and output over time, allowing them to offer farmers personalized agricultural advice.

Before the use of this type of software was possible, many farmers grew sugarcane for a large company who over-charged them for inputs (such as fertilizer) and services (such as harvesting), and bills often came as a surprise to the farmers. The company typically would pay the farmers months later, and as such, it was difficult for farmers to budget or plan their income. Because of past negative experiences, many farmers were hesitant to trust this outgrower model as part of dōTERRA's Co-Impact Sourcing initiative, but with the recent harvests and farmers' positive experiences, more and more farmers are interested in producing crops for dōTERRA's oils. With the help of tools such as Farmforce, dōTERRA and Fairoils have been able to provide fair and on-time payments and give farmers the support they need to succeed.



Kenya Nursery



Guiding Principle in Action: Building Supplier Capacity in India

Located on the eastern coast of India, just south of Calcutta, is the Indian state of Odisha. Odisha's cultural diversity differentiates it from the other states of India – various tribes make up 22.5% of the Odisha's population (comprising 9% of the entire country's tribal population), a significantly higher percentage than any other Indian province. Tribal communities have historically received less government assistance resulting in a higher than average child mortality rate and higher rates of child malnutrition. Odisha also has a higher poverty level than the rest of India: more than half of all tribal families in Odisha live below the poverty line, bringing in less than US\$0.50 per day. (National Family Health Survey data)

In the district of Mayurbhanj, Odisha, more than 70% of the population is tribal. Unlike most other parts of India, women in Odisha do most of the farming, usually planting rice and wheat, which provides profits as low as US\$ 100 per acre annually – not nearly enough for most families to survive through the year. In 2015, in an effort to help some of these impoverished farming communities, the state government tried to introduce Lemongrass cultivation and distillation, with the hope of providing families with an opportunity to earn up to three times more. But without the right training, farmers were only yielding approximately 1/3 the amount of oil that should be possible in this area. Unfortunately, the low yields did not even cover the farmers'

costs. A year later, the state government invited a non-governmental organization, Farms & Farmers, to support the lemongrass value chain and the results have been amazing for the communities involved.

Pramila Devi is a tribal woman farmer from the village of Guhaldiha in Mayurbhanj, Odisha. Her family owns 3.5 acres of land and has grown rice and corn for years, bringing in an annual net income of INR 83,500 (or about US\$ 1,140), which is not enough income to send her oldest daughter to college. In spite of much resistance from her husband and fellow farmers, she started cultivating Lemongrass in 2015 on 1.5

acres of her land with the state government's initial Lemongrass initiative, but she had difficulty in accessing the market, and as such, she did not receive a fair market price for her Lemongrass oil. The following year was a bit better, but not much.

In 2017, Farms & Farmers, in partnership with dōTERRA and dōTERRA's primary distillation partner in India, began offering training to Lemongrass growers and distillers, easy access to markets, and instant payments through mobile applications, and field visits from Field Officers as well as more experienced farmers. With this additional support, Pramila was

able to earn nearly four times more per kilo of oil purchased at her home with an instant payment. Pramila's high quality Lemongrass provides her with an income that is 5 times more than what she could earn with rice or corn. In 2018, dōTERRA donated the means to establish a community-run distillation unit in Mayurbhanj, which will save farmers like Pramila Devi both time and money.

Thanks to dōTERRA's partnership with and support to Farms & Farmers, farmers like Pramila Devi have increased their income through expanded capacity, improved farming techniques, increased yields, improved

efficiencies, and strengthened productivity. With the added income from working with a value-add crop like Lemongrass instead of or in addition to traditional crops, farmers are able to earn an income that raises them out of extreme poverty. The ramifications of affording more than the bare minimum to survive can be significant as this additional income can be used to further lift families out of poverty through education, medical assistance, simple home improvements, and more. Pramila Devi, for example, will be sending her daughter back to college next year thanks to this additional income earned.



Empowering

The dōTERRA Healing Hands Foundation® is working to empower people and communities worldwide to make a positive change, by working with humanitarian partners, facilitating development projects in dōTERRA Cō-Impact Sourcing® communities and matching support.

Since 2008, the dōTERRA Healing Hands Foundation has participated in projects in 59 countries around the world, and 27 states in the United States. Eight of those countries were new in 2018, as were three states in the United States.

dōTERRA International generously donates to cover all administrative costs of the dōTERRA Healing Hands Foundation, ensuring 100 percent of all donations go directly to aid.

The dōTERRA Healing Hands Foundation was registered in 2012 in the United States as a 501(c)3 non-profit. Since then, the philosophy of giving and service in helping to empower others has spread throughout the world as dōTERRA Healing Hands initiatives.

Change

Highlights

Updated brand and website released at the 2018 Dream Convention

The new website features:

- Easier application process for Wellness Advocates applying for matching support for the causes they care about.
- News and updates of the work of dōTERRA Healing Hands Foundation® around the world
- Community development project features in dōTERRA Cō-Impact Sourcing communities
- Highlights of Wellness Advocate projects



Partner Highlights

The dōTERRA Healing Hands Foundation® partners with humanitarian organizations in a collective effort to expand our global reach and impact. Partnerships in 2018 include Mentors International, Days for Girls, Operation Underground Railroad, Rapha House and 3Strands Global.

Micro Loan Programs: Mentors International

The dōTERRA Healing Hands Foundation has partnered with Mentors International since 2008. Providing micro loans and financial education to entrepreneurs in developing countries helps lend a hand up, not a hand out. The dōTERRA Healing Hands Foundation has supported microcredit lending projects with Mentors

International in Ghana, Guatemala, Nepal (new in 2018), Peru, the Philippines, and starting in 2019, the Dominican Republic.

In April of 2018, micro loan programs were introduced in Makwanpur, Nepal. Since April, 245 loans have been given in Nepal, already having an impact on families and communities.

"Namaste from my home country of Nepal. Together we can do an exemplary work in Makwanpur, Nepal to set up small enterprises and build local leadership. This is a fertile land. The people are very hard working as well as eager to do something new. Our small efforts will make a lot of difference for years to come." —Prateek Sharma, Director, Mentors Nepal



\$6,341,927 Total funds disbursed
16,220 Loans given



10,618 Jobs created



26,838 Families impacted

6,000

Days for Girls Kits sent to Lebanon supporting refugees



Feminine Hygiene: Days for Girls

About: The dōTERRA Healing Hands Foundation partners with Days for Girls to provide quality, sustainable feminine hygiene supplies paired with education—supporting women and girls in developing countries with the ability to attend school & work consistently—resulting in more opportunities to grow, thrive and contribute to society.

Highlights: In October of 2018, Days for Girls launched the Global Girls Festival, with participation from the dōTERRA Healing Hands Foundation and Days for Girls chapters and teams throughout the world. In just 28 days, over 100,000 Days for Girls Feminine Hygiene Kits were made and assembled.

103,236

Days for Girls Kits assembled in 28 days during the Global Girls Festival

Anti-Human Trafficking: Operation Underground Railroad, Rapha House, 3Strands Global

About: With the combined goal to eradicate human trafficking, dōTERRA Healing Hands Foundation supports an anti-trafficking model with Operation Underground Railroad (Rescue), Rapha House (Aftercare) and 3Strands Global (Prevention).

