doterra 12017 International

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



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 throughout our global community of Wellness Advocates and Wholesale Customers, which numbered more than five million at the close of 2017. We source over 130 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 2017 highlights.

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



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doterra vision

If the world is suffering from a feverish bout of me-centrism, then the cure just might be you. What I admire most about the people of dōTERRA is our love of others and our commitment to share and give back. We are youcentric. To paraphrase President John F. Kennedy, "We ask not what the world can do for us, we ask what we can do for the world." And, we are doing it. A result of this outward mindset is that as we focus on others, we grow in power as a person. We discover who we really are, and who we can really become, as we lead, guide, and walk beside the people in our lives. In that process, we also will find that our hearts are filled with a more satisfying joy as those people whom we have helped achieve their goals. I know, from both personal experience and observation, that the best way—indeed, the only way—to have lasting joy is by helping others to be happy. As Booker T. Washington observed, "Those who are happiest are those who do the most for others."

As we look back over this past year, I hope each of you will have your own quiet, yet profound moment, where you begin to understand your purpose for being here. I hope you, individually and collectively, will understand the power we possess to impact the world and generations to come. I hope that you are a daily catalyst for blessing and changing lives. As you do, you will learn, through wondrous experience, that we can snap this world out of its selfish, me-centric, and destructive course, by each of us first thinking of "you" rather than "me."

Sincerely,

David Stirling dōTERRA Founder and CEO















Campus expansion





1 On August 23, 2017, dōTERRA broke ground on the continued development of its corporate campus. Upon completion of this third phase of growth, dōTERRA will have more than 2,950 employees in Utah and nearly 970,000 square feet of professional office, medical, manufacturing, and fulfillment space, spanning 100 acres. (*Purple highlighted buildings represent the third phase of dōTERRA campus expansion. Those in yellow represent future development plans.*)



2 A new 67,055 square-foot office building will provide space to seat an additional 400 employees as well as plans for a childcare center that will serve up to 84 students daily.

3 Slated for completion in spring 2019, the new medical clinic will initially offer resources for dōTERRA employees, Wellness Advocates, and Wholesale Customers, with plans to eventually serve the community.



A New construction will more than double the size of the current manufacturing facility, bringing its total square footage from nearly 125,000 square feet to almost 324,000 square feet.

5 The new Fulfillment Center will be built in Lindon, Utah, and serve dōTERRA's global customer base. The 270,000 square foot facility will reside on 32 acres and house nearly 250 new employees (*not pictured*).

Award highlights



No. 1 Top Trademark Company UTAH GENIUS Award

UV50 Economic Engines 2017 No. 4 Economic Engine Utah Valley 360

Utah Worksite Wellness

Manufacturing growth



On average, we fill 275,000 bottles of essential oils on any given day.



Our record for most bottles labeled in one day? 380,802



The warehouse measures an impressive 112,313 square feet, with the ability to be expanded to twice that size.



It takes about a week to go from empty bottle to shipping it out—3 to 5 days of that is for testing.

Approximately 7.000 spare parts

Approximately 7,000 spare parts are kept on hand for quick repairs.



If you laid all the labels from one year end to end, they'd measure 3,020 miles! That's enough to stretch past both coasts of the United States.

Currently, there are 2,620 storage bins in the warehouse and we could add another level for another 528.



In a year's time, 2,000-3,000 preventative maintenance assignments—each with at least 3 tasks—are performed to keep the production line running.



How many bottles of oils can we get from one oil vat? 73,700 15ml, 110,000 10 ml, or 220,000 5ml.



We keep between 10 to 12 million bottles on hand, which can keep us in production for 1 to 2 months.



There are 185 hard-working people working in the warehouse to get you the essential oils you love.



We process over 2,000 different SKUs in this facility

Employee growth

Global Headcount: 2,804

- U.S.: 2,116
- International: 688

Languages spoken in the call center: 22

Amount of tuition reimbursement given to employees in 2017: \$201,402 Amount contributed to employee 401k plans through the 401k match: \$1,024,785

61

80 8

dōTERRA paid roughly 80% of medical insurance premiums for employees enrolled through dōTERRA for a total of: \$3,652,393

Wellness advocate and wholesale customer growth





dōTERRA maintains one

of the highest payout rates

and highest retention rates

(71.9% in 2017) in the direct

selling world.







Total number of Wellness **Advocates** Wholesale Customers exceeds

five million

globally.



























Wellness





























Customers in 148 product in

















Social media growth



Facebook

1,125,680 page likes 2016: 744,899 page likes Yearly increase: 51%



YouTube

70,484 subscribers 2016: 13,990 subscribers Yearly increase: 404%



Pinterest

149,693 followers 2016: 112,000 followers Yearly increase: 34% Instagram 417,000 followers 2016: 239,115 followers

Yearly increase: 74% Social

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Rose Touch

Using the powerful benefits of Rose essential oil in a convenient roll-on, dōTERRA Rose Touch can be applied throughout the day to uplift your mood or as a part of your skin care routine to promote a healthylooking complexion.

Neroli Touch

Soothing to the skin, dōTERRA Neroli Touch is specifically formulated with Fractionated Coconut Oil to provide a positive, calming experience when applied topically.



Jasmine Touch

dōTERRA Jasmine Touch can not only help reduce the appearance of skin imperfections but is also uplifting to the mood.



