



2024

# IMPACT

REPORT

dōTERRA



We help  
the world  
*Heal*

Driven by a thriving Wellness Advocate network and guided by responsible sourcing practices and ethical partnerships, dōTERRA has grown into the world's largest essential oil company and a global leader in natural wellness. Committed to delivering pure essential oils, we uplift communities worldwide through responsible and sustainable practices.



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## A Letter of Gratitude

As we reflect on the remarkable achievements outlined in our 2024 Impact Report, we are filled with immense pride and gratitude for the collective efforts of our Wellness Advocates, employees, and partners around the world. This past year has been a testament to our unwavering commitment to making a positive impact on both people and the planet.

Our journey in 2024 has been marked by significant milestones and groundbreaking initiatives. Through our corporate social responsibility programs, we have strengthened our global supply chain, enhanced community engagement, and contributed to numerous charitable projects. The environmental and scientific innovations we have implemented are setting new standards in sustainability and wellness, as demonstrated by our successful reforestation efforts and cutting-edge research.

The heart of our mission lies in empowering communities and fostering economic growth. In 2024, we have supported countless entrepreneurs, provided essential resources to underserved areas, and promoted education, health, and crisis relief. Our Cō-Impact Sourcing® model continues to create meaningful change, from improving sourcing practices to advancing environmental stewardship.

Looking ahead, we are committed to furthering our impact and expanding our reach. Our focus will be on driving innovation, enhancing our sustainable practices, and deepening our partnerships with communities worldwide. We will continue to prioritize the well-being of our Wellness Advocates, customers, and the environment, advancing products and initiatives that contribute to a healthier and more sustainable future.

Together, we are creating a profound legacy of wellness and empowerment. As we move forward, we are excited about the opportunities that lie ahead and are confident in our ability to make an even greater difference in the world.

---

**Kirk Jowers**

dōTERRA Chief Executive Officer

# dōTERRA by the Numbers

These numbers **reflect the scale of our growth and the lives** we've continued to uplift since our founding in 2008.

\$2B+

Leader in wellness

13M+

Customers using dōTERRA essential oils and wellness products worldwide

150+

Countries where dōTERRA products are distributed

45

Sourcing countries around the globe

180+

Essential oils and other ingredients sourced from 45 countries

~3100

Employees dedicated to the dōTERRA mission

63

Countries supported with products and service

28

Global offices fostering worldwide connection

\$55M+\*

Donated through the dōTERRA Healing Hands Foundation® to empower communities

\*\$55M+ does not include international market donations towards dōTERRA Healing Hands initiatives.

