

dōTERRA® | 2016
International
YEAR IN REVIEW

By harnessing pure and potent essential oils, dōTERRA empowers people to change their lives, their families' lives, and their communities.



Haiti | Vetiver

dōTERRA[®] introduction

For people who care about improving their health and that of their loved ones, we provide simple, safe, and empowering solutions that enhance well-being. Our pure essential oils are revolutionizing the way families manage their health. We harness nature's most powerful elements and share these gifts through our global community of Wellness Advocates and Wholesale Customers, which numbered more than three million at the close of 2016. We source over 120 essential oils from over 45 countries, more than half of which are considered developing countries. The dōTERRA Cō-Impact Sourcing[®] initiative works to develop long-term, mutually beneficial and ethical supplier partnerships while creating sustainable jobs and providing reliable income in underdeveloped areas. The dōTERRA Healing Hands Foundation[™] seeks to bring healing and hope to the world, to make possible lives free of disease and poverty, and to ultimately help people everywhere be self-reliant. We hope you'll enjoy a look back at our 2016 highlights. 💧

Front cover: The dōTERRA Cō-Impact Sourcing initiative in Haiti provides Vetiver farmers with a stable income, an organized sourcing cooperative, and improved resources that encourage self-reliance.



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dōTERRA[®] vision

Often we disparage ourselves with the notion that we are only one— one drop in the ocean, one grain of sand on the shore. What's more, we buy into the belief that as one, we don't matter. We can't possibly make a difference or have the ability to defy the odds. Who are we to stand as the lone example of what one person can do? None of us wants to experience such solitude, but sometimes, only in the face of insurmountable odds are we able to access our true potential.

Over the past nine years, we've watched dōTERRA become a vehicle for many individuals to truly impact friends, family, and in some cases, entire communities. As we share our pure and potent essential oils, people's lives are blessed. While we have many worthy causes at dōTERRA, this is our mission, and it is being accomplished one person at a time.

Through our Cō-Impact Sourcing[®] partnerships and initiatives, our dōTERRA Healing Hands Foundation[™] partners, and our more than three million Wellness Advocates and Wholesale Customers around the world, I've seen the power of one firsthand. These individuals dedicate their time, resources and efforts to the betterment of others' lives. The impact each person can have in his or her respective communities is vast— a pebble rippling through a pond— resulting in an outcome that will be felt for generations.

As we look back over this past year, it is evident in our shared successes that when the individual power of many come together to form the power of one, families, organizations and even nations are changed.

Sincerely,



David Stirling
dōTERRA Founder and CEO



2016 award highlights



Forbes Magazine
No. 10 America's Best Midsize Employer
No. 1 Mountain States Area Employer
No. 2 Western United States Employer



Utah Valley 360
UV50 Economic Engines 2016
No. 1 Economic Engine



World Trade Association of Utah
International Company of the Year



Utah Best of State Award Winner in the
Essential Oils/Botanicals category



Utah Genius Award
Utah's Top Trademark Registrants



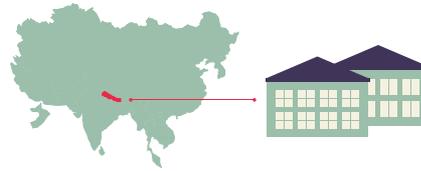
Safety Council
Million Hours Award

1

87,099

people were educated on essential oils in **160+ U.S.** cities through Spring Tour, Post Convention Tours, Wellness Summits, and other meetings.

2



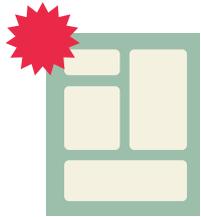
dōTERRA Healing Hands Foundation™, along with CHOICE Humanitarian, built the first two permanent, earthquake-resilient schools in **Nepal**.

3



Dr. David Hill presented at The Diplomatic Courier's second annual Global Summit on Wellbeing at the historic Gallup Building in Washington, D.C.

4



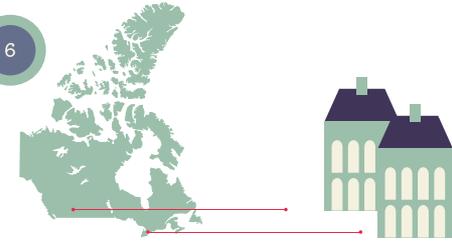
National MarCom Recognition for **Living Magazine**.

5



More than **30,000** attendees at record-breaking annual convention.

6



Two new distribution centers opened in **Canada**.

7



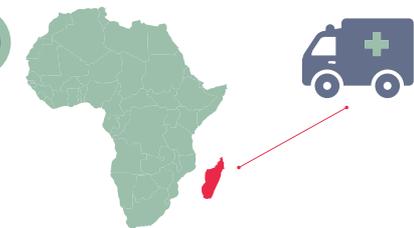
Esseterre Bulgaria, dōTERRA's new distillery in Bulgaria, opened for operation.

8



23 new products announced at annual convention.

9



dōTERRA Healing Hands Foundation worked with 10 village communities in **Madagascar** to provide mobile health clinics.

manufacturing growth



dōTERRA's manufacturing facility located in Pleasant Grove, Utah, is 112,313 square feet, and includes 2,620 different pallet locations.



dōTERRA essential oils are processed and shipped from dōTERRA's manufacturing facility.



Over 2,000 different SKUs are processed in this facility.



In 2016, more than 47,300,000 bottles of essential oil were processed from dōTERRA's manufacturing facility. On an average working day, we process 190,606 bottles of oil.



employee growth

- **Employee headcount:**
U.S.: 1,780
International: 409
Total: 2,189
- **dōTERRA started a robust fitness program** for employees, including daily fitness classes, monthly health challenges, and more.
- **Total # of employees and spouses utilizing subsidized Fitbits:** 990
- **Total miles logged** since inception of the program (Aug. 20, 2016): 207,000
- **Total amount donated** at HHF 5k/Fun Run: \$12,000

wellness advocate and wholesale customer growth



Total number of Wellness Advocates and Wholesale Customers exceeds three million.



dōTERRA maintains one of the highest payout rates and highest retention rates (70.6% in 2016) in the direct selling world.