Highlights: The dōTERRA Healing Hands Foundation announced their support in the new build of the Rapha House Aftercare facility in Haiti.

3Strands PROTECT trafficking prevention education curriculum was released in two Utah school districts for the 2018 school year.



Disaster Relief and Wellness Advocate Projects

The dōTERRA Healing Hands Foundation® offers matching fundraising support and donates products to empower Wellness Advocates to have a bigger impact supporting the non-profit causes they care about.

Communities both locally and abroad received kits to aid in disaster relief and recovery efforts. Wellness Advocates on the ground near the disaster zones stepped forward to volunteer their time and effort to distribute the kits. Notably:

6,025
Kits to Hurricane
Florence evacuees

1,850
Kits to Hurricane
Michael evacuees

8,020
Kits to California
wildfire evacuees

3,000
Kits to Guatemala
communities near
the Fuego Volcano

Not only did the Emergency Relief Hygiene Kits help victims of natural disasters, but also aided homeless populations throughout the United States.

The dōTERRA Healing
Hands Foundation distributed

52,340

Emergency Relief
Hygiene Kits in 2018.



Wellness Advocate Projects

51

Projects Completed

108

New Projects Approved

47

Projects Scheduled to
Finish in 2019

Market Research

In 2015, Verify Markets recognized dōTERRA as "singularly responsible for the rapid category growth" of the Aromatherapy and Essential Oils Market.

In 2018, Verify Markets recognized dōTERRA as the world's largest Essential Oil company with 23% share of the market.

Verify Markets is an independent market research firm specializing in industrial, environmental, energy, consumer products and water markets.



*Source: Verify Markets

Cicero Group is a third party, unbiased data analytics and research consulting firm. They queried a randomized and representative general population sample to find out what people felt regarding dōTERRA, essential oils, and other brands in the market.



From 2017-2018, dōTERRA experienced a 12% increase in unaided brand awareness—more than any other brand on the market.

*Source: Cicero



A large majority (72%) of U.S. consumers believe there is scientific validity to the use of essential oils for health and wellness practices.



dōTERRA ranked highest as the favorite essential oil brand.



Prospective consumers consider purity, effectiveness, and scent as the biggest drivers in considering what essential oils to purchase.

2018 Awards



Merchandising and Consumer Services—Essential Oil/Botanicals & Overall Best of State Medal and Certificate



Merchandising and Consumer Services—Overall Winner Best of State Statue



America's Best Midsize Employers Forbes



No. 6 Top Trademark Company UTAH GENIUS Award



GreenBiz Award Utah Business Magazine

Other 2018 Awards:

- 99 Limit Breaking Female Founders—Emily Wright (*Huff Post*)
- Best Essential Oils (*Paleo Magazine*)
- 30 Women to Watch—Emily Wright (*Utah Business Magazine*)
- CXO of the Year—Corey Lindley (*Utah Business Magazine*)
- Pathfinder Award—Emily Wright (*Salt Lake Chamber*)
- Market Leader for the Global Aromatherapy & Essential Oils Market (*Verify Markets*)
- Market Leader for the North American Essential Oil Supplements Market (*Verify Markets*)

Employee Facts

Anniversary Bonuses Paid:
\$3.3 million

Global Headcount: 3,200
U.S.: 2,583
International: 617

401K Match Contributed:
\$1.7 million

Tuition Assistance:
\$270,000

dōTERRA's Portion of Medical Premiums:
\$7.8 million

Employee Portion of Medical Premiums:
\$1.6 million

Total number of employment applications submitted in 2018:
15,118

Campus Expansion



New Office Building
 • Opened October 15, 2018
 • 67,000 square feet



Lindon Distribution Center
 • Opening November 2019
 • 270,000 square feet



Manufacturing & Operations Expansion
 • Opened November 1, 2018
 • 165,000 square feet



Prime Meridian Medical Complex
 • Opening April 2019
 • 41,000 square feet



New Childcare Facility
 • Opened October 1, 2018
 • Capacity: 84 children



Member Services
 • Opening December 2019
 • 200,000 square feet

International Offices



Manufacturing Growth



On average, we filled 338,880 bottles of essential oils per day in 2018.



Our highest production month was May with 9 million bottles filled.



There are 261 hard-working people working in the warehouse to get you the essential oils you love.



Our record for most bottles filled in one day? 479,600 (May 8, 2018)



With the new expansion, our Manufacturing facility measures an impressive 164,657 square feet.



The manufacturing expansion doubles our oil filling production capacity.



In 2017, we produced 64 million bottles of essential oil. This year, we produced over 80 million units.

Social Media Growth



Facebook
Total Followers 1,322,516
2018 New Followers 196,836
2018 Total Posts 785
2018 Total Reactions 3,601,782
2018 Total Comments 1,320,589
2018 Total Shares 1,594,094



Instagram
Total Followers 626,425
2018 New Followers 207,811
Top Followers Los Angeles New York
2018 Total Likes 2,336,172
2018 Total Comments 182,075



Pinterest
2018 Avg. Montly Viewers 1,301,943
Total Followers 182,352
2018 New Followers 32,659
Top Followers Los Angeles Dallas Ft. Worth
2018 Total Impressions 24,120,660
Top dōTERRA Categories Food and Drink, Home and Garden, DIY/Crafts



Twitter
Total Followers 62,900
2018 Twitter Growth 304%
2018 Total Impressions 4,370,800
Top dōTERRA Interest Dogs
Top Followers California, Texas



YouTube
Total Subscribers 103,950
2018 New Subscribers 33,5530
2018 Likes 27,353
2018 Shares 117,896
Total Views 3,600,000
Mintues Watched 7,700,000

Media Coverage

We've received a lot of love from media, actors, singers, athletes, and celebrities around the world. Here are just a few highlights:

Chicago Tribune

Best of the best: dōTERRA Family Essential Kit

What we like: Includes a variety of 10 oils that are favorites for various uses and health conditions.

STYLIST

Ellie Goulding on her go to spa treatments and favorite ways to relax— "...I use a dōTERRA diffuser with either lavender or wild orange essential oils for their therapeutic benefits."

Forbes

9 Ways You Can Capitalize on the Golden Age of Purpose for Profit and Impact

GreenBiz

"Just last week, essential oils company dōTERRA launched an initiative in Kenya that's expected to create more than 5,000 jobs by 2020."