# OUR GLOBAL IMPACT

# Empowering Global Wellness

## 2024 Impact at a Glance

**180**  
essential oils and  
other ingredients  
sourced from **45**  
countries

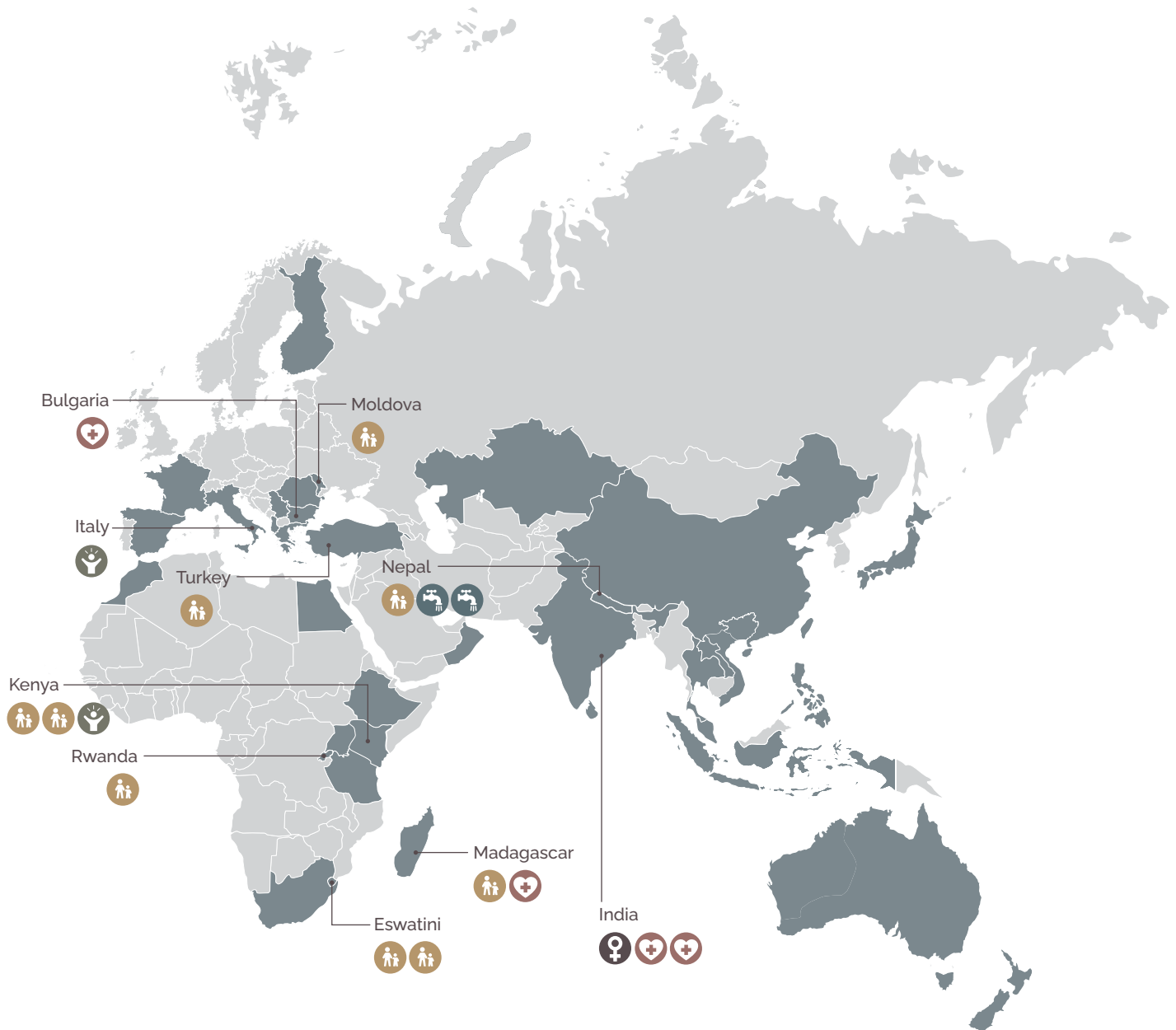
More than  
**200**  
essential oil specific supply  
chains supporting jobs  
and contributing to  
global wellness

**\$3,076,484**  
in philanthropic  
contributions  
in 2024



# Empowering Global Wellness

## 2024 Impact at a Glance



**SUSTAINABILITY  
DELIVERY  
AWARDS 24**

## 2024 Sustainability Delivery Award Winner

Cō-Impact Sourcing®

# Strengthening Stakeholders Through Sustainable Sourcing

Through our ongoing commitment to **responsible and ethical sourcing**, Cō-Impact Sourcing seeks to **empower farmers, harvesters, and distillers** by **strengthening** supply chains, **fostering** environmental stewardship, and **reinvesting** in sourcing communities.

A photograph of three women in a rural setting, likely a village. They are standing in front of a wall made of mud bricks. The woman on the left is wearing a blue headscarf and a patterned top. The woman in the middle is wearing a pink headscarf and a patterned top. The woman on the right is wearing a grey top with a pink and white striped shawl. They are all smiling and looking towards the camera.

## 2024 Focus Areas

1

### Building Supplier Capacity

Our sourcing model supports partners and invests in their continued growth and capacity, encouraging long-term opportunities, ethical practices, and greater value in the products they produce and the communities they serve.