Wellness Advocates and Wholesale Customers in more than 128 countries received product in 2016.



social media growth



new products



dōTERRA LIFELONG VITALITY PACK[®]
Dietary Supplements



TerraShield[®] (30 ml spray)
Outdoor Blend



Spikenard
Essential Oil



Petitgrain
Essential Oil



dōTERRA Serenity[®] (update)
Restful Blend



dōTERRA Serenity[™] Softgels
Restful Complex



PB Assist[®] Jr
Powdered Probiotic Supplement designed for children



dōTERRA a2z Chewable[®]
(Watermelon)
Dietary Supplement



doTERRA Emotional Aromatherapy® Touch

The doTERRA Emotional Aromatherapy Touch line contains six unique essential oil blends combined with Fractionated Coconut Oil in 10mL Roll-Ons for convenient and gentle topical application. These proprietary blends provide targeted emotional health benefits for the entire family and can be applied every day to specific points on the body to help balance and brighten your changing moods.

doTERRA Hope™ Touch

The full purchase price of each doTERRA Hope Touch bottle is donated to the doTERRA Healing Hands Foundation™ which supports an organization dedicated to rescuing children from child slavery worldwide.



spa
dōTERRA

Refreshing
BODY WASH

*An energizing, essential oil-
infused body wash that provides
a rich cleansing and aromatic
spa experience*

8.45 fl oz./250mL

spa
dōTERRA

Detoxifying
MUD MASK

*A natural mud mask
infused with essential oils,
earth clays, purifying minerals,
and nourishing botanicals*

Net Wt. 4oz / 113.4g

spa
dōTERRA

HAND & BODY
Lotion

*A natural lotion perfect for
blending with essential oils*

6.7 fl oz./200mL

spa
dōTERRA

CITRUS BLISS[®]
Hand Lotion

*A light, uplifting lotion
infused with essential oils*

2.5 fl oz./75mL

spa
dōTERRA

Moisturizing
BATH BAR

Net Wt. 4 oz./113g

spa
dōTERRA

Replenishing
BODY BUTTER

Net Wt. 7 oz / 198 g

spa
dōTERRA

Exfoliating
BODY BUTTER

Net Wt. 8 oz



dōTERRA® SPA is a line of CPTG® essential oil-infused products that provide an aromatic and pampering at-home spa experience. Each product has been carefully formulated with natural ingredients that leave your skin feeling soft, smooth, and fresh all day long.

Refreshing Body Wash
Replenishing Body Butter
Detoxifying Mud Mask
Hand & Body Lotion
Citrus Bliss® Hand Lotion

Moisturizing Bath Bar
Exfoliating Body Scrub
Lip Balms: Herbal, Original, and Tropical
dōTERRA® Spa Rose Hand Lotion



dōTERRA® spa

As dōTERRA continues to grow, so does our desire to engage with each one of you and share our essential oils in a personal and meaningful way. Through the dōTERRA Spa, we have been able to make this a reality. Our full-service on-site spa incorporates the use of dōTERRA essential oils and the dōTERRA facial skin care systems to create a relaxing, therapeutic, and educational experience.





There is nothing better than walking in to the dōTERRA® Spa and immediately being greeted by the uplifting aromas and friendly faces of our staff. The beauty of our spa is that you can make it a different experience each time you are with us. Next time you visit our headquarters in Pleasant Grove, Utah, we invite you to come experience the combination of different essential oils working together in your massage or facial.

Services provided at the dōTERRA Spa include facials, massages, AromaTouch® Technique, and waxing.



2016 events | one convention

dōTERRA's pure and potent essential oils are shared one drop, one person, one family at a time. When individuals come together to share their knowledge, passion, and successes, we are all enriched and empowered. This is particularly true when so many of the dōTERRA family are gathered in one place.

In September of 2016, dōTERRA made history by hosting 30,000 attendees during our annual convention. It broke the state record that dōTERRA set in 2015 as the highest attended corporate convention Utah has ever seen. We hosted Wellness Advocates and Wholesale Customers from 38 countries during the four-day conference, which focused on product education, strategic sourcing, and dōTERRA's international humanitarian efforts.

"Salt Lake continues to be a fantastic destination for hosting our convention and we are pleased to be in a position to significantly contribute to the local economy," said David Stirling, dōTERRA Founding Executive and CEO. "We recall our first convention, just eight years ago, which had 350 attendees. We are grateful that year over year, our conference continues to grow as the number of enthusiastic dōTERRA Wellness Advocates and Wholesale Customers exponentially increases."





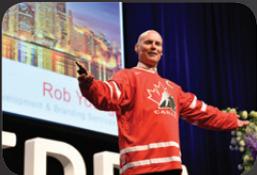
Our non-profit organization, the dōTERRA Healing Hands Foundation™ announced significant donations to three organizations that offer hope to millions around the world. A total of \$500,000 was given to an organization dedicated to saving children from sex trafficking. A \$250,000 donation was given to Days for Girls, a non-profit creating quality sustainable hygiene and health education for women and girls. A second \$250,000 donation was given to Mentors International, a charitable foundation offering micro loans around the world with transformational program mentoring to impoverished entrepreneurs.

Wellness Advocates and Wholesale Customers attended various education sessions at the convention, including presentations from leading scientists and doctors from a variety of top research facilities. A special presentation from internationally recognized sleep expert Dr. Robert Foster outlined critical steps individuals must take to achieve good sleep. Along with Dr. Foster's lecture, dōTERRA announced a new sleep support product, dōTERRA Serenity™ Restful Blend Complex Softgels, which has been clinically proven to help with occasional sleeplessness and improve sleep. Attendees also heard an inspiring message of hope and forgiveness from author and Rwanda genocide survivor Immaculée Ilibagiza.

