

Communicating dōTERRA Products Correctly

Please familiarize yourself with the information in this publication so you can present and explain dōTERRA products correctly.



What you can say about dōTERRA products

- We recommend dōTERRA products to support healthy everyday living.
 - ❖ If you are pregnant, nursing, currently under medical care or taking medication, please check with your doctor or pharmacist.
- 5 key points for correct communication
 - ① Recommend only nutritional supplements and health support
 - You can use words that convey the idea of maintaining current conditions, such as “supplement,” “replenish,” “support” and “maintain.”
 - There shouldn’t be any problem if you use words that don’t mean “fortify” or “treatment” or prevention of a specific illness.
 - ② It’s OK to refer to ingredients
 - There is no problem referring to ingredients such as “vitamin,” “glucosamine” or “amino acid.”
 - GOOD example: ____ includes limonene.
 - BAD example: ____ includes limonene, which is effective in preventing cancer.
 - ③ Do not limit to specific parts or to specific or general symptoms or diseases.
 - It’s NOT OK to refer to specific or general symptoms or diseases such as cancer, diabetes, dry skin, eczema, constipation or hay fever, or to specific parts of the body, as in “burns fat,” “stiff shoulders,” “headache,” “lower back pain” or “muscle pain.”
 - ④ When explaining cosmetic products, please refer to the publication on [effectiveness of cosmetics](#) (Only available in Japanese) published by the [Tokyo Bureau of Social Welfare and Public Health](#) (Only available in Japanese).
 - ⑤ When product is registered as “goods”, you can only refer to scent. Please be careful not to refer to application to skin or ingestion as these are not allowed.

What you cannot say about dōTERRA products

- You may not explain curative or preventive effects, naming physical ailments, conditions or diseases. (BAD examples: poor health, cancer, diabetes, autism, flu, hay fever, etc.)
- You may not explain effectiveness in improving body functioning. (BAD examples: detox, immunity, metabolism, constipation, chills, etc.)
- You may not explain effectiveness in improving specific body parts (BAD examples: shoulder pain, stomach bloating, eye health, brain development, etc.)
- You may not make connections between products and experts’ interpretations or newspaper articles.
- You may not quote product, ingredient or raw material data.
- You may not explain traditional effectiveness. (BAD example: “In Europe it has been used since ancient times as medicine,” etc.)
- You may not explain effectiveness of ingredients. (BAD example: “EPA is an unsaturated fatty acid that’s good for blood circulation,” etc.)

- You may not explain or suggest that effectiveness depends on the period of use because dōTERRA products are not pharmaceuticals.
(BAD examples: “If you take it for 2 - 3 months, you will definitely see an effect.” “If you don’t take it for at least one month, it won’t have any effect.”)
- You may not engage in any medical treatment that is done only by a doctor. (BAD example: recommendations based on a health examination or physical checkup)
- You may not explain effectiveness based on overseas pharmaceutical results.
(BAD examples: You may not use the word “medicine” or “drug” as in “natural drug,” “folk medicine,” “medicinal herb,” “herbal medicine” or “used as medicine overseas.”)
- You may not explain effectiveness from your own or a friend’s experience that contradicts the Pharmaceuticals and Medical Devices Act. (BAD example: “A friend used dōTERRA products and their cold got better,” etc.)

Why can't I speak freely?

The Pharmaceuticals and Medical Devices Act exists to protect the lives of patients from the danger of judgements or treatments by laypersons. The Pharmaceuticals and Medical Devices Act is an abbreviation for Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices. If you are charged with breaking this law, the official charge is “unapproved, unauthorized pharmaceutical.” If proven guilty, you will be faced with criminal charges with a maximum of three years of imprisonment and/or a fine of three million JPY. It’s no light punishment. If you are arrested, your name will also be reported publicly as a social sanction.

You are required to make statements and act based on a correct understanding so that people hearing product explanations do not lose the opportunity for appropriate treatment. When presenting and explaining dōTERRA products, always obey the Pharmaceuticals and Medical Devices Act and be careful to make statements based on a correct understanding.

- ❖ Please refer to the publication on [pharmaceutical marketing rules](#) (Only available in Japanese) published by the [Tokyo Bureau of Social Welfare and Public Health](#) (Only available in Japanese) for details of the Pharmaceuticals and Medical Devices Act.

| BAD expressions | Examples of alternate wording |
|--|--|
| Immunity | For a body that doesn't give up (for seasonal changes, etc.) |
| Effective | Good quality, merit |
| Prevent | Prepare today to avoid worries tomorrow |
| Take / dose | Ingest |
| Avoid the hospital | Supports good health |
| Avoid getting sick | Stay healthy |
| No longer get colds | Stay healthy in the cold season |
| Get rid of a cough | Catch your breath |
| Effective against cancer (or other illness) | Supports health |
| Chills | For people who dislike the cold |
| For women suffering from menopausal disorder | Supports the health of women of a transitional generation |
| Active ingredients | Includes useful ingredients |
| World's highest quality | High quality |
| 2 pills at a time | Ingesting 2 - 3 drops per day is recommended |
| Hay fever | For people who want to be comfortable in the spring, For the season when you don't want to part with your mask |
| Recover from fatigue | Charge up your energy |
| Increases rate of fat-burning | For people concerned about their silhouette |
| Improves lifestyle-related diseases | Supports modern living |
| Gastrointestinal regulation | If you feel like you've had too much to eat |
| For muscle pain | After you exercise |
| For joint pain | When you've walked too much, For transitional seasons |
| Sedation | Calm your (skin, mind, etc.) |
| Detox | For stressed people |
| For anemic people | For people who feel they're lacking in iron, When you feel unsteady |
| Anti-stress | When you need to soothe your soul |
| Based on traditional medicine | Well-known as a folk tradition |
| Tired eyes | For people who spend a lot of time with the computer |
| I felt a change after I'd used up one bottle | I felt like it really suited me after I'd used up one bottle. |

- ❖ These are examples recommended by dōTERRA Japan.
Depending on the context, the recommended alternative wording may also be BAD, so please be careful.