

COMPLIANCE POLICY FAQ

dōTERRA

Frequently Asked Questions to Compliance Policy Changes July 13, 2015

1. Q: Where can I read the letter that outlines the new compliance policy changes?

A: You can find the letter on [dōTERRA University](#).

2. Q: How may I promote dōTERRA?

A: Promoting dōTERRA and your own independent distributorships is a key component to building a successful business. We ask that you become familiar with all our policies regarding promotion. The Compliance Policies Changes of July 13, 2015, more directly address two key and powerful promotional venues: Social Media and Websites.

Social Media:

You may continue to post about dōTERRA using “dōTERRA” and all trademarks, including images of specific products (your own or the company’s photos), on your Facebook profile page, groups, or pages (public or private); Instagram; Twitter; Eventbrite; LinkedIn; Google+; Pinterest; and other social media platforms. When you do post about dōTERRA product benefits, make sure to use proper wellness language by using only those claims found on the [Approved Claims List](#). Non-compliant product claims may not be used in the promotion and sale of dōTERRA products. Also make sure that other posts and comments on the same page use compliant language. In your groups, ensure that you have moderators who can help you guide the content and set the example.

Websites:

You may continue to publish information about essential oils in general on your websites. Although you may not use any dōTERRA specific trademarks or trade dress, we encourage you to teach about essential oils using the Approved Claims List. Non-compliant product claims may not be used in the promotion and sale of dōTERRA products. You may have a “Contact Me” section that allows you to capture leads as long as your websites do not make, link, or refer to disease claims or research that makes disease claims. These leads create wonderful opportunities for you to reach out to individuals with whom you may personally share dōTERRA with.

3. Q: May I list dōTERRA on my website, blog, Vimeo, or YouTube?

A: No. All official marketing sites for dōTERRA will be managed by dōTERRA corporate.

4. Q: Do I need to remove CPTG and Certified Pure Therapeutic Grade?

A: Yes. Please remove dōTERRA and all trademarks and trade dress from all static sites (websites, blogs, YouTube, Facebook group names and Facebook page/profile titles, etc.). CPTG is a dōTERRA trademark that falls into this category.

5. Q: If I take dōTERRA and all trademarks off my website, may I post research with essential oils that talk about curing diseases?

A: No. When you talk about essential oils you may not make disease claims. You should only use the [Approved Claims List](#) when talking about the wellness benefits of essential oils.

6. Q: Is YouTube treated like social media or a static website?

A: YouTube is considered a static website, so please do not include dōTERRA trademarks or trade dress in your videos and only use compliant wellness language. You may link to corporate videos on social media and through email.

7. Q: I understand that I may not use any dōTERRA trademarks on my website(s). How do I know if something is dōTERRA trademark or trade dress?

A: Here are a few of the most common: dōTERRA, ò, CPTG, Certified Pure Therapeutic Grade, AromaTouch, AromaTouch Technique, any images of dōTERRA or dōTERRA bottles, names of oil Blends (ex. Clary Calm, Balance, etc.). A good question to ask is, "is it obvious from this word, phrase, or image that I am talking about dōTERRA"? If so, rework it to be more generic.

8. Q: What may I use instead of trademarks or trade dress?

A: There are many options to consider when talking about trademarks and trade dress. Here are a few recommendations: Instead of publishing "dōTERRA Peppermint oil," use "Peppermint essential oil." Instead of "Certified Pure Therapeutic Grade," use "therapeutic-grade oils" or "certified pure oils." Instead of posting an image of a dōTERRA bottle on your website, use a generic oil bottle with generic labeling. Of course, we expect that you are using approved wellness language and are not making disease claims about dōTERRA products on your sites when teaching about essential oils.

9. Q: How do I share about dōTERRA and capture leads from my non-dōTERRA website?

A: We recommend having a "Contact Me" feature on your site where you can capture email addresses and other contact info to be able to talk to them directly about dōTERRA. You may use "dōTERRA" and your dōTERRA Replicated Website through email and conversations so long as you use the approved wellness language.