international events



Australia dōTERRA®
Alive Convention
FEBRUARY 2016



Canada Grand
Opening
JUNE 2016



Essential Oil A-Z
Training
MARCH 2016
Tokyo, Fukuoka, Japan



AromaTouch®
Training
JUNE 2016
Tokyo, Japan



Australia Leadership
JUNE 2016





AromaTouch[®] Technique Training

MAY 2016
Singapore



Dr. Hill Lecture Series

OCTOBER 2016
Taiwan • 3,115 participants



Convention in Hong Kong

JULY 2016
2,500 attendees



Gift of the Earth Seminar

MAY 2016
Singapore



Taiwan Convention

APRIL 2016
2,229 attendees



Post Convention Tour

OCTOBER 2016
Singapore



Post Convention Tour

JULY 2016
Taiwan • 2,292 participants



Japan Convention

JUNE 2016
Tokyo, Japan
3,000 attendees



Gala

JUNE 2016
Tokyo, Japan
400 attendees



Leadership Training

JUNE 2016
Singapore

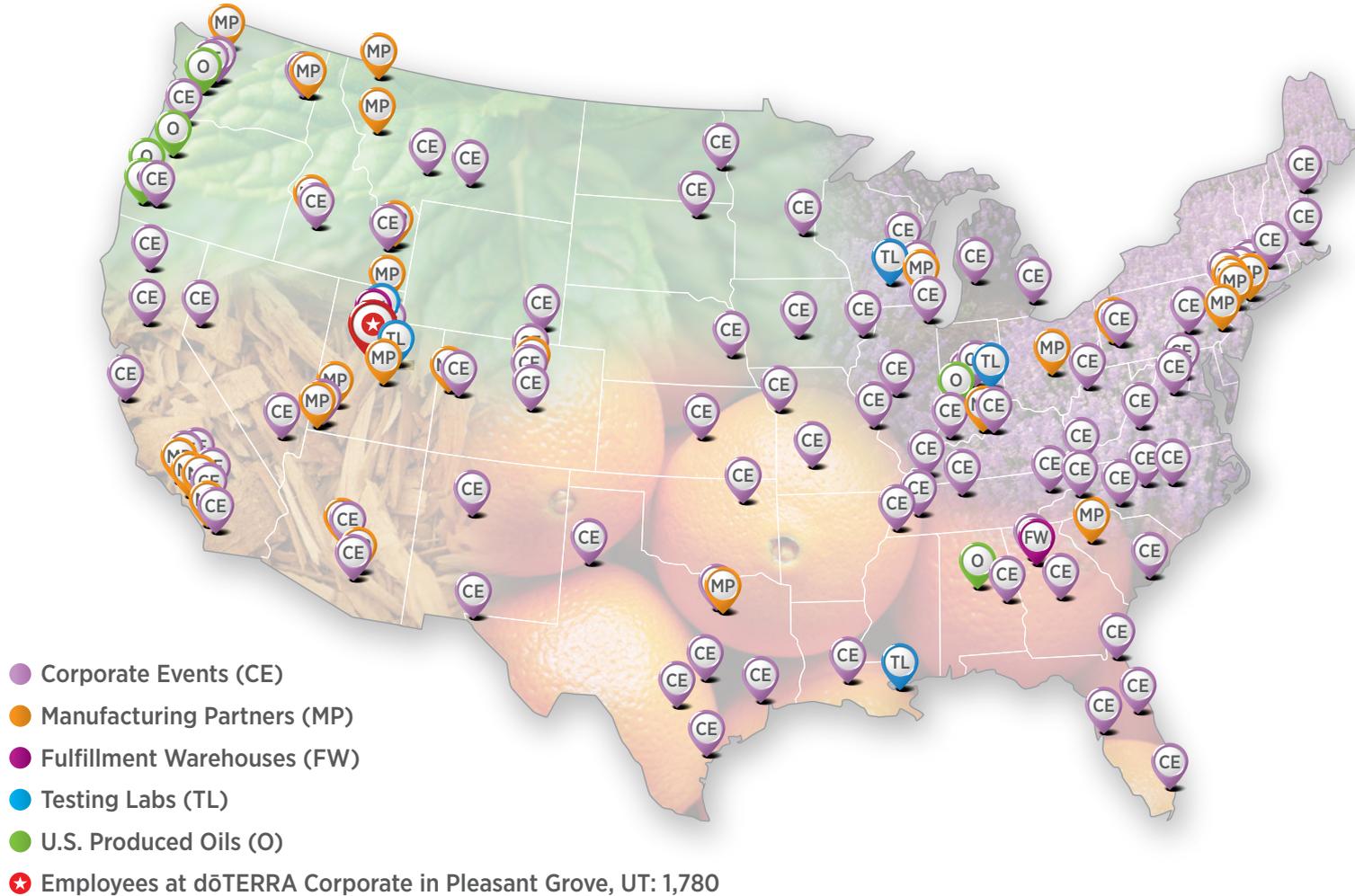


Leadership Retreat

JULY 2016
Taiwan • 315 attendees



operations and corporate events across the U.S.



educational resources



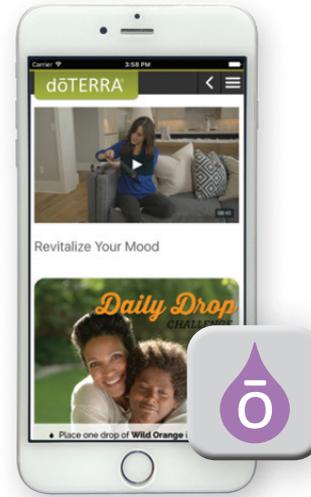
Brochures and Magazines

dōTERRA offers multiple publications, brochures, and online resources to supplement essential oil education and natural living.



#askdoTERRA

We launched an educational interview platform, #askdoTERRA, where host Kirk Jowers finds answers to all the questions you are eager to know.



dōTERRA Daily Drop®

The dōTERRA Daily Drop App provides you with a fun and convenient way to get your essential oil education anytime, anywhere. Short videos and simple challenges are right at your fingertips whenever you have free time. Whether you're waiting in the parking lot to pick up your kids or winding down at the end of the day, you can become an expert and take your knowledge about essential oil usage to the next level in just a few minutes.

dōTERRA EMPOWERED LIFE SERIES



Empowered Life Series

In the dōTERRA Empowered Life Series, learn from the best and increase your knowledge about dōTERRA natural solutions every single month with this free, ongoing webinar. Registration is free, and each life symposium is archived on dōTERRA University: Living.

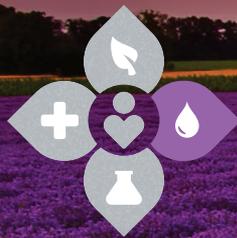
source to you™

You and your family deserve only the most pure, potent, and effective oils on earth. dōTERRA takes great pride in sourcing them to you.



Growers

dōTERRA responsibly partners with artisans from over 45 countries who champion the best seeds, soils, and growing environments. While others in the essential oil industry cut corners during the planting, growing, and harvesting process, or even try to "extend" pure oils by adding less expensive ingredients, dōTERRA is uncompromisingly selective.



Distillers

Extracting essential oil is an extremely delicate process. If done improperly, distillation can dramatically alter or destroy a plant's aromatic compounds. dōTERRA partners with expert distillers who apply custom pressures and temperatures to extract each essential oil—ensuring the most potent and beneficial chemical profile.



Scientists

dōTERRA's team of expert scientists and research partners have revolutionized the essential oil industry through state-of-the-art testing and unrelenting innovation. Our testing process ensures that only the highest quality essential oils pass through quality control, quality assurance, and on to you and your family.



Practitioners

dōTERRA's team of medical advisors collaborates with prominent universities and medical communities to develop groundbreaking research on essential oils and their application. dōTERRA works directly with these healthcare professionals and the larger medical community in developing and advancing the uses of essential oils in clinical environments.