2

### Fostering Environmental Stewardship

Our commitment to sustainability drives innovation as we aim to protect natural resources and support sourcing communities with solutions that enhance environmental resilience.

3

### Supporting Community Development

Our sourcing partnerships extend beyond essential oils, uplifting communities through access to healthcare, education, and critical infrastructure for a brighter future.

Cō-Impact Sourcing®: **2024 Focus Area**

# 1 Building Supplier Capacity

Through the Cō-Impact Sourcing® Challenge Fund, dōTERRA collaborated with sourcing partners to implement innovative solutions that elevate sourcing practices, enhance worker well-being, and promote sustainability.

To date, **\$207,000** from the Challenge Fund has been invested in **21 supplier projects.**

In **2024**, these funds enabled significant progress through projects such as:

## PROJECT

Bergamot Irrigation System in Italy



## INITIATIVE

An energy-efficient water pump and drip irrigation system with temperature and humidity sensors to reduce water waste.

## IMPACT

38% water savings per hectare in summer 2024.

**38%**  
savings

## PROJECT

Copaiba Harvester Training in Brazil

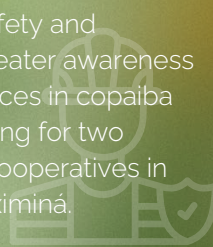


## INITIATIVE

Provision of personal protective equipment, training on good harvesting practices, and creation of a training manual.

## IMPACT

Enhanced safety and promoted greater awareness of best practices in copaiba resin harvesting for two Amazonian cooperatives in Apuí and Oriximiná.



## PROJECT

Cinnamon Leaf Distiller Training in Sri Lanka



## INITIATIVE

Training in distillation and contamination prevention and distribution of storage equipment.

## IMPACT

Improved product quality of cinnamon oil to more consistently meet standards and empowered distillers with better techniques to enhance efficiency and product quality.