10. Q: What is my dōTERRA Replicated Website and how is it set up?

Your Replicated Website is a dōTERRA created marketing site you can personalize to connect with your friends and family. Your Replicated Website may be set up in your back office under "My Website." This website has information about dōTERRA and links directly to your own personal shopping cart, allowing you to capture leads through the site. When adding information to your Replicated Website please use approved wellness language.

11. Q: May I have a website that sells and shows the bottles of dōTERRA oils but does not make claims?

A: No. You may only direct people to your Replicated Website to purchase products. Using a photo is the same as having the dōTERRA name on the site. The only site you can sell dōTERRA from is your Replicated Website.

12. Q: May we provide recommendations for improving and enhancing the Replicated Websites?

A: Yes. Please send any suggestions, ideas, or recommendations to your Account Managers. We value your feedback and will make sure your recommendations are passed along to our web and marketing teams. (If you do not have an Account Manager, contact Member Services.)

13. Q: May I use tags in my blog, website, or YouTube that say "dōTERRA"?

A: No. You may not use any tags or meta-tags.

14. Q: Are team sites, such as www.oilsmentor.com/, ok to use and share?

A: Yes. You may still have team sites that teach generically about essential oils using compliant wellness language.

15. Q: Will AdvocateWellness.com come down?

A: AdvocateWellness.com will come down while our Compliance team reviews the training material. As material is reviewed and deemed compliant, it will be made available on the site.

AdvocateWellness.com is the only marketing website outside of doTERRA-sponsored sites that will be allowed to have business and product trainings. We have chosen to partner with all of the top leaders in the company to make this training available.

16. Q: May I have a site that is only about the dōTERRA business opportunity?

A: No. You may not use trademarks on static site talking about the business opportunity. You may invite them to ask more about the opportunity in general. In social media postings, you may continue to share [dōTERRA Earnings Disclosure Summary](#) and talk about the business opportunity.

17. Q: May we use the “dōTERRA Wellness Advocate” logo or words anywhere?

A: Yes. You may use dōTERRA Wellness Advocate on your business cards, in your Facebook posts, on Instagram, emails, etc, as long as you are using the Approved Claims List and not making disease claims. We ask that you remove dōTERRA Wellness Advocate from the *title* of Facebook groups/pages, websites, blogs, and YouTube so they are not considered marketing sites. For example, your Facebook name should not be listed as Jane Brown dōTERRA; it should be listed as Jane Brown.

18. Q: Do I need to change the signature at the bottom of my email?

A: No. You may keep dōTERRA in your signature as long as the messaging in your email is talking about dōTERRA in a compliant way. Your emails may link to your replicated website.

19. Q: If I am producing a flyer as a class invitation, may I have “dōTERRA” on it?

A: Yes. You may use dōTERRA to create your invites. If you have additional information on the flyer about dōTERRA, please make sure you are using approved wellness language. You may also use dōTERRA and trademarks on invites for classes through Facebook or Eventbrite.

20. Q: May I list my dōTERRA replicated site on my Facebook page?

A: Yes. You can link directly to your dōTERRA replicated site, if you make sure that any dōTERRA or essential oil related content on your page is completely compliant (including comments).

21. Q: May we use anything published by dōTERRA on our social media pages?

A: Yes. We encourage you to repost dōTERRA published information about essential oils on your own social media platforms. All dōTERRA posts will use approved claims and will be a great example of how to share dōTERRA. However, please review the comments others may make about your post to ensure they also are using compliant language. Quickly delete any non-compliant posts.

22. Q: What about previous posts I've created for my Facebook pages? I can't go back and find them all and delete them. What do we do with these?

A: We ask that you clean up these posts that are obviously not compliant. Starting immediately, make sure you only post dōTERRA products and trademarks associated with the approved claims. Then, work back in time to clean up old posts.