Newsweek

HEALTH THE ESSENCE OF HEALING

RACHAELRAY

Give Your Mom the Gift of Relaxation with this DIY Mother's Day Gift Box Idea— Diffuser + essential oils (Eva is currently loving dōTERRA Citrus Bliss®)

THE TALK

The Talk's Must Have: dōTERRA's Ultimate Self Care Kit

TODAY

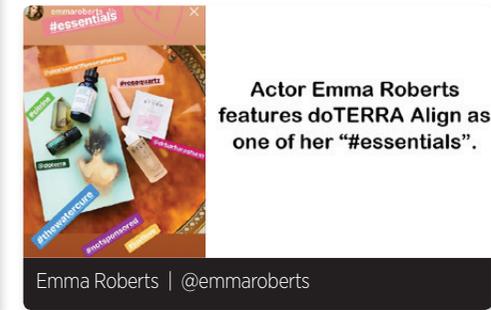
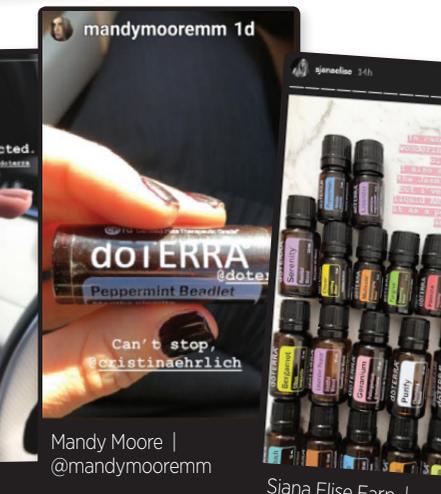
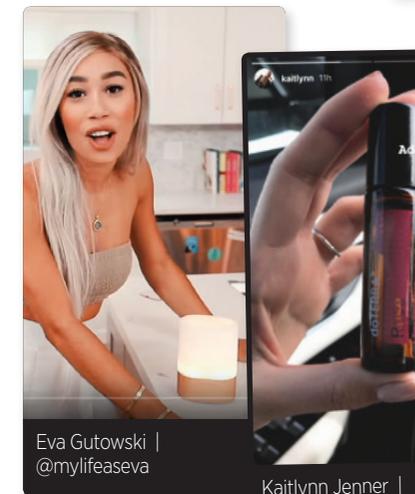
Andie MacDowell gets 'nonstop compliments on this essential oil—The 'Four Weddings' and "Groundhog Day" star tells us how she stays grounded.

USA TODAY

Essential oil guide: What oils to use, how to use them safety tips—dōTERRA sells a immune-boosting blend called On Guard (15ml. \$42.67)

US WEEKLY

Gold Medalist, Jamie Anderson: What's in My Bag? "I have a lot of dōTERRA essential oils. Ylang-ylang is one of my favorites, also frankincense...I also have some On Guard for getting on a plane. I'll put it in my water. It's a great immunity booster."



Education Releases

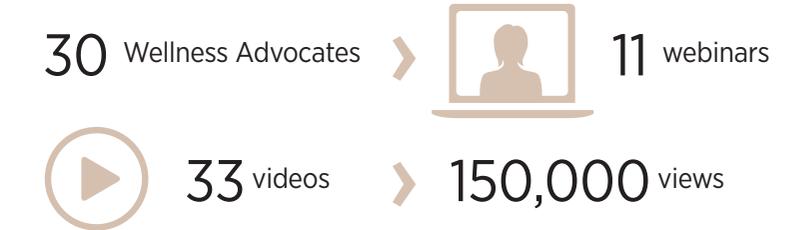
Empowered Success

- 6,000 Wellness Advocates attended the first-ever Empowered Success Business Training event held during Convention
- Over one million visitors to the U.S. Empowered Success web pages
- Sold over 3 million printed Empowered Success materials in the U.S.
- Launched internationally in 24 countries and translated into 16 languages
- Top leaders were featured in the new Empowered Success webinar series reaching 20,000 Wellness Advocates and educating them on how to create success in their business
- Released in-depth training resources on launching a dōTERRA business and utilizing social media
- Unveiled five new rank guides at Leadership Retreat designed to take Wellness Advocates from Elite through Presidential Diamond



Empowered Life Series

In 2018, the Empowered Life webinar arranged to have over 30 leading dōTERRA Wellness Advocates come and present about various topics on film. Through these presentations, we produced 11 webinars and 33 videos to help teach dōTERRA members and non-members alike how to incorporate the oils. These videos have garnered almost 150,000 views through the live views of the webinars as well as the views on YouTube.



Empowered You

- Launched the Empowered You program at the 2018 Leadership Retreat. More than 4,300 dōTERRA Leaders took the CliftonStrengths® assessment during the event to learn their greatest strengths.
- Produced a set of 34 videos explaining how each of the CliftonStrengths talent themes can be powerful tools for Wellness Advocates. The videos have over 134,000 collective views.
- Created the Strengths Guide for Builders, which gives action steps for building a business using your natural talents. The guide has been downloaded 4,000 times.
- Presented the Empowered You program to 6,000 Wellness Advocates at the 2018 Empowered Success Business Training.
- More than 108,000 visitors to the Empowered You web pages since its launch in March.



AROUND THE WORLD

Ten years ago, dōTERRA set out on a mission to make pure, potent essential oils to share with the world. We've grown from a few individuals filling bottles around a kitchen table to an international company. In 2018, Wellness Advocates and customers received dōTERRA products in 148 countries around the world. We are just beginning to imagine the possibilities as we look toward the future. What follows are the 2018 highlights from dōTERRA's global family.



Australia

This year was a consolidation of the incredible growth we have seen in Australia over the last two years. Our Leadership Group has continued to grow and we have achieved some new heights, with our first Double Diamond Leaders achieving this rank for the first time in our market. The growth in our market and retention of our Wellness Advocates and Wholesale Customers is a result of the work that our Leaders continue to do. To support our growth we opened our new Will Call area in January to showcase our products, provide better meeting and training facilities and improve the customer services experience for our customers. We have also doubled the number of corporate staff to catch up with our growth.

- Record attendance at Convention and Leadership with more New Zealanders at every event
- Our first two Double Diamond rank advancements
- Record number of Diamond Club participants with our first Australian Sourcing Trip (Tea Tree)
- The launch of dōTERRA Healing Hands Foundation® in Australia



Brazil

dōTERRA Brazil opened with a bang in June. In just three months, dōTERRA Brazil was enrolling over 2,500 new members a month and has broken every growth record of dōTERRA to date. Members now number in the tens of thousands and are growing at a breathtaking rate. The management team in Brazil is doing a remarkable job and is backed by the committed and powerful muscle of the USA team at all levels. We're glad to have the support and culture of many excellent international leaders as we build dōTERRA from the ground up. All of these factors portend well for the future of dōTERRA in the sunny land of Brazil.

- Held 20 corporate events across 15 cities with over 4,500 total attendees
- Filled 15 of 30 Founders Club spots in the first 6 months after opening
- Fastest market to reach monthly revenues of 1 million dollars
- Fastest market to enroll over 2,500 members in a month



Canada

This year, Canada continued to experience significant growth. We launched more than two dozen new products, including customer-favorites Deep Blue Polyphenol Complex®, dōTERRA On Guard® Mist, and the Lumo® Diffuser. With a more comprehensive catalog of products and higher-ranking leaders, the Canada market has expanded in a major way. We continue to have record-breaking attendance at Leadership Retreat, Convention, and the Post-Convention Tour. In addition to exciting rank advancements, new products, and overall market growth, the Canada corporate team and Wellness Advocates have banded together on various charitable efforts to bring about positive change.