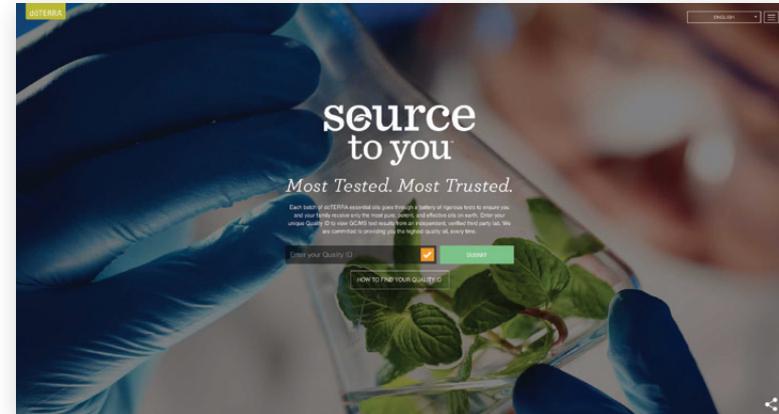
You

Ultimately, you are at the center of dōTERRA's mission. You are the reason we never cut corners in sourcing the most pure, potent, and effective oils on Earth. Our extensively researched and developed essential oils, blends, and supplements are focused on helping you achieve health and wellness, ensuring you can overcome everything life throws at you.

the most pure,
potent, and effective
oils on earth



Each batch of dōTERRA essential oils goes through a battery of rigorous tests to ensure you and your family receive the most pure, potent, and effective oils on earth. A unique Quality ID is located on the bottom of each dōTERRA single essential oil bottle, and is linked to a GC/MS test from an independent, verified third party lab. We are committed to providing you the highest quality oil every time.



The GC/MS quality reports page located at: <https://sourcetoyou.com/quality-reports-gcms.html> enables you to enter a unique Quality ID number located on the bottom of each single essential oil bottle for test results from an independent third party lab.

GC/MS Test Results

dōTERRA ID: 160824

Test results | **Quality assured** | **Highlights**

Get informed from the best of both sides. dōTERRA.

Look above and below. Check the third-party lab's analysis and findings for their tests. Check their. Due to the high standards we set for ourselves, we're always on top" and we're confident that you'll be the one to see the difference. Our surface comes from a system for the ability to split, identify, and measure every compound in a few and easy way. We're committed to providing you the highest quality oil every time.

| RT | Component Name | Abundance | Sample Type | Standard |
|------|----------------|-----------|---------------|-------------|
| 1.12 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.14 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.16 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.18 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.20 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.22 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.24 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.26 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.28 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.30 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.32 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.34 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.36 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.38 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.40 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.42 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.44 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.46 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.48 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.50 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.52 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.54 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.56 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.58 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.60 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.62 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.64 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.66 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.68 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 1.70 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
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| 1.98 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
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| 2.02 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.04 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.06 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.08 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.10 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.12 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.14 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.16 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.18 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
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| 2.26 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
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| 2.64 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.66 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.68 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.70 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.72 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.74 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.76 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.78 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.80 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.82 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.84 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.86 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.88 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.90 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.92 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.94 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.96 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 2.98 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |
| 3.00 | Hydrocarbon | 100 | Essential Oil | Hydrocarbon |

Sample Type: Essential Oil
Sample Name: Lavender
Sample Code: 160824

GC/MS Test Results

The GC/MS Test Results page has highlights of the essential oil you entered, an explanatory video, and a downloadable Test Results page.

sourcing



cō-impact sourcing®



Esseterre is a farming and distilling operation headquartered in the Black Sea resort town of Varna, with its main production center in the nearby industrial town of Dobrich. Esseterre is now one of the largest distilleries in Bulgaria and will revitalize the essential oils industry through the dōTERRA Cō-Impact Sourcing® approach, becoming a significant force for facilitating sustainable, diversified development in Bulgaria.

Strategically Placed

Basing operations in Dobrich was a strategic choice. Esseterre’s distillery is centrally located to the Lavender and Melissa farms supplying the raw materials, minimizing risks and producing the highest quality oils possible. Melissa should not be transported over long distances post-harvest since the plant is easily damaged and needs to be distilled shortly after harvesting. As such, Esseterre does not harvest Melissa that is grown more than 50 kilometers from its distillery. Lavender is also best distilled within one day of harvesting.

A Year-Round Industry

Esseterre will first focus on Lavender and Melissa oil production, but the farmers are capable and anxious to do even more. The distillery will operate up to 260 days per year in order to facilitate a more efficient and optimal use of Bulgaria’s abundant, high quality aromatic plants. Among the crops that

Esseterre will distill during the Lavender and Melissa off-seasons are Chamomile, Yarrow, and others. Esseterre has also established additional relationships with other farmers and distillation partners nearby for expanded capacity as needed. Furthermore, in order to make full productive use of Esseterre’s facilities year-round, a variety of seed oils such as Coriander, Juniper Berry, and Fennel, as well as dōTERRA’s Frankincense resins imported from Somaliland, will be distilled during the colder, nonfarming months.

Although created and owned by dōTERRA, Esseterre is really a Bulgarian firm, built and managed by Bulgarians. Expert managers, distillers, farmers, and engineers make up the team. Along with impeccable industry-related skills, the Esseterre team is most characterized by a shared commitment to positively impact their own communities. Esseterre has brought new investments to

the area and is partnering with dozens of local farmers, and there are many more who are eager to join forces with Esseterre’s mission and the dōTERRA Co-Impact Sourcing® approach. Not only does Esseterre offer farmers a chance to increase their incomes through the production of higher value crops, but also through on-time payments, long-term fair pricing, production and harvesting support, and technical knowledge-sharing.

Reviving a Legacy

Esseterre’s distillery is located on the outskirts of an industrial town with many empty fields and abandoned warehouses—legacies of Bulgaria’s past, but not its future. Esseterre is not a company that simply aims to just grow and distill Lavender. Rather, it aims to produce the highest quality essential oils for dōTERRA’s needs while revitalizing the country’s agricultural and industrial legacy, thus building a stronger today and tomorrow for farmers and their communities.





Melissa field



Distillery ground floor



Esseterre's distillery with 12 operating distillation units.



