

dōTERRA® | CANADA

WELCOME TO

dōTERRA®

—
Realise the potential of your
dōTERRA membership.

In this booklet:

Introducing dōTERRA®

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

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Congratulations on your dōTERRA Membership

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!

Scan to see a complete list of your dōTERRA member benefits!



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 dōTERRA.**

We help the world Heal

We intentionally source the gifts of the earth, enriching every life we touch

We break cycles of human suffering and poverty as our business expands

We advocate and educate to empower everyone with naturally sourced wellness solutions

We empower people and communities in their pursuit of self reliance

We advance the science for the innovative use of essential oils

Being dōTERRA®

Our Core Values

Each of the six dōTERRA Core Values are an essential ingredient of our identity. Together, they are a complete recipe for what it means to be dōTERRA.

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 dōTERRA 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 dōTERRA?

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 dōTERRA 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.

- 1 People.** We are all connected by the bounties of the earth. dōTERRA strives to uplift every life that it touches: from the hands planting the seeds to you and your family.
- 2 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.
- 3 Product:** The dōTERRA name on each essential oil bottle tells you the product in your hand was made through pure practices, resulting in the purest product possible.

Why dōTERRA Essential Oils?

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

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

Dr. Osguthorpe, Chief Medical Officer

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

Sustainability and Sourcing

Essential oils are gifts 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 Cō-Impact Sourcing®.

Transparency and Trust

When no industry standard existed, dōTERRA created a new, uncompromising standard for essential oil quality:
CPTG Certified Pure Tested Grade®

Quality Testing

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



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



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

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

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

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

We call it **Cō-Impact Sourcing®**.



The Dual Purpose of Cō-Impact Sourcing®:



To preserve the natural environments used to source our products.



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



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

Measuring the Impact

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

At the Source

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

Stewardship

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

Social Impact

dōTERRA is committed to making sure the lives of each farmer, harvester, and distiller are made better because of our partnership. To improve the individual, social, and economic well-being of partners, all Cō-Impact Sourcing initiatives must satisfy the Sourcing Guiding Principles:



Generating Jobs



Building Supplier Capacity



Fair Labor Conditions



Environmental Stewardship



Fair, On-Time Payments



Sustaining Long-Term Partnerships



Promoting Cooperatives



Facilitating Community Development



Country Color Codes:

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

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

Americas

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

Africa

- Egypt**
 - Basil, Chamomile, Jasmine, Marjoram, Neroli
- Ethiopia**
 - Frankincense
- Kenya**
 - Cypress, Geranium, Ginger, Lemon Eucalyptus, Pink Pepper, Tea Tree, Thyme
- Madagascar**
 - Black Pepper, Cinnamon, Clove Bud, Geranium, Ginger, Niaouli, Ravintsara, Vanilla, Ylang Ylang
- Morocco**
 - Blue Tansy, Cypress, Rosemary

- Rwanda**
 - Eucalyptus Globulus
- Somaliland**
 - Frankincense, Myrrh
- South Africa**
 - Eucalyptus Radiata, Grapefruit
- Tanzania**
 - Cinnamon, Ginger
- Uganda**
 - Muyao Shea Butter

Europe

- Albania**
 - Helichrysum, Juniper Berry, Laurel Leaf
- Bulgaria**
 - Lavender, Melissa, Rose, Summer Savory, Yarrow
- Finland**
 - Caraway
- France**
 - Helichrysum (Corsica), Lavender
- Greece**
 - Orange, White Grapefruit
- Italy**
 - Bergamot, Green Mandarin, Lemon
- Moldova**
 - Cilantro, Clary Sage, Coriander, Fennel
- Romania**
- Serbia**
 - Helichrysum
- Spain**
 - Cypress, Spanish Sage, Thyme
- Turkey**
 - Laurel Leaf, Oregano

Asia/Oceania

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



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

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

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

Mission

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

Projects for Change

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



Hope: Anti Human Trafficking



Member Involvement: The Match Program



Collective Impact: Cō-Impact Sourcing®

Healing Hands and Cō-impact Sourcing®

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

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



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

Take the Healing into Your Own Hands

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

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



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

Products and Donations

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



100% of all dollar donations and sale proceeds of **Rose Hand Lotion** and **dōTERRA Hope Touch** are donated to the dōTERRA 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 oils. The most common way people experience essential oils is through their aromas.

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

I Internally

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

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

T Topically

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

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

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

Essential Oil Safety Tips

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

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

1

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

2

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

3

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

4

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

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



Your 10 dōTERRA Essentials

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



1 Peppermint

A T I S

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

NPN 80061370



2 Lemon

A T I N

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



3 Lavender

A T I N

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

NPN 80061038



4 Tea Tree

A T N

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



5 Frankincense

A T N

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



6 Balance®

A T N

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



7 Deep Blue®

T S

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



8 Easy Air®

A T S

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



9 ZenGest®

A T N

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



10 On Guard®

A T I S

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

Application Methods

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

Skin Sensitivity

- N Neat
- S Sensitive Skin
- D Dilute



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

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 dōTERRA membership. This fully customizable, recurring monthly order is designed to give you the best dōTERRA experience possible.

What are the Benefits?



Automatic Delivery: No-hassle delivery of the dōTERRA 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

1

Set Up a Monthly Order

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

2

Change It Up

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

3

Trade Points for Free Product

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

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



Have questions about the LRP?

Visit our website: [Loyalty Rewards Program](#)



dōTERRA[®] Refer a Friend

Do you love dōTERRA[®] products?

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

Here's how it works:



LOVE

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



SHARE

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



EARN

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

Scan this QR code to learn more!



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

dōTERRA®
pursue what's **pure™**



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