- Achieved first Double-Diamond and Double-Blue Diamond rank advancements
- Hosted first all-Canadian Cō-Impact Sourcing® trip to Guatemala
- Established Canadian charitable initiative with Covenant House in Toronto, Ontario
- Donated hundreds of hygiene kits to the victims of the Ontario tornados, distributed by Canadian Wellness Advocates



China

With continued healthy growth, the mainland Chinese market continues to represent a market with wonderful potential. In 2018, dōTERRA China launched 39 new products, bringing the total number of products available to approximately 140. Our wonderful sales leaders are energetic and engaged, and they are working more collaboratively than ever before! In order to serve our sales leaders and customers better, we increased our corporate staff numbers by over 40% in 2018. The “dōTERRA Helping Hands Fund” has raised approximately ¥14,000,000 since its establishment in 2017. dōTERRA China is proud to continue the culture of supporting the local community and helping those in need.

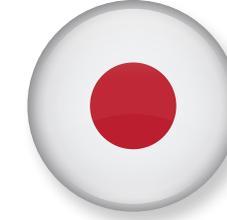
- Sales growth: 80%
- Enrollment Growth: 85%
- The first international essential oil convention ever in Mainland China was held in Suzhou in October 2018 with approximately 5,500 attendees.
- Opened the fifth essential oil life center in Qingdao in October
- The first manufacturing center in China was established in Shanghai



Europe

2018 was truly a landmark year for dōTERRA Europe. This year launched with a brand new corporate office near London and increased warehouse capacity in both the UK and Netherlands. Three record-breaking European tours were coordinated to over 25,000 guests. This momentum was built on the back of the largest convention held globally outside of the U.S. November became dōTERRA Europe’s best ever month in sales, exceeding \$15 million. dōTERRA Europe also continued in its passion to empower change through new and existing dōTERRA Healing Hands partnerships globally, including life changing initiatives in Kenya and Lesvos, Greece.

- Sales Growth: 105%
- Customer Growth: 85%
- One of the largest conventions held outside of U.S with 5,000+ attendees
- 140% Diamonds Growth including Europe’s First 3x Presidential Diamonds
- Opened new office near London, England
- Esseterre named a top 300 company in Bulgaria



Japan

The dōTERRA bullet train in Japan continued to go full speed in 2018. Momentum continues to build after holding two Diamond Camps this year, the largest Japan Convention yet, a Diamond Leadership Retreat event at our Utah Headquarters, moving into an amazing office space triple the previous size, and working more closely with our amazing leaders. The outlook for 2019 is shaping up to be even better!

- Largest Japan Convention was held in May
- July Diamond Leadership Retreat
- Received 3x the space in our office move this September
- October Post-Convention Tour
- Cō-Impact Sourcing® Trip in Nepal



Korea

2018 proved to be the monumental year for Korea. Wellness Advocate leadership and our incredible staff came together to achieve record high numbers across the board, building exciting momentum as we move into 2019. Our leadership is getting stronger and our Wellness Advocates are holding classes every day spreading how we can improve our health and enjoy our lives to the fullest. We are just getting started!

- Sales Growth: 40%
- Customer Growth: 35%
- Launched 9 essential oils, 9 personal care products and 3 supplements, including Korea dōTERRA Lifelong Vitality Pack®
- Over 200 regional sponsored essential oil classes with 6,500+ attendees
- dōTERRA is getting noticed in Korea, with mainstream magazines like Forbes Korea and television programs regularly featuring the company and many of our WA leadership talking about our incredible essential oils and the dōTERRA Culture



Latin Markets

Our Latin Markets region continues to have a positive impact on thousands of Wellness Advocates and customers in Mexico, Central and South America. Guatemala and Ecuador officially joined our company in 2018 and our growth and expansion is noticeable as we opened our first office in Costa Rica, finished our office in Colombia (yet to be opened), and moved to a beautiful new office in Mexico City! This exciting time in our history is being created by many dedicated and caring people—a history that will undoubtedly continue to flourish and bless the lives of countless individuals.

- Officially opened Guatemala and Ecuador
- Mexico Convention had over 2,700 in attendance
- Grand Opening and new office in Costa Rica
- Over 60% in sales growth over previous year (through September 2018)



Malaysia

dōTERRA Malaysia had a promising year. Overall, the Malaysia market continues to experience strong growth of members and sales. We launched six new products within the last quarter, and officiated the Product Center operations. dōTERRA Healing Hands Initiative was officially launched during the last Post-Convention on November 10, 2018. We collaborated with The National Autism Society of Malaysia (NASOM) and a savant pianist, Mr. Clarence Kang. The purpose of this collaboration is to create awareness of early intervention for children with autism and kick start Malaysia's dōTERRA Healing Hands project.

- Sales Growth: 100%
- Customer Growth: 45%
- Achieved 2 Presidential Diamonds, 3 Blue Diamonds, and 17 Diamond rank advancements
- Nearly 1,200 people attended the 1st Anniversary on August 25, 2018 and 800 people attended the Post Convention on November 10, 2018
- 100 plus leaders and members attended the Product Center Ribbon Cutting Ceremony on August 25, 2018



New Zealand

Since its launch in December 2017, New Zealand has proved to be a dynamic market in both sales and enrollments. We appointed a dedicated regional sales manager and an account manager focused on providing support. We instigated a fortnightly Diamond Focus Group Call and monthly Silver and above Leaders call. In addition, we have held a greater number of events in market, including some specifically targeted training events. With this attention, the market has blossomed and we have experienced growth in the local leadership base and rank advancements. We also had a New Zealander win a spot on the Diamond Club sourcing trip as well as being well represented in the 2018 Diamond Club.

- Sales Growth: 60%
- Customer Growth: 80%
- At the end of 2017, there were 48 Silver and above leaders, this year we have 118!
- 82 Rank advancements to date
- 1 Blue Diamond Leader and 3 Diamond Leaders



Russia

On May 12, dōTERRA Russia had its grand opening event with nearly 600 participants. David Stirling joined us for this event. On October 3, dōTERRA launched OTG market with 45 products. In November, the company had a great post-convention tour in 4 cities: Krasnoyarsk, Perm, Moscow, and Kyiv (800+ participants).

- Customer Growth: 80%
- Opened Moscow office
- dōTERRA website, Empowered Success, and usage guide booklet translated into Russian
- Rank advancements include: 2 Diamonds, 4 Platinums, and 5 Golds
- Datatrx integration into the local system
- Logistic and warehouse organization
- Certified 140 products



Singapore

This year has been an exciting year for Singapore as we experienced a significant change in strategy, increase in growth and activity, especially with the the addition of the market's first Blue Diamond. Singapore has almost doubled our sales this year and our leaders are motivated, positive and goal oriented. We saw a record number of rank advancements and tremendous energy and engagement from our Wellness Advocates.