Cō-Impact Sourcing®: **2024 Focus Area**

## 2 Fostering Environmental Stewardship

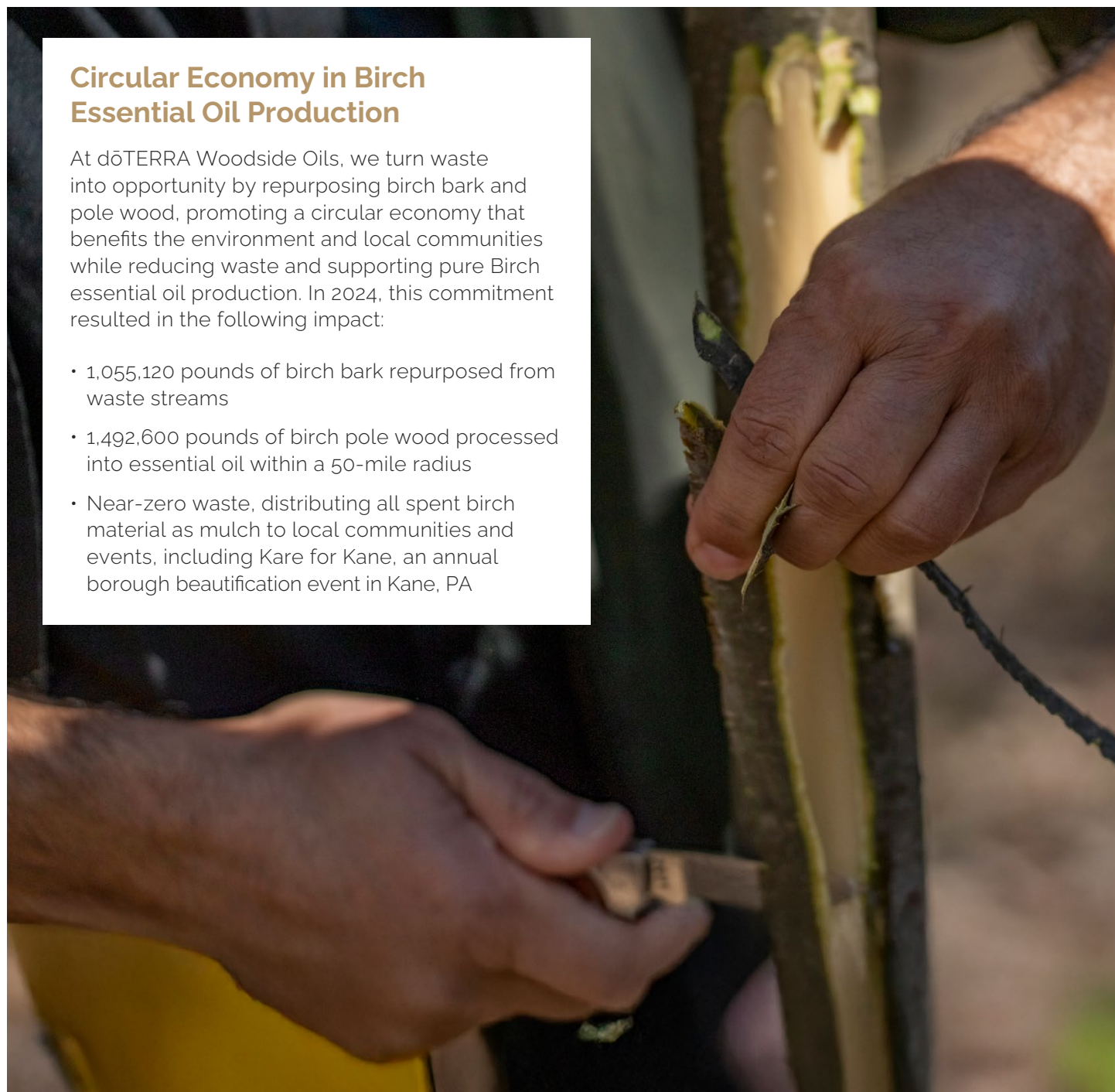
By promoting energy efficiency, renewable energy, and waste valorization, we support practices that minimize environmental impact, conserve resources, and uplift producers in the regions where we source essential oils. These efforts extend across our supply chain, reinforcing our commitment to sustainable practices.

Here's how these efforts are shaping a **more sustainable future**:

### Circular Economy in Birch Essential Oil Production

At dōTERRA Woodside Oils, we turn waste into opportunity by repurposing birch bark and pole wood, promoting a circular economy that benefits the environment and local communities while reducing waste and supporting pure Birch essential oil production. In 2024, this commitment resulted in the following impact:

- 1,055,120 pounds of birch bark repurposed from waste streams
- 1,492,600 pounds of birch pole wood processed into essential oil within a 50-mile radius
- Near-zero waste, distributing all spent birch material as mulch to local communities and events, including Kare for Kane, an annual borough beautification event in Kane, PA



## 2 Fostering Environmental Stewardship

### Kenya Climate Adaptation Program

In Kenya's Lunga Lunga region, small-scale farmers producing Tea Tree and Lemon Eucalyptus essential oils, face increasing climate challenges. Unpredictable rainfall, droughts, and extreme weather threaten productivity. To mitigate these risks, we've co-funded a multiyear initiative to strengthen crop resilience for over 1,000 farmers, which included:

- \$270,000 in sustainable water management investments
- New dam liners and drip irrigation kits capture rainwater, support irrigation during dry periods, reduce reliance on erratic rainfall, and deliver water directly to crops, minimizing evaporation and runoff
- Foot pumps enable farmers to more easily irrigate their crops without having to rely on electricity or fuel

### Technology-Driven Water Conservation in Italy

In partnership with our Bergamot essential oil sourcing partner in Italy, we've funded sensor-equipped drip irrigation systems and energy-efficient pumps to reduce water waste. These efforts have included:

- Modernized wells with a pump and timer system featuring four sensors, which enables night irrigation and humidity monitoring, informing irrigation decisions, lowering energy costs, preserving water, and improving water absorption
- Replacement of under-foliage sprinklers with a tree drip system of fine misting butterfly sprinklers, which cover a larger area, promote even water distribution, reduce overwatering, and reduce water pressure requirements
- Improved sprinkler-to-tree ratio, with one sprinkler for each tree, rather than one for six trees as before, overall reducing water waste and producing healthier fruit



Cō-Impact Sourcing®: **2024 Focus Area**

## 3 Supporting Community Development

In partnership with dōTERRA Healing Hands®, our Cō-Impact Sourcing® initiatives facilitate community development through projects that enhance health and well-being, including infrastructure improvements, access to clean water, medical care, and programs that uplift individuals and families in sourcing areas.

In 2024, more than **40 initiatives in 14 sourcing countries** were funded by dōTERRA Healing Hands. These efforts delivered significant progress through projects such as:



### Empowering Children in Eswatini

In Bulembu, Eswatini—a thriving community and source of Eucalyptus essential oil—the dōTERRA Healing Hands Foundation supported critical community needs for:

- 1,400 people by providing medical supplies through a local clinic
- 200 children who received school uniforms
- 300 children who benefited from transportation support, including 25 children who received a new special needs curriculum
- Orphaned and vulnerable youth by funding a bus to provide transportation for home visits and community activities.



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the Full Story

### 3 Supporting Community Development

#### Providing Clean Water in Nepal

In Sindhupalchok, Nepal—where Wintergreen essential oil is sourced—the dōTERRA Healing Hands Foundation addressed water scarcity by funding new piping systems, providing:

- Over 1,000 families with access to clean water
- Two schools with updated water systems to ensure reliable water access
- Freed up time for women and children to focus on education and economic activities by reducing the burden of collecting water



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#### Expanding Daycare Facilities in Canada

In Chapais, Quebec—where Black Spruce essential oil is sourced—the dōTERRA Healing Hands Foundation Canada funded projects to enhance local community services to benefit:

- 1,610 individuals, including parents and children under 5, by supporting a nonprofit daycare kitchen that serves meals
- Local families in Chapais by creating a dedicated space for parenting classes and meal preparation workshops



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dōTERRA Healing Hands®

# Empowering Communities Through Purpose-Driven Giving

Through humanitarian projects, **dōTERRA Healing Hands is empowering communities to thrive**, providing transformative opportunities in dōTERRA sourcing areas and beyond.



EDUCATION

\$1,420,217

Creating pathways for economic success by providing funding for learning opportunities that unlock potential and foster community growth



HEALTH

\$952,575

Improving wellness by promoting access to clean water, sanitation, disease prevention, and critical medical care



CRISIS RELIEF

\$703,692

Providing urgent aid to individuals and communities affected by emergencies, including survivors of human trafficking, and supporting recovery efforts after disasters

dōTERRA Healing Hands®

# Supporting Communities in Times of Crisis

In 2024, the **dōTERRA Healing Hands Foundation®** responded in times of crisis with initiatives like **72-Hour Emergency Relief Hygiene Kits**, providing essential supplies and support to help individuals and communities recover and rebuild.

2024 Disaster Relief  
Kit Distribution

97,384  
kits distributed

331  
Wellness Advocates  
participated

28  
states  
received kits

8  
countries  
supplied kits



dōTERRA **Healing Hands®**

## Support Following Hurricanes Helene and Milton

**Working with 258 Wellness Advocates and their teams, 27,800 dōTERRA 72-Hour Emergency Relief Hygiene Kits were distributed to victims of the hurricanes, benefiting thousands in impacted areas.**

One kit recipient in North Carolina shared, "After several days, some neighbors from South Carolina were able to bring us some water and a few supplies. And in our bag was a dōTERRA 72-Hour Emergency Relief Hygiene kit for each of us—we saw some light in our darkness."

dōTERRA Diamond Tatiana Grant was among the Wellness Advocates who helped with kit distribution in Florida. She shared, "My family and I distributed [the kits] this morning, and the response from our community was incredibly appreciative. We delivered the kits to [a local] disaster relief site. They were thrilled and eager to see everything included in the kits. They mentioned that the supplies would be invaluable as they continue to support those who have lost their homes here in Sarasota."