ESSETERRE QUICK FACTS

- Esseterre is one of the largest distilleries in Bulgaria
- Through the dōTERRA Co-Impact Sourcing® approach, Esseterre is currently working with approximately 18 Melissa farmers and over 50 Lavender farmers
- Esseterre is the most advanced, state-of-the-art GC/MS laboratory in Bulgaria
- Due to Bulgaria's prime growing conditions and skilled labor, Esseterre will also be able to have an extensive product list
- In 2017, Esseterre will begin distilling imported Frankincense resins from Somaliland
- Esseterre is a growing company and at present directly employs 16 full-time staff

faces of cō-impact sourcing®





Around the World

dōTERRA's early vision to supply the purest, most potent essential oils to every household in the world is quickly becoming a reality. In 2016, Wellness Advocates and Wholesale Customers received dōTERRA essential oils and oil-infused products in 128 countries around the world. We are more unified than ever before, and have truly become one global family.



australia • new zealand

2016 saw unprecedented growth in enrollments and sales numbers for dōTERRA® Australia and New Zealand. Each of our Wellness Advocates, regardless of their time with dōTERRA, have played a pivotal role in developing the nurturing, friendly culture we love about our Australia and New Zealand market. The size of our leadership group has increased every single month; our leaders have stepped up to build this market into the flourishing success it is today as dōTERRA's fastest growing International market.

- Sales Growth: 133%
- Enrollment Growth: 98%
- 28 new Diamonds, including one Blue Diamond and one Presidential Diamond
- Customer base has more than doubled
- Fastest growing international market



canada

In 2016, dōTERRA expanded into Canada with the opening of two distribution centers in Calgary and Toronto—marking our first permanent structures solely dedicated to serving our Wellness Advocates and Wholesale Customers. We launched over 114 products locally in Canada, and we held dōTERRA's largest international event ever in Toronto in June.

- Sales Growth: 61%
- Enrollment Growth: 37%
- More Silver, Gold, Platinum, and Diamond Rank Advancements in Q4 of 2016 than in the previous 10 months combined



china • hong kong

In 2016, China and Hong Kong became dōTERRA's largest international market.

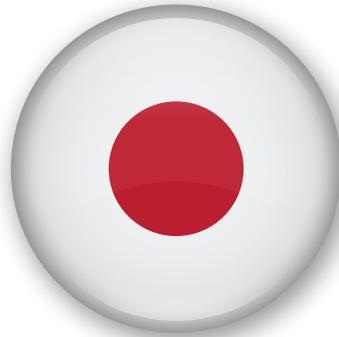
- Sales Growth: 88%
- Enrollment Growth: 91%
- In May, 2,500 new customers enrolled in two days
- 92,000 new customers in 2016
- Reached new monthly high of 74,000 orders
- First China convention held in Hong Kong in July 2016, with 2,500 attendees
- First China Incentive trip to Bangkok, Thailand
- Blue Diamond Summit in Queenstown, New Zealand
- Opened stores in Guangzhou and Chengdu
- Owen Messick, joins dōTERRA as “President, dōTERRA China”
- Closed dōTERRA's largest Founders Club with 50 Founders



europa

We had many exciting developments in Europe in 2016. We now have our first Blue Diamond and twelve Diamonds throughout Europe. Other highlights from the year include:

- Sales Growth: 77%
- Enrollment Growth: 78%
- dōTERRA® product guide translated to nine European languages
- Launched Shipping Rewards Points
- Europe Facebook likes more than doubled
- Europe Convention in Prague—attendance doubled from last year



japan

2016 was an amazing year for dōTERRA Japan. Our corporate staff grew to 79 employees, and we held over a dozen corporate sponsored seminars and events. Our leaders are energetic and engaged, and they are working more collaboratively than ever before.

- Sales Growth: 50%
- Enrollment Growth: 10%
- Four Presidential Diamonds
- Four Blue Diamonds
- ¥10,968,213 donated to dōTERRA Healing Hands Foundation™
- 3,000+ attendees at Japan Convention
- 300+ attendees at AromaTouch® Training in Tokyo



korea

The Korean market represents a market with incredible potential. dōTERRA's efforts in Korea are still very much in their infancy. Our Wellness Advocates are incredibly loyal and love the dōTERRA culture and products.

- New Korea Country Manager, Jae Hoon Jang
- First AromaTouch Training with Dr. Hill, 200 attendees
- 1,000 attendees at Korea Convention
- Two new Blue Diamonds
- Five new Diamonds
- ₩18,000,000 donated to dōTERRA Healing Hands Foundation™ in 2016



latin markets

Our Latin Markets had a great year and held many exciting events in multiple countries.

- Sales Growth: 79%
- Enrollment Growth: 41%
- First Mexico Convention
- First Aromatouch training with Dr. Hill in Mexico City
- Executive Tours with Dr. Hill and Rob Young
- Latin Markets incentive trip in Cancun



singapore

Singapore saw sales revenue double in 2016. We had 5,845 new Wellness Advocates join and also launched 36 new products.

- Sales Growth: 111%
- Enrollment Growth: 62%
- Sales revenue doubled
- 5,845 new Wellness Advocates
- Launched 36 new OTG Products
- Largest anniversary event with 500 people
- AromaTouch® Technique training with nearly 250 people



taiwan

As the first branch overseas, our business in the Taiwan market continues blooming since our doors opened in 2010. 2016 was also a fruitful year with record-breaking revenue and growth.

- Sales Growth: 34%
- Enrollment Growth: 21%
- Largest Taiwan Convention ever with 2,229 participants from multiple countries.
- Largest Leadership Retreat ever with 315 participants
- Successful Post-Convention Tour with 2,292 participants
- Over 3,115 attendees at Dr. Hill's lectures in October
- Enrollment growth every single month
- 90% sales growth in August 2016
- Most Diamond Club Participants

aromatouch® technique

Why has the AromaTouch® Technique had such an impact?

The AromaTouch Technique has become the bridge between essential oil knowledge and gaining an essential oil experience. With the AromaTouch Technique, we can break down the barriers that seem too difficult to overcome—age, gender, language—to connect individually on a level that looks past the worries and frustrations of the world. It brings us together to serve and be served. The connection formed through this technique with human touch and essential oils can't be matched.

- 35,000 Followers on AromaTouch Facebook
- More than 500 Trainers Worldwide
- More than 30 Countries Participating in the AromaTouch Technique
- Held a 1300 person Dr. Hill AromaTouch Training Event in Hong Kong (Biggest AromaTouch Technique Event since the program was established)

Staci Bell: “No is Not an Option”

Staci Bell, a young woman from Royal Palm Beach, Florida, proved that anyone can participate in the AromaTouch Technique—no matter what personal challenges one might face. Staci explained that she is “blessed with three different disabilities, the main one being a rare brittle bone disease along with being legally blind and bilaterally deaf.” Staci never let her disabilities stop her from pursuing her dreams, including learning the AromaTouch Technique. “I was inspired to learn the AromaTouch,” she said. “I saw it as a great opportunity to be able to better express to others how well these oils really do work.”