- Customer Growth: 40%
- 753 rank advancements in the past year
- First Blue Diamond
- Record breaking ticket sales of 750 tickets sold for Post Convention on 10 November
- Biggest sales day—4th July Open House
- Opened up Singapore's Diamond Club in September



Taiwan

As dōTERRA's first overseas market, Taiwan's sales have continually bloomed over the past 8 years. This year, we expanded our Taichung and Kaohsiung training rooms to fulfill Wellness Advocates' high demand, launched an official online site, held 12 expositions around Taiwan in December, ran a TV campaign with three major health and wellness programs, and grew our social media presence—quickly reaching a target audience of more than 4.6 million. We broke records at every event, including the Taiwan Convention, Diamond Club, and Get to Know dōTERRA, which resulted in many new Wellness Advocates and customers. With such strong support, Taiwan enjoyed double-digit growth for the eighth year in a row.

- New Presidential Diamonds: 3
- New Blue Diamonds: 18
- Dr. Hill AromaTouch® attendees: over 600
- Facebook: over 50,000 likes/followers
- Official Site: over 90,000 users



Hong Kong

This year was full of excitement for Hong Kong as we had our 5th Anniversary celebration, focusing on field development with training and activity. We also had a successful Post-Convention Tour and our leaders are committed to market expansion.

- 5th Anniversary celebration was held on May 5 with 400 participants
- 200 Wellness Advocates attended the Hong Kong Post-Convention Tour at the Hong Kong office
- The biggest sales day on May 5 during the Hong Kong Convention
- 2 Get to Know dōTERRA events and kick off of Empower Success Training
- Set a new BOGO sales record

Performance Advocates

dōTERRA is proud to partner with elite athletes and performers from around the world who share our philosophy of empowered and enhanced well-being. dōTERRA Performance Advocates are about improving their health and the health of their loved ones, and they rely on dōTERRA products to do what they love more effectively and to stay at the top of their game. Allow us to introduce you to a few of them:



Jamie Anderson has built a reputation as one of the best female snowboarders in the world. Known for her snowboarding style and strength, Jamie gave the United States a gold-medal sweep in the debut of Olympic Slopestyle competition at the 2014 Sochi Games. She soared to victory in a near flawless run to make history for the United States as the first ever women's Olympic Slopestyle Gold Medalist. She is the first female snowboarder to win more than one Olympic gold medal.

In addition to her many career wins, Jamie has been giving back to the snowboarding community through her participation in a multitude of camps as well as her active hand in non-profits that promote mindful purchasing and charities assisting those in need all around the world.

Jamie is a health and wellness enthusiast and has incorporated dōTERRA products into her wellness routine. "I've been using these oils for ten plus years and they are literally my 'natural solution'... I'm a huge believer in healing naturally with earth elements and these oils help me stay healthy all year around." A few of Jamie's favorites include Frankincense, Ylang Ylang, dōTERRA Peace®, Elevation, Lemongrass, DigestZen®, Bergamot, dōTERRA Balance®, and Melaleuca.

Sloane Stephens was born in Plantation, FL, to athletic parents. Her mother, Sybil Smith, was an All-American swimmer at Boston University; her father, John Stephens, was a NFL running back. Sloane took up tennis at age nine, just to occupy herself while her mother played tennis with friends. She quickly showed an aptitude for the sport and attended the Saviano High Performance Tennis Academy to further develop her skills. After turning pro in 2009, Sloane capped a successful junior tennis career, ultimately winning the junior French, Wimbledon and US Open doubles titles in 2010. A year later (at the age of 18) she became the youngest player in the Top 100. Known for her powerful forehand, athletic court coverage and engaging smile, Sloane has steadily risen in the rankings. She has successful runs in the Grand Slams—reaching the semifinals at Australia (2013), the quarters at Wimbledon (2013) and the final round of the French (2018) and US Opens. She has won four professional tournaments: Citi Open (2015), ASB Classic (2016), Abierto Telcel Open (2016) and Volvo Car Open (2016). Sloane's appeal has extended off the court as well, as she was named one of the Top 50 Hottest Female Athletes of 2015. Sloane took an extended leave from the tour after the 2016 Rio Olympic Games to recover from a foot injury. During her recovery, she successfully launched a new broadcasting career with the Tennis Channel, exploring the tennis world with interviews and insights from a tour player's perspective. Sloane returned to the WTA tour in the summer of 2017 posting her best results in Cincinnati and Toronto. At her 5th tournament, she captured the Championship trophy at the 2017 US Open. Sloane continued her return from injury by capturing her 6th title at the 2018 Miami Open, in her home state of Florida. Sloane's favorite dōTERRA product is dōTERRA Cheer®. "I love dōTERRA Cheer, that's my absolute favorite one. I put it in my diffuser during the day. It smells so good... it's so calming."