23. Q: What are the approved social media platforms?

A: Facebook, Twitter, Instagram, Google +, Eventbrite, and Pinterest. If you have an additional site you'd like to know about, contact your Account Manager or Compliance.

24. Q: I understand we may not link to other sites, but may we link to official dōTERRA sites such as YouTube clips on social media?

A: Yes. dōTERRA sites have compliant information and posts. This information is great to share on your social media platforms such as Facebook and Instagram. Again, please ensure that the information on your pages is compliant.

25. Q: May we share posts from the dōTERRA Facebook page on our Facebook page?

A: Yes.

26. Q: May we still make our own sales aids?

A: Yes. You may also use images of dōTERRA products on sales aids with company approval. Whenever you are publishing dōTERRA materials, you'll want to make sure you use the [Approved Claims List](#) and any information found on doterratools.com.

27. Q: May we still use the Class In A Box DVD?

A: Yes. You may use all dōTERRA published materials.

28. Q: When I google dōTERRA and my name, many hits come up. Many are old events and can't be deleted, but they do not use compliant language. What do you suggest I do?

A: We ask that you take down everything you can that says dōTERRA or uses trademarks from websites, blogs, etc. Going forward, please only post approved wellness language in all invitations and posts on social media. If you cannot take something down, please document your efforts and send that document to compliance.

29. Q: Is it okay to use the word dōTERRA in your email address?

A: Yes, unless your email is listed as contact information on a website.

30. Q: May I take pictures with my dōTERRA bottles in them, like "dōTERRA around the world"? Is it okay to take and post pictures as long as I use approved wellness language, or don't even mention dōTERRA?

A: You may still use images and dōTERRA in posts on social media if your language is compliant and you are using the [Approved Claims List](#). However, on static websites and blogs you cannot have any dōTERRA related images or names listed or displayed.

31. Q: May I mention I am a Wellness Advocate on my recorded voice message of my phone?

A: Yes.

32. Q: May I print the title Wellness Advocate with dōTERRA on a business card?

A: Yes.

33. Q: May I have my dōTERRA Replicated Website link on my business card?

A: Yes.

34. Q: If hosting a virtual class, may I use dōTERRA pictures during the presentation? May we talk about dōTERRA in virtual classes in the format we've always done as long as we use the Approved Claims List?

A: Yes, as long as you only refer to the Approved Claims List when talking about product benefits.

35. Q: May we hold live webinars?

A: Yes, and you may talk about dōTERRA so long as you use approved wellness language and do not make disease claims about dōTERRA products. You may archive these webinars as long as you do not host them on a static website.

36. Q: Are doctors held to the same standards?

A: All medical professionals are required to follow these same guidelines.

37. Q: What's the timeframe for cleaning up our websites?

A: Please begin following these guidelines immediately. Our goal is to have all websites taken down in two weeks and to have all of our Wellness Advocates only using compliant wellness language.

38. Q: I post tips about using essential oils on my Instagram account. May I use "dōTERRA" and pictures of dōTERRA bottles that I take?

A: Yes. You may use images and "dōTERRA" on Instagram as long as your tips are coming from the [Approved Claims List](#) and using proper wellness language.

39. Q: When we invite people to classes on our personal Facebook page, may we use dōTERRA pictures or logos?

A: Yes. Make sure your invites are using approved wellness language.

40. Q: May I have "dōTERRA Wellness Advocate" in the occupation section on my personal Facebook profile? What about business professional Facebook pages?

A: Yes. You may list dōTERRA or dōTERRA Wellness Advocate as your occupation as long as you have compliant posts on your page. You may not have dōTERRA in the title of your profile or business pages. For example, you may not use "Sara Johnson dōTERRA" as the name of your profile or "Sara's dōTERRA team" as your group name. You may use "Sara Johnson."

