

## Ukraine NFR Overview

doTERRA will soon be able to ship directly to Ukraine. The Ukraine NFR (Not For Resale) opening will allow us to provide more direct access to doTERRA products for our members, and more opportunity to share the benefits of our CPTG essential oils.

## Ukraine Pre-Launch Frequently Asked Questions

### What are the major differences I can expect for doTERRA Ukraine NFR?

**Product selection:** Ukraine NFR will offer nearly all products currently available in the US market. Some products may not be available due to Ukrainian import restrictions. A price list and product list will be provided at the time of launch.

**Product Pricing:** doTERRA does all it can to keep prices low and affordable. In foreign markets, we often subsidize our cost of doing business according to local market needs, and such is the case in Ukraine. However, there are always additional costs of opening and supporting foreign markets, which adds some cost to our product prices.

**Product Claims:** Every country has different regulations governing essential oil marketing and therapeutic claims. Product purchased through Ukraine NFR is for personal consumption only. We ask all members to share the product responsibly and refrain from making disease, drug, or medical claims.

**Payment of Commissions:** Unfortunately, we are unable to pay earnings to a bank account until we are officially open Ukraine. Until then, rewards and earnings for sharing doTERRA in Ukraine will accrue to your doTERRA account and can be used on future orders.

**Marketing Materials:** It will take time, but we will start with some basic corporate materials and introduce more materials in the coming year.

**Product & Purchasing Promotions:** Ukraine will have access to the majority of the US product offering and will follow the standard doTERRA promotions.

### What account options will there be?

There will be two account types: Wholesale Customer and Wellness Advocate.

New members who wish to enjoy doTERRA oils, have preferential pricing, and participate in the Loyalty Rewards Program (LRP), can enroll as a Wholesale Customer (WC).

Those who would like to receive additional benefits for sharing or building, can enroll as

a Wellness Advocate (WA).

The same global rules for these account types will generally apply to Ukrainian accounts as well.

## What is the difference between Wholesale Customers (WC) and Wellness Advocates (WA)?

WC accounts are for those who only want to enjoy doTERRA products and participate in LRP, but do not wish to sponsor and enroll others. This customer type is not allowed to enroll others or receive bonuses for building activity.

WA accounts are for those who want to share or build dōTERRA by enrolling members to be part of their downline.

## How will new members enroll?

All new members may enroll online at <https://beta-doterra.myvoffice.com/index.cfm>, or by filling out a paper WA or WC agreement and sending a picture of it to customer service at [ukraine@doterra.com](mailto:ukraine@doterra.com).

## What is the Loyalty Rewards Program (LRP)?

The doTERRA Loyalty Rewards Program (LRP) provides free product credits for monthly purchases that are made within the [www.mydoTERRA.com](http://www.mydoTERRA.com) auto-ship order template.

As an LRP participant, members immediately begin to earn product credits that can be redeemed to purchase more doTERRA products.

The longer you participate in the Loyalty Rewards Program, the more credit you can earn—up to 30% of total monthly LRP purchases.

Points can be redeemed through online ordering or through a customer service order.

Having an LRP template of 100+ PV also qualifies Wellness Advocates for additional bonuses that can be accrued to their dōTERRA account and used on future purchases.

## I'm a current Global Access (GAC) member in Ukraine. Do I need to do anything on my account when the market opens?

To migrate a GAC account we will need to collect updated account information that is required to ship products to Ukraine. This information will be gathered through a secure survey which will be emailed to the email address on file. Our Member Service team will use the response to this survey to migrate accounts once the mar-

ket launches.

Once the above conversion takes place, previously enrolled members will need to adjust their LRP template to ensure it contains the product, order date, and payment information they want.

As a reminder, to qualify for the weekly Fast Start enrollment bonus, members must have a qualifying LRP order template active on their account; and to qualify for monthly bonuses, members must have a qualifying order of 100 PV or more by the end of the month.

Former GAC Ukraine members will not have access to GAC templates in their virtual office after the conversion.

### I am currently working through EEO. Do I need to do something with my account after the market opens?

We emphasize that the transition to NFR is optional, and is carried out only at your request.

You can choose to transition your account by following the link you received in an email to the address registered on your doTERRA account or by contacting customer service [ukraine@doterra.com](mailto:ukraine@doterra.com).

Once the above conversion takes place, previously enrolled members will need to adjust their LRP template to ensure it contains the product, order date, and payment information they want.

As a reminder, to qualify for the weekly Fast Start enrollment bonus, members must have a qualifying LRP order template active on their account; and to qualify for monthly bonuses, members must have a qualifying order of 100 PV or more by the end of the month.

When switching from EEO to NFR, the accumulated points and the AR account are not transferred.

If you choose to keep your account in EEO, you will be able to place NFR orders through customer service. If you have made the decision to switch to NFR, you can still place orders in the EEO system.

## Product

### What products will doTERRA offer in Ukraine?

Ukraine NFR will have access to the majority of US offered products, however some may be unavailable due to import regulations. We will provide a product price list closer to the launch of the market.