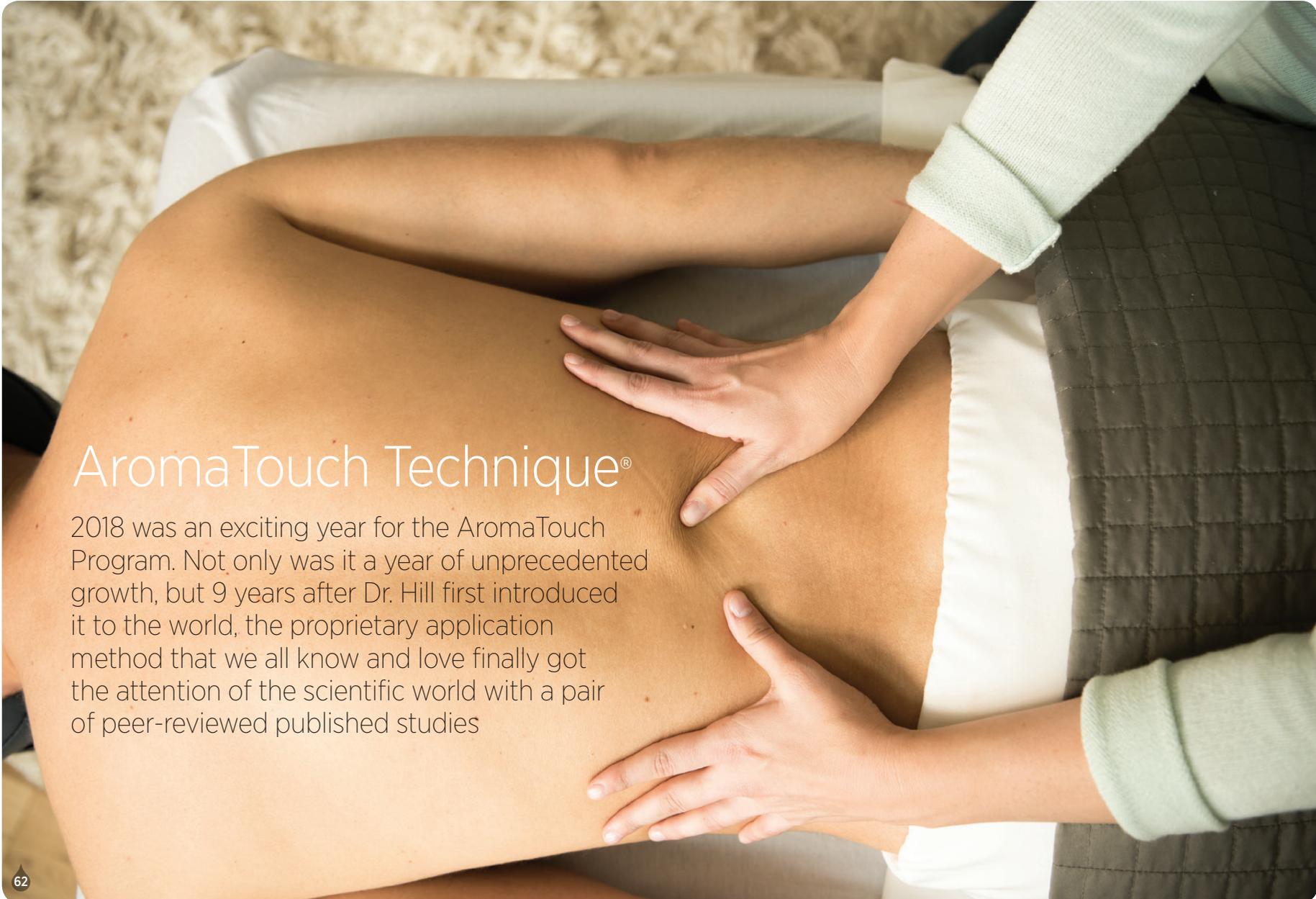


Additional Performance Advocates:

Perry Baker | Shoshana Bean | Michael Chadwick | Brandin Cooks | Christa Dietzen | Liz Freeman | Akwasi Frimpong | Keith Gabel | Lauren Gibbs | Keri Herman | Tim & Rikki Hightower | Alev Kelter | Irena Michalcik | Donovan Mitchell | Jamie Mitchell | Tiger Rugby

*The pictured or named athletes and professionals are either distributors or dedicated users who have received complimentary dōTERRA products and/or compensation for their partnership.





AromaTouch Technique®

2018 was an exciting year for the AromaTouch Program. Not only was it a year of unprecedented growth, but 9 years after Dr. Hill first introduced it to the world, the proprietary application method that we all know and love finally got the attention of the scientific world with a pair of peer-reviewed published studies

Growth

The worldwide growth of the AromaTouch Technique program continues at an amazing pace.



Nearly 800 AromaTouch Technique trainers worldwide



40 countries represented



4 new markets introduced in 2018: Hong Kong, Malaysia, Singapore, and Taiwan



As part of dōTERRA sponsored service events 150 volunteers performed over 1,000 hand techniques this year

AromaTouch Technique Pilot Trial

The year started with an extremely exciting project for the AromaTouch Technique program: a pilot trial. Although a fair amount of research shows the benefits of touch and other research supports the benefits of essential oils applied topically, little research exists on the combination of the two. In addition, no prior research had investigated the benefits of the dōTERRA AromaTouch Technique specifically and we believe this is the first published study ever conducted on a proprietary application technique. To gather data about both the short-term and long-term benefits of the technique, dōTERRA scientists separated 18 study participants into treatment and control groups. The treatment group received the AromaTouch Technique exactly as described in the protocol developed by Dr. David Hill a total of 5 times over the course of 3 weeks while the control group received the AromaTouch Technique with every condition the same, except that Fractionated Coconut Oil was used in place of the eight essential oils normally used in the technique. All vital signs, saliva samples, and other

biomarkers of health were measured before and after participants had received just one technique, and then 24 hours after receiving the final treatment. Participants also filled out a questionnaire so that data about subjective measures of well-being could be evaluated.

Although the investigators had all experienced the benefits of the AromaTouch Technique, the objective data was still shocking. As expected, due to the well-researched effects of the combination of human touch and aromatherapy, both groups experienced improvements in all measured vital signs, salivary cortisol levels, and state stress scores after the initial session, but the effects were more pronounced in the treatment group. These results suggested that the AromaTouch Technique is an excellent way to immediately reduce feelings of stress and promote relaxation. When administered regularly, it is also effective at promoting sustained results in the body over the long term.

AromaTouch Hand Technique Clinical Trial

On the heels of the exciting data gathered from the initial trial, the decision was made to put the

AromaTouch Hand Technique (ATHT) to the test. dōTERRA scientists designed a study to evaluate the benefits of the ATHT and two of our most soothing oils, Deep Blue® Soothing Blend and Copaiba. 36 participants were separated into treatment and control groups, and after a thorough evaluation by a physician and documentation of baseline measurements, which included a questionnaire and various functional assessments, all participants received the ATHT twice daily for five consecutive days. The results were even more shocking and pronounced than in the AromaTouch Technique trial as participants in the treatment group experienced clinically relevant improvements in metrics evaluated on the questionnaire and statistically significant progression in functional tests compared to the control group, providing robust evidence of the benefits of the proprietary ATHT application method and the efficacy of the Deep Blue Soothing Blend and Copaiba.

The Future

So what's in the works for the future of AromaTouch? More events, new markets, more community service, and more scientific validation.

dōTERRA® Science Milestones

dōTERRA is the #1 name in essential oil science and almost single-handedly directed the scientific investigation of volatile aromatic compounds over the past decade. 2018 was once again a banner year.



Publications

After publishing 17 studies in peer-reviewed scientific journals in 2017, dōTERRA changed its research emphasis in 2018 by focusing on more extensive human clinical trials and research reviews. Human clinical trials are the gold standard in regards to conducting research that is relevant to proving the quality and efficacy of natural essential oils. While there are over 10,000 peer-reviewed studies on essential oils, only approximately 250 have

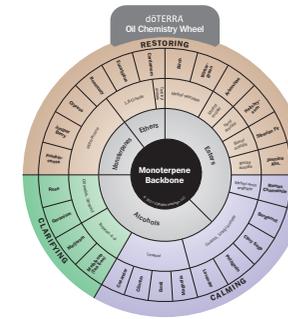
been human clinical trials because they are difficult to get approved, conduct, and require significant time and monetary investment. In 2018, along with another in vitro publication involving Black Pepper, dōTERRA scientists published two ground-breaking human clinical trials involving the AromaTouch Technique® and are currently working on two others, along with having two industry relevant research reviews currently in the peer-review process. dōTERRA scientists also began using in silico methods, which are nearly unknown to essential oil research, and have possible publications in the works. One of these in silico methods of discovery is known as molecular docking, a computer-simulated discovery method that provides insight into how essential oils interact with biomolecules.



Research Partnerships

Including some of the world's most renowned universities, medical facilities, and private research entities, dōTERRA's list of global research partners is completely unparalleled in the industry, and it continued to grow stronger in 2018. Of particular interest is a new partnership conducting proteomics (the large-scale investigation of proteins, the functional molecules in cells), another method of discovery never previously used to evaluate

essential oils. dōTERRA is currently using this new technology to map the entire biological pathway of essential oils, an undertaking that is completely revolutionary and will likely drive the future of industry research. Initial data has been game changing, proving the unmatched quality and efficacy of dōTERRA CPTG® essential oils. dōTERRA scientists are also currently collaborating with research partners to investigate areas of health science where there is almost no available research. Expect some more groundbreaking research and publications in 2019.