## Help in the Wake of Severe Tropical Storm Kristine

**On October 23, 2024, Severe Tropical Storm Kristine made landfall in the Philippines, causing widespread flooding that affected millions of people and caused hundreds of casualties.**

Working with Angat Buhay, dōTERRA Philippines was able to distribute 750 72-Hour Emergency Relief Hygiene Kits to individuals in need.



dōTERRA Healing Hands®

# Match Program: Empowering Impact Together

Many dōTERRA Wellness Advocates are not only entrepreneurs and business owners but also passionate philanthropists. The Match Program is designed to help them turn their passion into action by doubling their fundraising efforts for meaningful humanitarian projects.

Through the Match Program, dōTERRA Healing Hands provides matching grants to Wellness Advocates who have reached the rank of Elite or higher, allowing them to collaborate with qualifying nonprofit organizations to make a lasting difference. **Hundreds of Match projects are funded each year, impacting thousands of women, children, and communities worldwide.**



**thetmatch** 2024 Impact  
PROGRAM

**\$1,325,679**

paid to Match Program projects

**31,545**

total lives impacted

**47**

projects completed

**91**

projects approved

dōTERRA **Healing Hands®: Match Program**Empowering Communities in Ghana **Through Technology**

Technology has the power to transform lives, yet it remains out of reach for many underserved communities. **Through the Match Program, Wellness Advocate Hiroko Nagatomo helped bridge this gap for a community in Ghana.**

Hiroko Nagatomo partnered with African ICT Right to establish a computer lab for an elementary school in Ghana. Funded through the Match Program, this project benefited over 1,425 individuals. The new lab provides students with access to digital learning tools, supports adult education, and strengthens the community's digital economy.

**Over 1,425 lives impacted:**  
A new computer lab fosters education and economic growth for the entire community.

**dōTERRA Healing Hands®: Match Program****Opening Windows to the World Through Education**

When Jenni and Mike lost their daughter, Raquel, to cancer, they turned their grief into a mission—empowering children through education in her honor. Partnering with Living Hope Educational Enterprises through the Match Program, they provided much-needed school supplies and technology to the School of Living Hope in Pakistan.

Their efforts benefited 200 students and their families, reaching an estimated 500 people. Many of these students previously lacked access to technology at home. With the newly equipped school, they now have the opportunity to develop essential digital skills that will shape their futures.



**Over 500 lives impacted:** New educational resources and technology are giving students the tools to dream bigger and achieve more.



# Caring for Our Planet

Our products reflect **a desire to support reforestation efforts**, reduce waste, and set new standards in eco-friendly design.

## Reforestation in Action

### Kealakekua Mountain Reserve in Hawai'i Native Reforestation Projects

In Hawai'i, deforestation and overgrazing have severely impacted native ecosystems, threatening biodiversity and traditional cultural practices. Since 2018, dōTERRA has been working to restore these lands at the Kealakekua Mountain Reserve by reintroducing native trees and supporting sustainable land stewardship.

This work has helped bring native bird species back to the region, restore traditional Hawaiian flora, and create new opportunities for sustainable agriculture and conservation. For the local community, these efforts have meant not only the revival of critical ecosystems but also the preservation of cultural connections to the land ensuring that future generations can continue to thrive in harmony with nature.

611,019

total trees planted  
since 2018

179,613

trees planted **in 2024** in  
the Kealakekua Mountain  
Reserve in Hawai'i

In 2024  
over

65%

increase from the  
previous highest  
planting year



# SUPPORTING PEOPLE, EMPOWERING GROWTH



# Advancing Wellness Through Research and Discovery

Scientific validation is the bridge between traditional and modern healthcare. By leading in clinical research, **we're redefining how natural products are substantiated and integrated into mainstream health solutions**, setting new standards for product efficacy and reshaping wellness worldwide.