### How will doTERRA Ukraine price the products?

In each foreign market where doTERRA operates, we add a small markup above US pricing to account for the

added difficulty of exporting doTERRA's high quality product and operating abroad. A price list, showing the price of each available product, will be made available for members

### What claims are we allowed to make for essential oils?

Since Ukraine is ordering US product, we encourage you to research the US approved claims. We ask all members to discuss the benefits of our essential oils responsibly and refrain from making medical/drug/disease claims. If there are questions regarding what claims are compliant, please contact [compliance@doterra.com](mailto:compliance@doterra.com)

## Shipping

### Will products be distributed from a warehouse in Ukraine?

No, products will ship from the United States to Ukraine.

### What will shipping fees look like and what is the expected delivery time frame?

doTERRA is partnering with the company Boxberry. With their help, we will offer home delivery and delivery to a Boxberry pick up center.

Average delivery times range from 12-15 business days. Please note that these time frames may be temporarily impacted due to the COVID-19 pandemic.

### Will I be charged duties and taxes on my orders shipping to Ukraine?

Yes. Members will be responsible for import duties and taxes on orders above 100€ per day. This is Ukraine's duty free import limit. Below is an example of how the duty/tax is calculated.

Members will be charged 20% import VAT on orders above the 100 EUR threshold, and 10% duty on orders above 150 EUR threshold. Ukrainian prices will be charged in USD, but the import limits are calculated based on EUR. Members should actively check conversion rates prior to placing an order.

Below is an example of how duties/taxes may be calculated:

A Ukraine NFR order that is EUR 75 will not be charged import VAT or duties.

A Ukraine NFR order that is 125€ will be charged 20% import VAT on the 25€ exceeding the 100€ VAT free threshold. The member will pay 5€ of VAT. A Ukraine order that is 175€ will be charged 20% on the 75 EUR above the 100€ VAT free threshold. The 10% import duty will be charged on the 25€ above 150€ duty free threshold. The member will pay 15€ VAT and 2,50€ duties.

Please be advised that all free product from promotions, point redemptions, POM, etc. must have the wholesale

price declared as the value of the product to clear customs. What this means for our members is that the declared value of your order when it arrives to customs will be higher than what you actually paid for the order if it contains a promotional item or point redemption item. This is due to Ukrainian customs regulations and is not determined by doTERRA. Members will be responsible to pay all customs charges and duties and these expenses are not eligible to be reimbursed by doTERRA.

## Payment Options

### How can I pay for my orders?

Members can pay for orders using a credit card, debit card, or account AR balance.

## Wellness Advocate Business Questions

### Are there changes to the compensation plan for Ukraine NFR?

No, the same global rules apply. As noted above, the benefits of the compensation plan will accrue on the account AR balance.

### Can Wellness Advocates Resell doTERRA products?

The product purchased from the United States is not registered for individual sale. We encourage members to share the benefits of dōTERRA by enrolling other members rather than reselling since the products are not registered for resale.

### What is the difference between Sponsors and Enrollers?

An Enroller is the WA who introduces a new member to doTERRA and has a personal relationship with the member.

Enrollment relationships are used to determine Fast Start and qualifying legs to hit rank. A Sponsor is the WA who is directly above a member in his or her organization and is responsible for long-term product training.

The sponsor organization is used to determine Power of 3 structuring bonus, rank related volume, and Unilevel bonuses.

If you have further questions, customer service ([ukraine@doterra.com](mailto:ukraine@doterra.com); +380 (94) 7100870 ) can provide more details.



## How do I earn rewards for building?

Consistent with all other markets, WAs with qualifying LRP templates and monthly personal and organizational volume will be paid due commissions.

Commissions will be paid weekly and monthly. Commissions will accrue to their Account Receivable (AR) balance in the Virtual Office.

## Will Wellness Advocates have personal websites after launch?

Yes, Wellness Advocates will have personal sites associated with their dōTERRA account where they can refer potential members to if they would like to enroll.

## What educational material will be available?

doTERRA will have essential marketing materials at the time of launch. More materials will be provided as the market grows.

## What languages will marketing material be translated to?

We understand that Ukrainian is the official state language and will work to ensure that documents are translated into that language. Some resources are already available in Russian.

# Compliance

## What does doTERRA expect from its members?

doTERRA maintains the highest ethical standards and expects honesty and integrity from its members.

Members should not represent themselves as the Company, nor should they use doTERRA's trademarks without express written permission from doTERRA. A list of authorized doTERRA Wellness Advocate trademarks will be provided at a future date.

Members also should not make claims (especially in online forums, social media, blogs, etc.) that claim that doTERRA's products can be used to cure, heal or treat diseases or illnesses. It's critical that doTERRA Wellness Advocates act with total integrity when recruiting. Relationships are more valuable than commissions. doTERRA does not tolerate WAs recruiting members from other WA teams.

## Who do I contact with compliance questions?

Members can contact [compliance@doTERRA.com](mailto:compliance@doTERRA.com) for compliance questions or to provide evidence of non-compliant behavior.

Full text of doTERRA manual will be provided at a future date.

Silver and above leaders may also consult with their account managers to better understand how to apply

compliance policies.

## Member Support

### Will doTERRA offer Product of the Month (POM)?

Yes. Like other markets, members will need to place a 125 PV LRP order on or by the 15th of the month to get their FREE product of the month.

### How do I reach Customer Service?

doTERRA Ukraine's customer service is available by phone or by email

Email: [ukraine@doterra.com](mailto:ukraine@doterra.com)

Telephone: +380 (94) 7100870

Local Ukrainian members can reach our US based Ukrainian customer service team by calling the above local phone number: Monday - Friday, 15:00 – 23:00.