Chemistry Wheel and Handbook

In 2016, dōTERRA Science introduced the Oil Chemistry Wheel, a remarkably user-friendly tool for Wellness Advocates to learn about and share essential oils. In 2018, this idea was taken to the next level with the publication of the first Essential Oil Chemistry Handbook. This online publication, written by dōTERRA scientists, provides a more extensive look into the chemistry of essential oils and their terpenoid constituents, providing Wellness Advocates a convenient resource to become true essential oil science experts themselves. Not only is the dōTERRA Essential Oil Chemistry Handbook an invaluable

learning tool, but it is also an incredible day-to-day pocket reference. Whether you are looking to address a specific health and well-being concern or looking for an alternative to your favorite oil, the Essential Oil Chemistry Handbook is the go-to guide. After releasing the first edition in February, the revised version (containing the 2018 convention launch oils) was made available online in September (<https://www.doterra.com/US/en/blog/science-safety-physiology-oil-chemistry-handbook>).



Convention

The 2018 Dream Convention was a showcase for dōTERRA Science. Along with having a significant amount of main stage time devoted to the scientific breakthroughs of dōTERRA scientists and their research partners, the three

primary science departments (Quality Assurance/Quality Control, Research & Development, and Science & Education) had a total of five booths in the convention showcase, including "The Dome." Featuring a video developed by the Science & Education department, "The Dome" offered a visually stunning 360 degree immersive experience looking into the biological pathway of essential oils. It was an experience that approximately 5,000 convention goers will not soon forget. The 2018 convention showcase also included QA/QC and R&D booths, which provided Wellness Advocates the opportunity to try to stump dōTERRA scientists with their toughest questions, a Science & Education booth (featuring the Science for Kids program), and the AromaTouch Technique booth, where attendees could learn more about the proprietary application method and receive an AromaTouch® Hand Technique from a certified instructor.



dōTERRA Science Blog

The dōTERRA Science Blog is the single best source of essential oil and health and wellness research news on the internet. 2018 marked the 3rd year of its existence and the growth is staggering. The blog offers a host of resources for Wellness Advocates of all levels, not only in the form of research news, but also through a number of valuable learning tools. The dōTERRA Science Blog currently boasts nearly 140K Facebook followers. Its following on Instagram has nearly doubled in the past year to now over 115K followers, and its Twitter following has more than doubled in the past 12 months. These statistics suggest that the dōTERRA Science Blog is one of the fastest growing blogs in the essential oil industry.



Opocrates

The big news this past year was the introduction of the dōTERRA healthcare initiative: Prime Meridian Health Clinics™. Since being announced, the first clinic has opened (currently in use for employees) across the street from the dōTERRA global campus in Pleasant Grove, Utah, and the next three clinic sites (in St. George, Utah, Phoenix, and Nashville) have been announced. These direct primary care clinics will offer a totally revolutionary approach to your healthcare needs; however, the holistic ideology isn't the only revolutionary aspect. Thanks to the scientists at dōTERRA, the clinic practitioners will also have access to the first evidence-based essential oil database for use in the medical environment. Working together with the Prime Meridian Health Clinic team, dōTERRA scientists created Opocrates, a comprehensive tool for medical professionals to learn about using essential oils, evaluate the current research, and share their clinical experience with their colleagues to establish best practices. This collaboration between the dōTERRA Science departments represents one of the largest scale research projects ever conducted on essential oils, requiring the evaluation and organization of over 10,000 peer-reviewed studies and 250+ human clinical trials. It will also require constant maintenance as more data is gathered about the benefits of essential oils. The combination of Prime Meridian Health Clinics and Opocrates is opening the door to a more effective healthcare experience and helping essential oils find their rightful place in the current healthcare environment: as a complement to conventional medical practices.



dōTERRA Science for Kids began as a section of dōTERRA Science in 2017, and it has continued to grow over the last two years. The program is designed to promote science education for children worldwide through online content, in-class presentations, and other community opportunities. At the dōTERRA 2018 Dream Convention, dōTERRA Science for Kids released its first eBook: the dōTERRA Science for Kids Workbook—Essential Oil Edition. This workbook is the perfect at-home tool that enables children of all ages to learn more about the science of essential oils through easy-to-understand text, essential oil-based experiments, and fun activities.

In the last year, dōTERRA Science for Kids has become involved with STEM and other educational organizations, participating in five

expos geared towards educators, parents, and students. At these events, we have worked to share our enthusiasm for science by giving individuals an in-person look at steam distillation and allowing kids the hands-on opportunity to build their own molecules.

Beyond involvement at events, dōTERRA Science for Kids also includes in-class presentations for elementary schools throughout Utah. In 2018 alone, we gave over 40 presentations on subjects ranging from the plant life cycle to chemical reactions. Each presentation included a science-based discussion as well as an experiment that allowed every student to get involved. We look forward to continuing these educational efforts and are in the process of expanding our program to include more grades.

dōTERRA Science for Kids continued expanding its summer day camp program in 2018, offering a unique way for children (ages 8 to 12) to experience the dōTERRA campus and meet with some of our top scientists. The 2018 program included lessons on the scientific method, quality testing, ecosystems, and the senses. Participants were also able to tour the dōTERRA testing labs and explore the wetlands behind the buildings. Before returning home, camp-goers started their own take-home experiments, allowing them to share their new discoveries with family and friends.

The launch and continued growth of dōTERRA Science for Kids has brought a new aspect to dōTERRA Science. This program allows us to share our love and knowledge of essential oils in an entirely new way—one that makes sense to the whole family.

Free to Give®

“dōTERRA wants to be known as the company that helps the most people get out of debt.”

—Corey Lindley, Founding Executive, President and Chief Financial Officer

dōTERRA Free to Give program was launched in March 2016. This incentive program is designed to inspire Wellness Advocates and Wholesale Customers to pay off debt and live abundantly, while becoming free financially in order to be in a better position to give to others.

When an individual signs up, they are sent a Free to Give Token Collection Board. As they make progress in paying off credit card debt, automobile debt, student loans, medical bills, or home mortgage, they are sent a corresponding Free to Give Token.

- By the end of 2018, the Free to Give Program had over 13,500 participants.
- Over 700 Free to Give Participants had become debt free in one or more category by the end of 2018.



Government Relations

As an emerging world leader in economic growth and corporate accountability, dōTERRA executives understand the responsibility to collaborate with individuals, organizations, and associations who are dedicated to collective wellness, sustainable resources, and innovative leadership. To do this, members of the dōTERRA team proactively participate in a wide range of associations and hold leadership positions on boards, panels, councils, and think tanks.

In 2018, dōTERRA worked closely with many local, state, national, and international organizations and are members of the following: ▶



dōTERRA is honored to join the Sustainable Herbs Program (SHP) as part of the Inaugural Underwriters. Focused on protecting and improving the herbal supply chain through the promotion of widespread acceptance and adherence to sustainable and regenerative practices, this program aims to share various tools and resources to help companies, consumers, and educators make that happen.