## 2024 Research Highlights



### Validated Improvements

**100%** of participants in clinical trials improved omega-3 levels with EO Mega®+.\*

EO Mega+ has shown validated improvements in heart health, healthy inflammatory response, and metabolic markers.\*



### Superior Absorption

**VMG+™ outperformed competitors in bioavailability.**

The cutting-edge liposome technology in VMG+ ensures maximum nutrient delivery.



### Epigenetic Breakthrough

**MetaPWR Mito2Max® reduced epigenetic age in key body systems**, including brain, immune, and inflammatory systems.\*

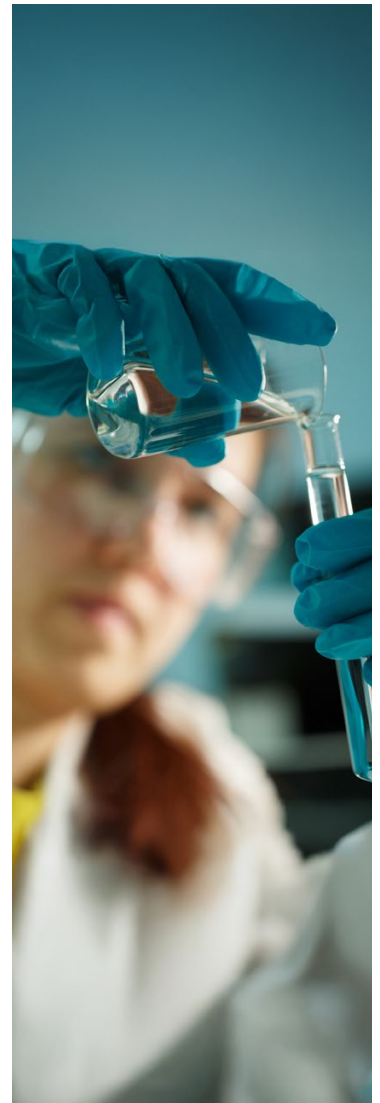
Musculoskeletal and metabolic epigenetic clocks were reduced by about two years each.\* MetaPWR Mito2Max enhances energy, supports vitality, and redefines longevity.\*



### Gut Health Wins

**dōTERRA PB Restore® users reported fewer negative gut issues**, and many saw positive shifts in their microbiome health.\*

Gut microbiome shifts reflect increased beneficial bacteria and improved microbiome function.\*



## Donation and Solicitation Disclosure

**Florida** A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE [of Florida]. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Registration #: CH48280.

**ILLINOIS** CONTRACTS AND REPORTS REGARDING THE CHARITY ARE ON FILE WITH THE ILLINOIS ATTORNEY GENERAL.

**Maryland** A copy of the current financial statement of the doTERRA Healing Hands Foundation is available by writing 389 S 1300 W, Pleasant Grove UT 84062, or by calling (801) 437-7918. Documents and information submitted under the Maryland Solicitations Act are also available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis MD 21401, (410) 974-5534.

**Michigan** Registration # 55179

NEW JERSEY INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215 AND IS AVAILABLE ON THE INTERNET AT [HTTP://WWW.NJCONSUMERAFFAIRS.GOV/](http://WWW.NJCONSUMERAFFAIRS.GOV/). REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT.

**North Carolina** Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-814-5400. The license is not an endorsement by the State.

**Virginia** A Financial Statement is available upon request from the Office of Charitable and Regulatory Programs P.O. Box 1163, Richmond, **Virginia** 23218 Phone 804-786-1343.

**Washington** doTERRA Healing Hands Foundation, a Utah Non-Profit Corporation, is registered with the State of Washington Secretary of State Corporations and Charities Division. For further information please contact the Secretary of State at 360-725-0378 or <https://www.sos.wa.gov/charities>.

**dōTERRA®**  
pursue what's **pure®**