— *In Memoriam* —
June 1, 1992 – December 14, 2016



Kimberly and Mercedes Moore: “Like Mother, Like Daughter”

Kimberly Moore is the mother of 10 children and through sharing the Technique with them and with others, has blessed many lives. “Having the ability to teach my older kids to give the AromaTouch Technique has made me feel immense gratitude,” Kimberly said.

During her AromaTouch Journey, Kimberly developed a special bond with her 13-year-old daughter, Mercedes. After watching her mother give the AromaTouch Technique to others and seeing how happy it made them, Mercedes decided to learn the AromaTouch Technique as well.

“You can give anyone an AromaTouch Technique, even if they are just feeling sad,” Mercedes said.

Anne Lee: “Breaking Down Barriers and Building Real Relationships”

At the end of an AromaTouch training event in Hong Kong, Dr. Hill challenged each student to offer the Technique to someone who could really benefit from it. Anne Lee, one of the students in this training, took his message to heart.

Anne said, “I did the AromaTouch Technique for my husband who has rejected essential oils in the past. He fell asleep...and murmured something like ‘comfortable’ with a little snore as well. The next day, I applied the technique to my son and he absolutely loved it! I then returned to my hometown ChongQing; I applied the Technique on my old-fashioned elder brother...this provided me with the first real connection with my brother.”



A group of five people (three men and two women) are standing in a modern office hallway. They are all smiling and looking towards the camera. The man on the far left is wearing a grey suit jacket over a blue shirt. The man next to him is wearing a blue and white checkered button-down shirt. The woman in the center is wearing a light blue button-down shirt. The man next to her is wearing a grey blazer over a black t-shirt. The man on the far right is wearing a black and white checkered button-down shirt. The background shows a hallway with glass doors and a large window on the left showing a scenic view of a town and mountains.

performance advocates

In 2016, dōTERRA was honored to team up with elite athletes and performers who rely on dōTERRA products to do what they love more effectively and to stay at the top of their game. Allow us to introduce you to a select few:

TIM HIGHTOWER

NFL running back, Timothy “Tim” Hightower, is a passionate family man focused on living a holistic and healthy lifestyle. “Essential Oils are a game-changer for me and the family,” Tim says. After four years in the NFL Tim was sidelined due to injury. Through physical and mental strength and determination, he made it back into the NFL and proved to be a valuable asset on and off the field. For optimal rest, relaxation, and support, Tim incorporates dōTERRA into his daily routine. He utilizes dōTERRA On Guard®, Peppermint, Lavender, dōTERRA Breathe®, and Deep Blue®. Tim’s favorite product is the Deep Blue oil. “After a long game it helps me re-energize to get back and ready for the next game.”

LIZ FREEMAN

Liz Freeman is truly “an artist in sky sports” – she is a professional sky diver, avid BASE jumper, and an aerial camera/stunt woman. All of these require a great deal of mental and physical preparation. “I have a routine I practice before every jump, which includes applying essential oils. I use blends of dōTERRA On Guard® and Elevation oils to help keep me going on the hikes [up to jump spots]. A calm mind is a focused mind, so I typically apply dōTERRA Serenity® and PastTense® on the neck to quiet the mental chatter. When my body is sore from hiking, I use dōTERRA Deep Blue® products. It’s magic to tight muscles and a stiff neck! When needed, I use the dōTERRA Breathe® essential oil in my diffuser.”



dōTERRA®

AKWASI FRIMPONG

Akwasi Frimpong is a Dutch-Ghanaian sprinter, bobsledder, and skeleton athlete. Frimpong started his athletic journey as an immigrant, struggling to find his identity and acceptance in a life of poverty and hardships. Without the financial means to pursue a professional career in sports, Frimpong worked to build an outstanding academic record—earning a scholarship to attend Utah Valley University, where he would go on to compete in the NCAA division 1 track program. Frimpong is now the proud winner of 4 bronze, 4 silver, and 8 gold medals at various local and international sports events. Frimpong has incorporated dōTERRA essential oils into his daily routine, as well his athletic routine. “I put a little bit of Peppermint in my helmet before sliding for alertness and focus while going 70/80 miles per hour, head first, with my chin 3 inches from the ice.” He claims Deep Blue® as another favorite, “It’s my number one go to before or after work outs.” A few of Frimpong’s other favorites include dōTERRA Lifelong Vitality Pack®, dōTERRA On Guard®, Lavender, and Frankincense.



In addition to Performance Advocates, we've received a lot of love from actors, singers, athletes, and celebrities around the world. Here are just a few:

Flavia Cacace-Mistry @FlaviaCacace

So excited to have received my @doterra oils, just tried the 'cheer' from the emotional aromatherapy kit and it's gorgeous. 🌸



kesha @KeshaRose

I start every single day with my @doterra oils. They make me feel so so peaceful 🙏 #doterra bit.ly/2aP5FHw

ALANIS MORISSETTE

HOME NEWS BLOG WELLNESS GUEST CONTRIBUTORS MUSIC MEDIA EVENT



ESSENTIAL OILS – DOTERRA

ALANIS MORISSETTE • DECEMBER 1, 2015

Jaime King @Jaime_King

LIFE HACK @doterra essential oils & diffusers are the foundation of wellness in our home, I ALWAYS carry them. Heal, power, uplift #notanad

BAZAAR Fashion Beauty Celebrity Culture Holiday Gifts

allowed to take that route.

HB: How did your beauty routine change during pregnancy and now that you're a mom?

NT: It's amazing when you use doTERRA essential oils, which have amazing healing properties—just glows and I really miss that. So my best friend, a naturopath in Australia who gives me herbal teas, put them into my skin and they're so luxurious, my biggest indulgence. I had Omnilux light facials when I was pregnant to stimulate collagen production. Supermodel Nicole Trunfio, who lives in the UK and it's safe for pregnancy and it helps depression as well. I was actually really busy working so I didn't have much time to pamper myself, but one of my favorite things is a pumice stone, believe it or not. I'd do that every night then put lavender cream on my feet. I use doTERRA essential oils, which have amazing healing properties—I'll put them in a humidifier or just rub them into my skin and they're so luxurious, my biggest indulgence.

corporate caring

dōTERRA is proud to support a wide variety of causes and organizations. In 2016, dōTERRA donated to more than 375 charitable organizations. We also provided several opportunities for our employees to participate in giving back.

dōTERRA continues to educate industry leaders, businesses, and government officials about dōTERRA's mission and global efforts to empower and uplift. This past year, we hosted ambassadors, members of Congress, Consul Generals, foreign leaders, and participated in a Senate Health & Wellness Fair with nearly 1,000 senate staffers in attendance.