	Pleasant Grove Chamber of Commerce
	Utah Valley Chamber of Commerce
	Salt Lake Chamber of Commerce (including statewide business partners in Utah)
	Governor's Office of Economic Development—Utah
	World Trade Center—Utah
	Council for Responsible Nutrition (CRN)—USA
	United Natural Products Alliance (UNPA)—USA
	Sustainable Herbs Program (SHP)—USA
	US China Business Council—China

Modern Slavery Bill 2018

As a global leader, dōTERRA has a formal commitment to creating positive impact through its business operations and practices. With these standards forming the foundation of our business model, dōTERRA was well ahead the recent Modern Slavery Bill 2018 that passed both houses of Parliament of Australia this year.

Corporate Caring and Community Initiatives

Rooted in the meaning of dōTERRA is our desire, as a company, to give back to our community. As dōTERRA has organically grown as a corporate citizen throughout the world, our communities have expanded, and so has our mission. 🌱 dōTERRA supported over 780 organizations in 2018 through sponsorships and project participation. In addition, dōTERRA employees participated in many opportunities to give back. Here is just a sampling of dōTERRA's Corporate Caring impact:



Monthly Service Projects

◀ Tabitha's Way Local Food Pantry

Tabitha's Way serves individuals and families who are struggling with food insecurity through two locations near dōTERRA's corporate headquarters. dōTERRA employees donate food and commodities through corporate food drives. Employees also support Tabitha's Way by volunteering at the pantry and at the community garden that grows fresh produce for families in need. dōTERRA employees have served over 350 hours this year at Tabitha's Way.

United Angels Foundation

(UAF) supports parents and families of children with special needs. dōTERRA is pleased to help UAF in their mission through event sponsorship and volunteers. dōTERRA employees happily served at the annual Walk with Angels and supported the Sub-for-Santa efforts.



◀ United Way and EveryDay Learners

EveryDay Learners is a movement to strengthen communities by providing books to children to encourage early literacy. This year, over 120 dōTERRA employees hand delivered 11,676 books to children at two elementary schools in Pleasant Grove, UT and spent over 250 hours reading with the Kindergartners-3rd graders.

American Red Cross Blood Drive

dōTERRA employees donated 130 pints of blood for the American Red Cross.



◀ AromaTouch® Hand Technique Service

Throughout the year, 170 dōTERRA employees visited senior care facilities in the community to connect with senior residents one on one by administering the AromaTouch Hand Technique. 850 relaxing AromaTouch Hand Techniques were given to senior care residents by dōTERRA employees.



◀ Habitat for Humanity

Habitat for Humanity's vision is a world where everyone has a decent place to live. This year, over 55 dōTERRA employees helped build a home for a deserving family in our community. dōTERRA employees spent over 180 hours finishing the home and had a wonderful experience doing it.



▲ Huntsman Cancer Foundation

dōTERRA donated \$5 million to the Huntsman Cancer Foundation. This gift will go towards the creation of the Center for Comprehensive Care and Women's Cancers at the Huntsman Cancer Institute (HCI) at the University of Utah. The expansion will help ensure HCI's continuing commitment to provide cancer patients with state-of-the-art and comprehensive cancer care.

Neuroworx ►

Neuroworx is a nonprofit, community-based, outpatient physical therapy clinic focusing on neurological rehabilitation for individuals experiencing paralysis. dōTERRA sponsored a 17-year old paraplegic athlete from Neuroworx during the 2018 Wasatch Back Ragnar relay race. Her story and experience training for Ragnar were featured in a dōTERRA funded short video. dōTERRA also donated a handcycle that was used by her to train on and use during the race. The handcycle will continue to be used by other Neuroworx athletes.



▲ Health Expo

dōTERRA participated as a sponsor in KUTV's 2 Your Health Expo. The Expo provided a huge range of services and products geared toward health and fitness, including family-friendly activities like rock climbing and health tests and screenings. During the one-day event, members of the dōTERRA team led yoga and cooking with essential oil classes.

UCAIR UTAH CLEAN AIR PARTNERSHIP

Staying Home?
Lower Your Thermostat
Reduce Wood Burning
Don't Burn on "NO BURN" Days
Change Furnace Filters

Going Out?
Carpool & Combine Trips
Ride Public Transit
Don't Go Out: Work from Home
BE IDLE FREE: Turn off your car when its not moving!

Need a New Car?
Smog Rating of 7-10 have the lowest tailpipe emissions and are good choices for keeping Utah's air clean.

UCAIR.org

dōTERRA Breathe[®] Respiratory Blend 15 mL

◀UCAIR

UCAIR is a statewide clean air partnership created to make it easier for individuals, businesses and communities to make small changes to improve Utah's air. dōTERRA teamed up with UCAIR on a co-branded awareness campaign which featured the dōTERRA Breathe[®] blend and provided useful tips from UCAIR on keeping the air clean.



Instead ►

Every day in the United States, 115 people die from opioid abuse. With the goal of sparking a movement to eradicate the opioid epidemic, the Instead – 2018 Solutions Summit was held in Salt Lake City. dōTERRA was a sponsor for this event which brought together people of all ages and backgrounds, from students to local and national leaders, to foster a greater sense of connection and collaboration so those impacted by the opioid crisis can choose connection instead of addiction.



▲ Revel Races

Hosting races in some of the most beautiful parts of the U.S., Revel is a series of running events distinguished by their unique courses, emphasis on runner experience, and partnerships with local communities. As a sponsor, dōTERRA provided Deep Blue[®] Rub samples to every runner at all eight races, as well as Deep Blue 32-oz bottles at aid stations.

Thanksgiving Point

Nestled in Utah Valley, Ashton Gardens at Thanksgiving Point is a literal oasis in the desert. Within the 55-acres of stately gardens and grand lawns is found the dōTERRA-sponsored Fragrance Garden. New this year, the Fragrance Garden featured essential oil plants, fragrant herbs, and five other areas of plants. In addition, dōTERRA provided support to Thanksgiving Point's Luminaria and Junior Master Gardner program.



STEM ▶

dōTERRA proudly supports STEM education. During 2018, dōTERRA supported the STEM Foundation's Curiosity Unleashed campaign. During the campaign, the integral role STEM education plays in the future of dōTERRA was spotlighted in commercials, as well as in interviews with dōTERRA scientists during TV segments. The Science for Kids team also demonstrated how fun and fascinating STEM subjects can be as they did science experiments in local schools and taught the science behind distilling at a STEM Festival and Mini Maker Faire.



▲ Ongoing Support

dōTERRA continued supporting several organizations and programs during 2018. Ten Utah educators received \$1,500 each courtesy of dōTERRA during the UEA/doTERRA Excellence in Teaching Awards. dōTERRA Employees also helped to blow up 1,500 beach balls, each representing an individual who has Type 1 Diabetes, as part of dōTERRA's sponsorship of the JDRF One Walk. To support suicide prevention, dōTERRA once again provided support to Broadway Media and their Joint Broadcast during September, suicide prevention month.



dōTERRA®

© 2018 dōTERRA Holdings, LLC • Pleasant Grove, UT 84062 • 1-800-411-8151 • [doterra.com](https://www.doterra.com)

Except as indicated, all words with a trademark or registered trademark symbol are trademarks or registered trademarks of dōTERRA Holdings, LLC.