

# In this booklet:

### Introducing doTERRA®

dōTERRA is more than an essential oil company. Let us tell you why.

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- 8 | Why doTERRA Essential Oils?

### What is the doTERRA® Difference?

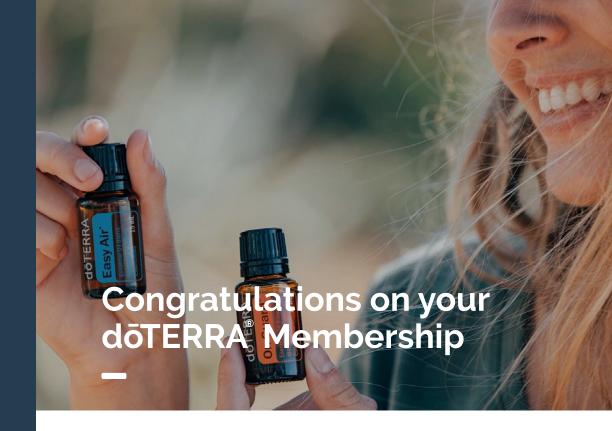
The difference we make is in the good that we do. Discover our mission.

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#### Where to Go from Here?

You've taken the first step, but what's next? We have some suggestions.

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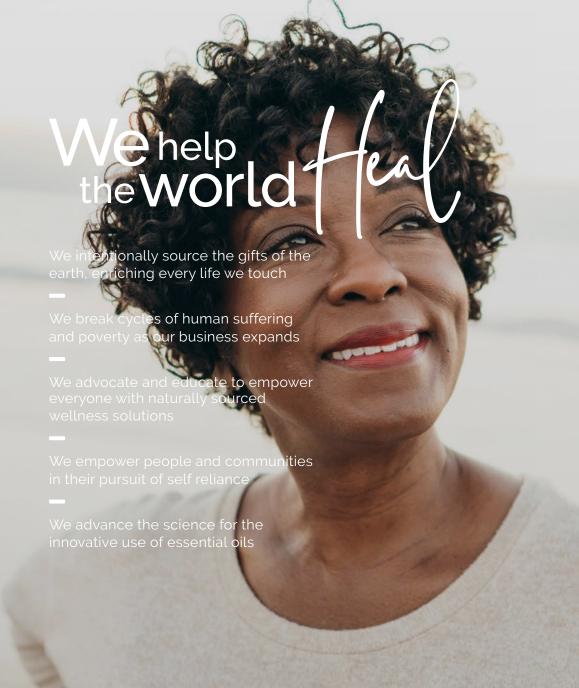


We're so excited for you to begin this chapter of your personal wellness journey. Whether this is your first time trying out essential oils or you're making a larger shift toward a naturally sourced lifestyle, let us roll out the lavender carpet and be the first to say congratulations!



Your membership is the best way to supply your home with essential oils, but it also means you're supporting a mission to change the essential oil industry: from the seeds that grow our natural resources to the lives of the people who buy our oils. Now that you're here, we can start changing lives together.

In the next few pages, we'll tell you more about ourselves. For now, we'd like to simply start by saying: Welcome to doTERRA.



# Being doTERRA®

Our Core Values

Each of the six doTERRA Core Values are an essential ingredient of our identity.

#### **BE THE LEGACY**

In all we do, we act as stewards of the planet and all its people.

#### **BE LEADER FOCUSED**

We prioritize personal connection with those who make the doTERRA Vision their own.

#### BE CUSTOMER OBSESSED

We serve with excellence and put the needs and success of our customers first.

#### **BE PURE**

We cultivate trust by acting with integrity, guided by pure intentions and pure love of humanity.

#### **BE EMPOWERING**

We invest in collective impact by nurturing unity and creating opportunities.

#### **BE CURIOUS**

We are always improving, constantly learning, and actively embracing growth.

dōTERRA° VISION

# Why doTERRA?

We pursue purity through our purpose, our process, and our product.

At dōTERRA, we pledge to pursue what's pure™.

At face value, this means that we pursue pure products—essential oils that are unadulterated and provide people with the greatest benefits possible. But we also believe in the **purity of purpose**.

Purity of purpose means acting with integrity, even when no one is looking. It means doing what is right, not what makes the most profit, and never cutting a corner. Ever. It means that we don't stop at sourcing better and helping more—we source the best and help the most.

By making sure our purpose and practices are pure, we keep our outcomes pure.

# **Three Core Commitments**

The three core commitments of doTERRA perfectly distill what it means to pursue what's pure. Together, these values reflect our efforts to be more than a company, but to leave a legacy.

**People.** We are all connected by the bounties of the earth. doTERRA strives to uplift every life that it touches: from the hands planting the seeds to you and your family.

**Process:** Every step of what we do is designed to support and empower, never exploit, and pave the way for others to pursue what's pure in their own lives.

**Product:** The doTERRA name on each essential oil bottle tells you the product in your hand was made through pure practices, resulting in the purest product possible.



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

# Sustainability and Sourcing

Essential oils are gifts of the earth, and we harvest them with gratitude and respect. We pledge to protect the environment and positively impact all persons involved in making our essential oils through ethical practices and Co-Impact Sourcing®

# Transparency and Trust

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

CPTG Certified Pure Tested Grade®

# **Quality Testing**

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



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

# Why doTERRA **Essential Oils?**

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

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

Dr. Osguthorpe, Chief Medical Officer

# co-impact

We call it Co-Impact Sourcing®.





