

## Malaysia Market Newsletter – October 2017

Dear Malaysia Members,

dōTERRA® is growing in South East Asia and throughout the world! The effort of bringing Essential Oils into every home is apparent. Since opening the Malaysia market, we have witnessed a bounty of wellness spreading throughout the land. Opening new markets brings you new opportunities to share Essential Oils and foster your dōTERRA business. As we share in public group meetings and online, we ask that you please keep the following guidelines from [dōTERRA's Malaysia Policy Manual](#) in mind:

### Section 11. Product Claims

**A. Ministry of Health Standards.** Many products fall under nutritional and cosmetic classifications set forth by Ministry of Health and other local authorities. The Ministry of Health and other local authorities regulate and oversee the production and sales of nutritional and cosmetic products to assure their safety and proper representation to the public. The Ministry of Health and other local authorities also have labeling and packaging standards with which the Company must comply.

### Section 12. Advertising and Use of the Company's Intellectual Property Rights

**A. dōTERRA Intellectual Property.** dōTERRA Intellectual Property, including its trademarks, service marks, trade names, trade dress, and the content of its publications, are valuable assets. By using dōTERRA Intellectual Property, Wellness Advocates agree and acknowledge that there exists great value and good will associated with the dōTERRA Intellectual Property, and acknowledge that the Company has all rights to the property and that the good will pertaining thereto belongs exclusively to the Company. Further, Wellness Advocates also acknowledge that the intellectual property has a secondary meaning in the mind of the public. Intellectual property is protected by Malaysia and international copyright and trademark laws and other proprietary rights. These rights are protected in all forms, including media and technologies existing now or hereinafter developed. The content in Company Approved Sales Aids and its official website, including the text, graphics, logos, audio clips, music, lyrics, video, photographs, software, and other information, is the property of dōTERRA and/or its affiliates or partners, or, is licensed to dōTERRA from third parties. Because dōTERRA does not own all of the content, dōTERRA will not license to a Wellness Advocate what it does not own. Accordingly, when using dōTERRA Intellectual Property and content, Wellness Advocates agree to only use Allowed Content as expressly defined and granted herein.

**D-9. Use in Computer or Telephone Based Media.** The following section applies to Computer and Telephone Based Media.

**9-e. Domain Names.** Wellness Advocates may not use dōTERRA Intellectual Property name(s) in a domain name without express written approval from the Company, which consent shall be within the sole discretion of the Company. Such use must also be through a written use agreement signed with the Company. Examples of use that are not acceptable: "dōTERRA.com"

“dōTERRAcompany.com” “dōTERRAcorporate.com,” etc. Wellness Advocates should consult the Media Specific Guidelines of their Local Market.

### **Section 13. Retail Store, Service Establishment Sales and Trade Show Policy**

**C. Online Sales.** Wellness Advocates may not sell dōTERRA products through online auctions or mall sites, including but not limited to\* Walmart.com, Taobao.com, Alibaba, Tmall.com, Tencent platforms, Yahoo!, eBay or Amazon. Wellness Advocates may sell dōTERRA products through dōTERRA Replicated Websites and dōTERRA Certified Websites and must abide with the Company minimum advertised price (MAP) policy. Products that have been separated from a kit or package may not be sold online. Advertisements are to be in accordance with the Company minimum advertised price (MAP) policy.

To have a better understanding of these policies, please visit [dōTERRA’s MalaysiaPolicy Manual](#). Keeping these policies will strengthen dōTERRA in South East Asia--specifically Malaysia.

For any questions or concerns, please contact our International Compliance team via email at [compliance@doterra.com](mailto:compliance@doterra.com).

\* or sites like Lazada.com, 11streetmy.com, Q0010.com, Carousell.com, etc...