AMERICAN RED CROSS

dōTERRA partnered with the American Red Cross and hosted multiple blood drives at our corporate headquarters. More than 200 dōTERRA employees gave blood and collectively donated over 185 blood products. ▲

HABITAT FOR HUMANITY

dōTERRA donated to the Utah County Chapter of Habitat for Humanity, with 100 percent of the donation going to the cost of building materials for two separate construction projects.

The first project took place in Provo, Utah. dōTERRA employee volunteers, in addition to more than 100 women, joined forces with Habitat for Humanity of Utah County to complete its first "Women Build" home for a local single mother and her young children.

The other project took place in Orem, Utah, where several employees painted the interior of a remodeled home. It was one of 62 homes Habitat for Humanity has built or renovated since its inception in Utah County. ▼



SUB FOR SANTA DRIVE

In December, dōTERRA hosted a donation drive and collected dozens of food and hygiene kits, along with cash donations. dōTERRA employees and members of the community brought in some of their "favorite things" to contribute. All donations benefited families with special needs children. ▲



dōTERRA Healing Hands Foundation™

The dōTERRA Healing Hands Foundation is dōTERRA® International's registered 501(c)(3) nonprofit organization working to reduce world poverty and improve quality of life for individuals and communities around the world. To do this, our Cō-Impact Sourcing® projects, corporate partnerships, and Wellness Advocate partner projects are addressing the needs of microcredit lending as well as access to healthcare, sanitation (including clean water projects), and education.



Raising the Stakes

At the inception of the foundation in 2008, the founders of dōTERRA conceived a plan to sustainably raise money for the organization and maximize its effect on individuals and communities worldwide. Since then, donations to the foundation have climbed exponentially every year, thanks to the generosity of dōTERRA Wellness Advocates and Wholesale Customers.

In 2016, the dōTERRA Healing Hands Foundation brought in nearly \$4 million in donations. Because of this, the foundation has been able to expand the reach of projects with which it is affiliated within the last year.

Corporate Partners

At the dōTERRA One Convention in September 2016, the dōTERRA Healing Hands Foundation announced a new corporate partnership with a nonprofit organization dedicated to rescuing children worldwide from sex trafficking and sex slavery. In 2016 alone, the dōTERRA Healing Hands Foundation donated over \$611,000 to support this organization's mission to reduce sex slavery around the world. The dōTERRA Hope™

blend was also released; this oil was originally developed as a donation to further support rescuing children from child slavery worldwide, and each bottle provided hotline numbers beneath a peel-back label and is distributed to children presumably at risk of sex trafficking.

Due to the overwhelmingly positive reaction from dōTERRA members at the release of this oil, the dōTERRA executives announced that the dōTERRA Hope oil would additionally be repackaged as a dōTERRA Touch® oil and made available for member purchase. The full purchase price of every dōTERRA Hope oil sale is donated to the dōTERRA Healing Hands Foundation.

The dōTERRA One convention also provided an opportunity for the foundation to support other partners, as well as raise money for the foundation. Prior to convention, dōTERRA hired the Days for Girls sewing center in Ghana to sew thousands of shoulder bags. Days for Girls creates and assembles feminine hygiene kits for girls and women in developing countries, and the sewing center in Ghana is usually occupied sewing these kits for assembly and distribution as well as other projects such as this to raise money to supplement support for the facility

and workers. At convention, a donation was made to the Days for Girls organization and the shoulder bags were sold and the full purchase price donated to the dōTERRA Healing Hands Foundation.

Mentors International, the dōTERRA Healing Hands Foundation partner that oversees all of the microcredit lending initiatives with which the foundation is involved, furthered their mission to provide small loans and education to entrepreneurs in developing countries through donations made by the dōTERRA Healing Hands Foundation throughout the year as well as a substantial donation at the dōTERRA One convention. The foundation specifically supports microcredit lending efforts in Ghana, Guatemala, the Philippines, and Peru.

dōTERRA Healing Hands Foundation and Cō-Impact Sourcing Projects

2016 was a big year for dōTERRA Healing Hands Foundation projects in Cō-Impact Sourcing areas of the world.

First, a new project was announced in Madagascar. The foundation is working to establish a mobile health clinic in the area of Madagascar where dōTERRA sources several of their oils.





Earlier in the year, prior to the opening of the Esseterre Bulgaria distillery in Bulgaria, the dōTERRA Healing Hands Foundation™ announced a partnership with a Bulgarian nonprofit organization called the Social Teahouse. The Social Teahouse is a transition home for Bulgarian orphans to live and learn necessary life skills after aging out of orphanages. Additionally, the dōTERRA Healing Hands Foundation funded 10 scholarships through a partnership with the Mothers' Care Club in November, and a project to build playgrounds was sponsored and initiated at the end of the year.

Earthquake disaster relief continued in Nepal with the first earthquake-resilient permanent schools being completed during the Co-Impact Sourcing® and dōTERRA Healing Hands Foundation expeditions to Nepal. "While all of the nearly \$636,000 raised specifically for relief in Nepal was dispersed in 2016, additional funds were sent to the area to build two more schools as well as health and veterinary clinics. Disaster relief became a significant focus near



the end of 2016 for the dōTERRA Healing Hands Foundation when Hurricane Matthew struck Haiti, where dōTERRA Vetiver growers and a distillery are located." Over \$100,000 was immediately donated for disaster relief and rebuilding projects anticipating the success of a matching campaign for the project with dōTERRA Wellness Advocates.

dōTERRA also undertook a vented stove project in Guatemala and Nepal this year where, dōTERRA sources Cardamom and Wintergreen essential oils. Venting the smoke from in-home cooking fires out of the houses has greatly improved living conditions and quality of life for Guatemala natives, and has reduced the impact on the environment as the stoves require much less firewood than an open fire.

Finally, ground broke early in December for a new project in Somaliland, Africa, where dōTERRA sources some of its Frankincense oil. The project will establish a new health clinic in the area and video from the groundbreaking



was captured and promoted by the local news station. The community is very excited for the opportunity to receive this healthcare.

Wellness Advocate Partner Projects

The Wellness Advocate Partner Project program grew in popularity this year, with a total of 43 projects approved in 2016. Twenty-one of those projects were completed in 2016, while the other 22 will finish in 2017. The Wellness Advocate partner project program allows Wellness Advocates that are affiliated with a nonprofit organization, and working on a project with that organization, to request support from the dōTERRA Healing Hands Foundation. This support is usually given in the form of matching campaigns, allowing the member with their team and community to raise funds and oil donations. At the end of their fundraising period, those donations are then matched by the dōTERRA Healing Hands Foundation for use on their project.

wellness advocate spotlights



Jessie Reimers

As a young mum with Asperger's, severe social anxiety, and in poverty, I felt very poorly about myself. I felt that I wasn't intelligent, that my future held no hope, and that the world was an unsafe, loveless place. And I certainly didn't feel that I belonged anywhere. I had been bullied through school and in workplaces; I felt like an outcast and felt very alone.