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







Cō-Impact Sourcing® and discover the stories behind your döTERRA bottle.

# **Measuring the Impact**

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

#### At the Source

### Stewardship

### **Social Impact**













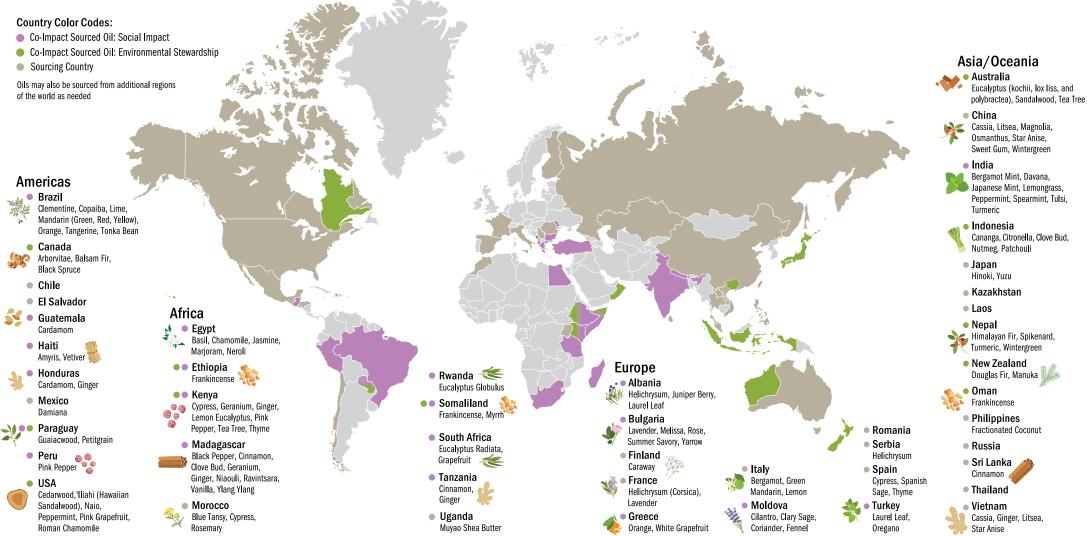












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#### **Projects for Change**

Hope: Anti Human Trafficking

# Healing Hands and Cō-impact

Community development projects



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

### Take the Healing into Your Own Hands

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

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



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

#### **Products and Donations**

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



100% of all dollar donations and sale proceeds of Rose Hand Lotion and doTERRA Hope Touch are donated to the doTERRA Healing Hands Foundation Canada® to support projects, programs, and initiatives close to home.

# How to Use Essential Oils

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

### A Aromatically

The sense of smell is a powerful tool and is an ideal way to enjoy the unique profiles of different oil on a surface or allowing it to absorb into the oils. The most common way people experience essential oils is through their aromas.

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

## Internally

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

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

# Topically

Topical application refers to using an essential skin. Some essential oils have surface-cleansing properties while others can be comforting to

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

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

# **Essential Oil Safety Tips**

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

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

Always read the labels. When in doubt, always pay attention to specific concerns, consult with your doctor before using essential oils.



# Your 10 doTERRA **Essentials**

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



1 Peppermint



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

NPN 80061370





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





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

NPN 80061038



4 Tea Tree



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



Frankincense



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



ATIN

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



Deep Blue®



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



ATS

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



ZenGest®

ATIN

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





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







Internal

Home Care

### Skin Sensitivity



Neat





Dilute



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

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### Maximize Your Membership:

# Loyalty Rewards **Program**

Have your favourite dōTERRA products delivered to your doorstep every month and soak up the extra rewards.

The Loyalty Rewards Program (LRP) is the key to unlocking the full potential of your doTERRA membership. This fully customizable, recurring monthly order is designed to give you the best doTERRA experience possible.

#### What are the Benefits?



Automatic Delivery: No-hassle delivery of the doTERRA products you need every month.



Fully Customizable: Enjoy the freedom to change your order up to the day before your monthly ship date.



Free Shipping: Enjoy free shipping on Loyalty Orders of 100 PV or more.



Rewards Points: Earn points on every order.\*



Free! Product of the Month: Place your Loyalty Order between the 1 -15 of the month and get a special product every month, completely free!\*



### **How it Works**



Set Up a Monthly Order

Just add your products to the cart, select your recuring processing date, and save vour order.

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

\*Personal Volume (PV) requirements apply



Change

You can pick your favourites again or try something new! The program is flexible, and you can cancel at any time.



**Trade Points for Free Product** 

Use and redeem your rewards points in exchange for free products!



Have questions about the LRP? Visit our website: Loyalty Rewards Program



# Do you love doTERRA® products?

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



### LOVE

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



### **SHARE**

When you share your personal link with friends, they enjoy their first year of membership for free (valued at \$42) wher they use your link to create their first order.



#### FARN

'ou receive 20% of their first order in dōTERRA dollars, which ou can spend at doterra.com. Scan this QR code to learn more!



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When the pure gifts of the earth are paired with the pure love of each other, we can achieve anything.



pursue what's **pure**"