

# Sharing Claims Guide

Understanding dōTERRA’s permissible claims helps keep Essential Oils safe for future generations.

**Impermissible product claims** are statements or images that imply or suggest that dōTERRA’s products can or should be used to diagnose, treat, cure, prevent ailments or disease and/or compare Essential Oils to pharmaceuticals, online or in person.

**Impermissible income claims** are statements or images that imply or directly promise specific or guaranteed income.

DO’s	DON’Ts
Describe products, using dōTERRA’s Product Descriptions.	Don’t share disease claims.
Do share Product Uses, found on the dōTERRA official websites or in our Product Information Pages.	Don’t use words such as “disease,” “illness,” “cure,” “treat,” “repair,” “chronic,” etc.
Do refer to temporary emotions (lifts mood, gives hope, reduces irritability, energising, feelings of optimism, cheerfulness, happiness, balances emotions, soothes heightened emotions, calming effect, comforts, soothing, purifying to the skin, easy breathing, cooling, invigorating.	Don’t refer to any disease or illness, such as cancer, diabetes, autism, cold, flu, etc.
Do use cosmetic claims (cleanses, purifies, renews, moisturises, reveals younger looking skin, reveals a healthier, younger you).	Don’t refer to symptoms of disease such as coughing, sneezing, fever, etc.
Do use disclaimers where required by law.	Don’t recommend a product as a substitute for a drug or pharmaceutical.
	Don’t recommend a product to augment a therapy or drug.
	Don’t imply a disease claim through pictures or symbols.
	Don’t share income claims.
	Don’t share third-party research.

The CPTG™ process certifies that there are no added fillers, synthetic ingredients, or harmful contaminants in our essential oils that would reduce their efficacy. dōTERRA puts all products and packaging through a battery of tests to ensure a long and effective shelf life. This protocol ensures potency, purity, and consistency batch to batch.

Wellness Advocates can promote authorised company materials and product descriptions found on [dōTERRA’s corporate page](#)

## Definitions

- **Cosmetic claims:** Claims that a product cleanses, beautifies, promotes attractiveness, or alters appearance.
- **Disease/Drug/Medical claims:** Claims that a product diagnoses, prevents, treats, or cures disease.
- **Disease:** Damage to an organ, part, structure, or system of the body in such a way that it does not function properly.

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IMPERMISSIBLE DISEASE CLAIM	PROPER PRODUCT CLAIMS (EXAMPLES)
Prevents, treats, cures any kind of sickness, illness, infection, disease, chronic condition, etc.	Add a few drops of <b>dōTERRA Lavender</b> , to bottoms of feet at bedtime. <b>dōTERRA ZenGest™</b> : Add 1-2 drops to water or tea after large or heavy meals. <b>dōTERRA Tea Tree</b> frequently used on occasional skin irritations.
Fights colds and flu	<b>dōTERRA On Guard™ Essential Oil Blend</b> : Use a cloth soaked in water and 1 - 2 drops On Guard to wipe down kitchen and bathroom surfaces.
Relieves insomnia	<b>dōTERRA Lavender</b> : Add a few drops to bottoms of feet at bedtime.
Relieves headaches	<b>dōTERRA PastTense™ Relaxation Blend</b> : Helps provide grounding and balanced emotions, Helps ease stressful feelings, Soothing effects on the body, promotes feelings of relaxation and calm.
Soothes arthritis pain	<b>dōTERRA Deep Blue™</b> : It is well-used by athletes and exercise enthusiasts to soothe muscles and relax the body after strenuous activity. After long hours on the computer, try rubbing Deep Blue on your fingers, wrists, shoulders, and neck.
Reduces depression and anxiety	<b>dōTERRA Align™ Centring Blend</b> : promotes feelings of self-acceptance, trust, and fluidity. <b>dōTERRA Cheer™ Uplifting Blend</b> : Promotes feelings of optimism, cheerfulness, and happiness. <b>dōTERRA Balance™ Grounding Blend</b> : Promotes a whole-body sense of relaxation. May help ease anxious feelings. An enticing fragrance that promotes calm, relaxation, and well-being. <b>dōTERRA Elevation™</b> : Elevates mood and increased vitality. Promotes a revitalising environment.
For ear infections	<b>dōTERRA Eucalyptus</b> : promotes feelings of relaxation and relieves tension.
Helps with ADD/ADHD	<b>dōTERRA InTune™</b> : Enhances and sustains a sense of focus, supports the efforts of those who have difficulty paying attention and staying focused on the task, study-time blend.
Treats cystic acne	<b>dōTERRA Lavender</b> : reduces the appearance of skin imperfections.
Relieves heartburn or acid indigestion (without further qualification)	<b>dōTERRA ZenGest™</b> : Add 1-2 drops to water or tea after large or heavy meals.
For nausea (without further qualification)	<b>dōTERRA ZenGest™</b> : Rub on stomach before flying or taking a road trip for a calming aroma. Add 1-2 drops to water or tea after large or heavy meals.
Relieves constipation (without further qualification)	<b>dōTERRA ZenGest™</b> : This unique blend contains Ginger, Fennel and Coriander essential oils, beneficial for motion sickness and overall stomach discomfort.
Relieves pain (without further qualification)	<b>dōTERRA AromaTouch™</b> : Comforting and relaxing effects. <b>dōTERRA Deep Blue™</b> : It is well-used by athletes and exercise enthusiasts to soothe muscles and relax the body after strenuous activity.
For chronic fatigue or daytime drowsiness	<b>dōTERRA Elevation™</b> : Elevates mood and increases vitality. Energising and refreshing aroma when applied topically. Promotes a revitalising environment.
Fights germs, viruses, bacteria, or allergens	<b>dōTERRA Tea Tree</b> : Renowned for its cleansing and rejuvenating effect on the skin. <b>dōTERRA TerraShield™ Spray Outdoor Blend</b> : Acts as an effective barrier.