41. Q: When someone posts a compliant photo on Facebook and then in the comments someone asks where they can buy it, may I respond with a link to my dōTERRA Replicated Website?

A: Yes.

42. Q: Will dōTERRA's company social media posts also be "cleaned up?"

A: Yes. We are going through the same process to ensure all of our company publications, posts, and materials are 100 percent compliant. You should feel confident reposting any dōTERRA corporate content to your own social media pages.

43. Q: If I am hosting a webinar, may I direct attendees to a website to purchase a specific kit?

A: Yes. Direct them to your Replicated Website. You may not have an independent shopping cart on your own site to purchase products.

44. Q: How do I answer non-compliant questions in Facebook groups or other social media platforms (for example, "what do I use for strep throat?")?

A: dōTERRA products are not intended to diagnose, treat, cure, or prevent any diseases. When you see a question like this on your page, please remove the question. You can then personally talk to the individual who asked the question using the approved claims of dōTERRA essential oils, avoid making disease claims.

45. Q: Will third party services or sites that help create content for my dōTERRA business be taken down?

A: No. They will be under the same guidelines as all Wellness Advocates to create content for their websites that does not use trademarks or make disease claims.

46. Q: In the future, will dōTERRA standardize video assets that will then be available for Wellness Advocates to use?

A: Yes. We will continue to increase the number of compliant tools and resources for our Wellness Advocates to use.

47. Q: What if I have other questions that are not on this FAQ?

A: Please feel free to call your Account Manager if you are Silver rank or higher. All other Wellness Advocates may reach out to your upline leader(s) or the Compliance team with additional questions. Please use the email claimseducation@doterra.com for questions.

48. Q: May we send emails about dōTERRA products?

A: Yes. Remember to always use compliant wellness language when talking about dōTERRA products.

49. Q: May I post my rank?

A: Yes. You may post your rank anywhere.

50. Q: Are Wellness Advocates in all countries regulated by the USA's Food and Drug Administration (FDA)?

A: No. Only US Wellness Advocates are regulated by the FDA. However, all countries have similar agencies. At this time, the new compliance policies are for the USA market only. Wellness Advocates in other countries who have US websites (.com, .net) are under these same guidelines. Wellness Advocates and IPCs in all countries and markets are expected to use approved wellness language when publishing about dōTERRA online.

51. Q: How do I know if a claim is approved?

A: We have several training materials on doterrauniversity.com in the building section under "product claims." This includes two short video tutorials explaining claims, a do's and don'ts guide, as well as the full Approved Claims List.

UPDATE July 21, 2015

52. Q: Can you clearly and simply give us a summary of the new policy?

A: You must not promote dōTERRA products by making disease claims. In other words, No non-compliant product claims can be used in the promotion and sale of dōTERRA products. We encourage you to post pictures (your own or the company's) of dōTERRA products on social media. You may not publish dōTERRA or any trademarks on a static website. A list of approved product claims can be found on doterrauniversity.com/building/productclaims. You may still promote dōTERRA and all trademarks on social media.

53. Q: May I use my own structure-functions claims that are not on the Approved Claims List?

A: No. You may only use claims from the Approved Claims List when marketing or selling dōTERRA products. The Approved Claims List was provided to help you know what claims can be made. When you make a claim you can add your own voice to the claim on the list, but you should not change the meaning.

54. Q: May I use a trademark or dōTERRA in my profile picture and cover photo on Facebook?

A: Yes. You can use it in a photo, but not in the title.

55. Q: May I have a website that sells approved dōTERRA sales aids?

A: No. You may not have a website that has dōTERRA or dōTERRA images on it.

56. Q: Can I link to my static website from my Facebook page?

A: No. You may link to your Replicated Website from Facebook, but no links to your static site from Facebook.

Q: Can I subscribe to dōTERRA's YouTube channel?

A: Yes. You may subscribe to dōTERRA corporate video channels.