



July 8, 2019

Dear dōTERRA Leaders:

Over the weekend, “31 Oils, Compliant Young Living Distributor Resources” and a Young Living (YL) distributor whose Facebook “About” section reads: “I am glad you are here and I would love to welcome you to the YL family!” brought attention to dōTERRA’s lawsuit against Revive. I previously updated you about this case in the attached letters. YL’s posts come prior to the filing of dōTERRA’s response to Revive’s allegations. Later this week dōTERRA will rebut Revive’s allegations. Because of the energy YL has put into promoting Revive’s accusations, in an effort to distract consumers from some recent negative press regarding the purity of their essential oils, I am providing an update a few days earlier than planned.

As you know, over the past decade dōTERRA has focused on research, sourcing, and education, while other companies continue to coast off of dōTERRA’s work and results. We are happy to compete in the marketplace, but Revive’s marketing was a prime example of a growing deceptive, and in Revive’s case, illegal trend where companies make false claims about the quality, purity, and/or sourcing of their oils. Revive was targeting not only dōTERRA as the world’s largest essential oil company but also YL with misleading claims in order to drive potential customers to its website. Unlike YL, dōTERRA chose to defend its oils and the great people who are sharing its products and released a statement explaining the need to pursue our legal rights. It begins as follows:

“As the verified world leader in the global essential oils market, dōTERRA is often targeted by competitors to increase awareness of their own products through comparison to dōTERRA’s premiere offerings. While dōTERRA welcomes competition, the company believes it must respond when consumers are at risk of false advertising. Revive Essential Oils has overstepped legal boundaries into unfair competition by marketing that its oils have the same quality as dōTERRA oils and implying that its oils are sourced from dōTERRA sources. Due to Revive’s actions, dōTERRA has filed a lawsuit against Revive Essential Oils.”

It does not surprise me that a few YL distributors, including the one I referenced above, are trying to gain some advantage here by trying to take cheap shots at both dōTERRA and Revive with this orchestrated campaign. It does surprise me, however, that YL is not confident enough to defend its own products from Revive’s attacks and comparisons. Because of the lawsuit, Revive has taken down its illegal and most egregiously false comparisons with dōTERRA and has amplified them against YL. I am grateful that dōTERRA stands up for pure essential oils, its products, and its Wellness Advocates and customers.

YL’s 31 Oils site and distributors are trying to exploit three aspects of Revive’s response. First, that Dr. Robert Pappas was an employee of dōTERRA. Second, that one of dōTERRA’s third party, independent testing labs, the Aromatic Plant Research Center (APRC) is not truly independent, does not have a functioning main lab in Lehi, Utah, and is misidentifying the test results that found adulterants in Revive’s oils. And, third that three dōTERRA oils have issues. dōTERRA’s legal briefing later this week will answer Revive’s and YL’s accusations in more detail, but concisely, below are the facts.

First, Dr. Pappas was never an employee of dōTERRA. Dr. Pappas was the CEO of Alchemy Aromatics in Indiana, which was a contractor for dōTERRA until 2017. Dr. Prabodh Satyal, PhD, worked with Dr. Pappas from September 2013 to March 2017. Later in 2017, Dr. Satyal chose to pursue his dream of offering the highest level of essential oil analysis. His dream came to fruition as he joined forces with an elite team of essential oil chemists and experts to form APRC.

Second, [APRC](#) is an independent lab, which is located in Lehi, Utah. Contrary to the YL spin, the lab is fully functioning and has been featured in several APRC videos. By appointment, it is available for a tour. More importantly, dōTERRA used APRC's [Dr. Prabodh Satyal, PhD](#), because he has more than a decade of meaningful experience (including more than 300 hours of organic chemistry studies alone), is world renowned as the leading expert of detecting essential oil adulteration, and has published more than 100 research articles in peer reviewed journals. Contrast Dr. Satyal with Revive's "expert," Adam Christensen, who is a recent (2016!) Bachelor's Degree graduate of Hampden-Sydney College, has virtually no experience, and has not yet even started a Masters, much less a PhD program. Surely if Revive truly hoped to plausibly respond to dōTERRA, it would have found a PhD who could more credibly test dōTERRA's oils.

Mr. Christensen's inexperience and lack of advanced education is critical to understand for the third issue because it is simply impossible for anyone at his level to properly account for the veritable cornucopia of chemistry nuances that arise from different geographies, species, and climates. Essential oil blends are particularly complex because of the sometimes hundreds or even thousands of chemical constituents that a blend comprises.

Third, Revive claims three of dōTERRA's oils, Clove, Peppermint and Serenity, have different issues. Thus, Revive claims that dōTERRA's Clove essential oil contains eugenyl acetate, which "creates a spicy scent." dōTERRA's Clove essential oil does not contain any adulterants whether natural or synthetic. Revive next asserts that dōTERRA has misrepresented that its [Peppermint](#) essential oil is sourced exclusively from the United States. dōTERRA is proud to use a blend of pure Peppermint oils from a variety of sourcing regions, including the United States, and markets it accordingly. We blend peppermint from multiple sources in order to achieve a consistent profile that brings our customers the most therapeutic results. Finally, Revive claims that dōTERRA's Serenity essential oil blend is mislabeled because it "does not contain sandalwood, as advertised." Serenity contains sandalwood as the legal filing will show.

In sum, the truth is that dōTERRA employs full teams of scientists, researchers, and industry leading professionals, as well as contracts out with unbiased third-party testing facilities, such as APRC, to ensure that its products are pure and exceed our expectations. My intimate knowledge of dōTERRA's sourcing, testing, and integrity as well as my daily usage of the oils in my and my family's and friends' personal health and wellness continues to prove to me that I joined and represent the right company.

Sincerely,



Kirk Jowers
EVP, Corporate Relations and European Markets

(Interestingly, after the Revive situation arose, a completely independent and third-party group, [consumersadvocate.org](#), blind tested oil sample bottles from 11 different companies and announced that dōTERRA was the #1 essential oil company and "among the few that came back without markers for adulteration." The report states that its "team spent over 600 hours of research." The report acknowledged that that dōTERRA backed up its "bold claim that its essential oils are the best on the market." The report now only lists ten companies because YL forced the organization to remove its findings that YL's essential oils did not pass the test. Hopefully that issue will be resolved and the findings on all 11 companies' oils will again be available.)