One of my favorite quotes has always been *"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has"* (Margaret Mead). I am so grateful that the dōTERRA Founding Executives did just that when they created this company, as a culture and attitude of one permeates dōTERRA.

When I came to dōTERRA, the belief in me and love shown to me by the entire community as one cracked my heart open and allowed space for me to in turn pass that love and belief on to countless others. When you shine, you give permission for others to shine, and the ripple effect throughout communities is truly profound.

Never underestimate the influence and power you hold to make a difference in people's lives. With each person you love, share with, listen to, and believe in, you are changing the world and importantly, one life. Mine has been forever altered; always remember what a gift you have to bring to others.



Brooke Magleby

*"One light.
Shining in the darkness.
All it takes is one light!"*

We tend to look at the "big picture" when we define success in our lives or the lives of others. In reality, success boils down to one action, one word, one moment, one decision, one person! It is only through these singular events or choices that we achieve true success. We recently held an Elite Retreat and had several Blue and Presidential Diamonds speak. Even though each one of them have had different journeys, each spoke of a singular event, action, or person that changed the trajectory of their lives and helped them create what they have now.

The question was posed, "What would you do without dōTERRA or these precious oils in your life?" None of us can imagine life without them at this point, but it took one brave person, one experience, and one choice for us to have them! Becoming purposeful with each one of your daily activities and conversations, strengthening your ability to shift one mindset from scarcity to abundance and summoning the courage to share an oil with one person are all ways to be intentional and present. Please, never doubt that you make a difference! You are the one piece of someone else's puzzle and they need your light!

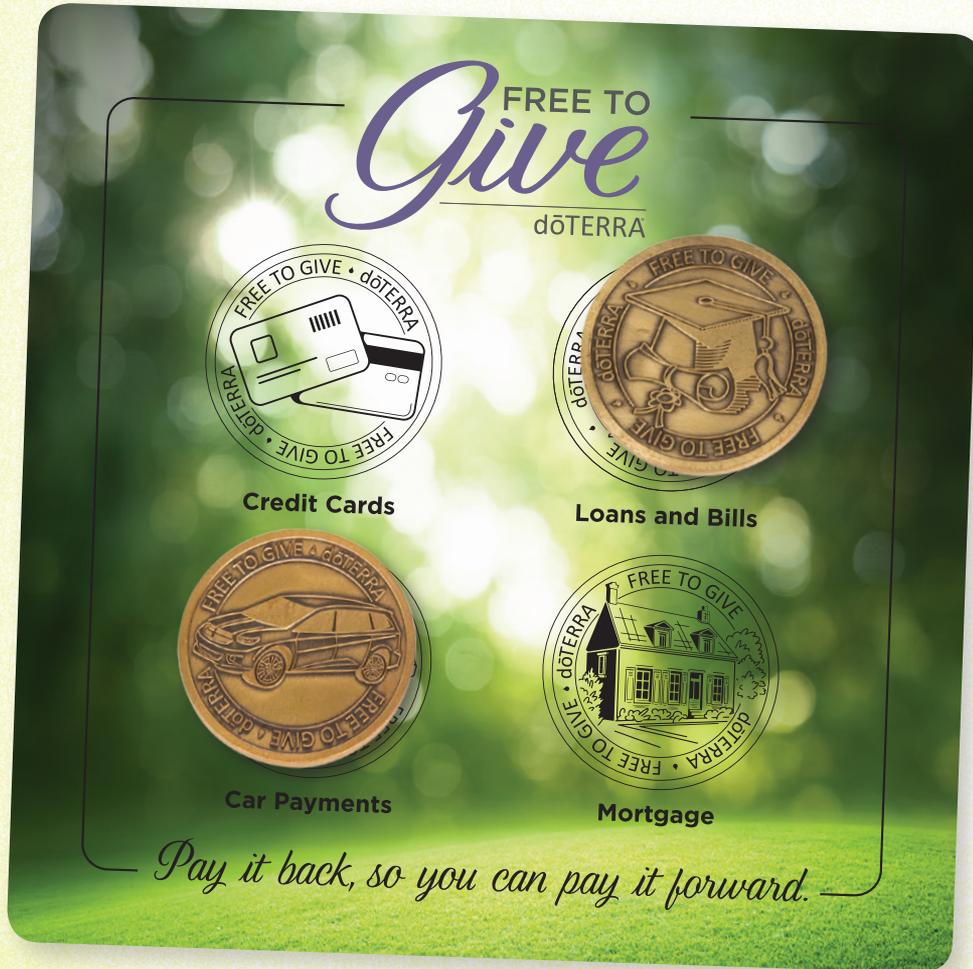
Willem-Paul and Loussanna Koenen

While at a refugee camp with dōTERRA Healing Hands Foundation™ on the Greek islands, a refugee said to us, "We are all one family." He was only 17 years old but had already lived in five different countries as a refugee. He helped us give out oils and taught 1,200 people in the tents. He was our translator and said, "I don't care if these people are from Turkey, Iran, Iraq, or

Syria. It doesn't matter what religion they have. They are all human; they are all the same." This touched me and made me more conscious of every human's need to be understood and loved. That desire for progress and growth is within all of us and through dōTERRA, we can be a part of one family that nurtures around the world.



dōTERRA Free To Give®



dōTERRA's Free to Give program was launched in March 2016. Free to Give is a dōTERRA-sponsored incentive program designed to inspire Wellness Advocates and Wholesale Customers to pay off debt and live abundantly while becoming free financially in order to be in a better position to give to others.

When a Wellness Advocate, Wholesale Customer, or employee signs up for Free to Give, they are sent a Free to Give Token Collection Board. As they make progress in paying off their credit card debt, automobile debt, student loans, medical bills, or home mortgage, they are sent a corresponding Free to Give Token.

Within the first of week of launching, Free to Give had over 2,000 enrollments! We are proud that Free to Give continues to grow and expand throughout multiple markets all across the globe. We now have over 8,000 Wellness Advocates and Wholesale Customers and 130 employees participating in Free to Give.

“dōTERRA wants to be known as the company that helps the most people get out of debt.”

Corey Lindley
President and Chief Financial Officer, dōTERRA International

dōTERRA®

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