Blue Tansy

Blue Tansy essential oil, which comes from the annual yellow-flowered Mediterranean plant, is high in chamazulene and sabinene. An important oil in the dōTERRA Deep Blue® blend, Blue Tansy is soothing to mind and body.



Copaiba Copaiba, similar to Black Pepper, can help soothe anxious feelings and, when taken internally, supports a healthy immune and cardiovascular system.*



Siberian Fir With a fresh, woody scent, Siberian Fir can help balance your emotions and soothe anxious feelings.

Lumo[™] Diffuser

The Lumo Diffuser features a maple wood base and several light settings inspired by natural elements. Transform any room into a serene or uplifting environment by diffusing CPTG[®] essential oils with a custom designed, nature inspired, ultrasonic diffuser.



dōTERRA On Guard® Sanitizing Mist dōTERRA On Guard

Sanitizing Mist kills 99.9% of germs and bacteria through an extremely fine, quick drying mist.

doTERRA

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MILT CIGHT



dōTERRA Yoga Collection

An exclusive trio of CPTG[®] essential oil blends designed by dōTERRA for the yogi in you. Anchor, Align, and Arise are the perfect blends to enhance your life and yoga practice. These blends provide aromas to steady, center, and enlighten your spirit through every breath while strengthening and stretching your body.























The dōTERRA Healing Hands Foundation[®], in partnership with Days for Girls, achieved a new world record for "Most personal hygiene kits assembled in one hour" after

volunteers put together an impressive 5,110 sets at the 2017 Yōu Convention. It took the 301 volunteers 36 minutes and 41 seconds to assemble the kits.

The feminine hygiene kits will go to women and girls in developing countries who often miss work or school due to lack of resources. The first kits from the project were delivered in November to girls and women in Kenya.

"When we learned that young women are using leaves, mattress stuffing, newspaper, corn husks, and other materials for feminine hygiene, we were heartbroken; we knew we needed to help. We are excited to make the hygiene kits and, through this small act of service, support these girls in receiving an education and increasing their self-esteem." -*Emily Wright*

Corporate events across the U.S.



International events

Australia • New Zealand



Australia Convention



Nepal Sourcing Trip



Emily Wright Tour

Canada

Japan



Diamond Summit



Sourcing Trip

Europe

....



European Convention



Hong Kong



Hong Kong Convention



Japan Convention



Japan Diamond Summit

Korea













Convention

Gala

Colombia

Ecuador

Mexico Wellness Brigade

China



Convention







Incentive Trip



dōTERRA Helping Hands Fund Established



Nepal Trip



BD Summit



doGATHER



Malaysia



Malaysia Opening



Post Convention



Seminar

Singapore



Post Convention



Convention



Diamond Club



Leadership Retreat



Post Convention

dōTERRA® healthcare

Change Is Coming

The U.S. healthcare system is broken. Out-ofpocket costs are rising and accessing quality care in a timely manner is increasingly difficult for many Americans.

dōTERRA is leading an innovative movement in healthcare in which medical providers take

an integrative approach to keep their patients healthy and thriving. Proven methods of healthcare delivery—including traditional western methods, essential oil treatment, and wellness services—are utilized in an effort to prevent disease and maintain optimal health.

Why the Healthcare System Is Broken

- Despite spending more on healthcare than any other country, the average life expectancy in the U.S. is lagging behind all other high-income countries at 78.9 years.
- The U.S. has the highest body mass index of any high-income country. More than one-third of U.S. adults suffer from obesity.
- Compared to 35 other high-income countries, Americans have spent more money on healthcare every year since 2000.
- The U.S. has the highest infant mortality rate of any high-income country.



of any high-income country. Life Expectancy at Birth Japan 83.7 Switzerland 83.3 Switzerland 83.3

Total Health Expenditures per Capita



Our Current Healthcare System is Increasingly Expensive and Ineffective

- 84% Increase in total spending on prescription drugs since 2003
- 49% Increase in out-of-pocket healthcare expenditures since 2000.
- 18% National healthcare expenditures as percent of GDP (comparable countries average ~10%)



dōTERRA Healthcare Survey Results

- 86% Likely to join a membership-based clinic that offers integrative medicine
- 85% Want essential oil and other integrative solutions offered by provider
- 15% Have a doctor who currently offers integrative solutions (including essential oils)





Our Vision

- Lower healthcare costs and improve patient outcomes by incorporating essential oils and other integrative approaches into the healthcare system.
- Implement a patient-centric clinical healthcare model that utilizes integrative medicine
- Prove through research the efficacy and cost savings of essential oils

Integrative Care

Better access to doctors

Patients will have 24/7 access to their doctors via telemedicine and more face time when they meet with their doctor in person

Membership model

Patients pay a monthly membership fee that covers the cost of their clinical care

Highest quality medical providers

A team of dedicated doctors (MDs and DOs), nutritionists, essential oil experts, and wellness coaches will ensure that patients receive the highest level of care

Wide range of services

Medical services include primary care, wellness coaching, nutritional counseling, essential oil support, genetic testing, and more

Cicero market research

Cicero Group is a third party, unbiased data analytics and research consulting firm. They conducted a large-scale research project to get a randomized and representative general population sample to find out what people felt regarding dōTERRA, essential oils, and other brands in the market. Below are a few of their findings.



In one year, dōTERRA experienced a 33% increase as the preferred essential oil brand when compared to all other essential oil companies. dōTERRA outperforms other leading competitors in company values, culture, and sustainability. Daily users of essential oils gave the highest rating to dōTERRA essential oils in therapeutic grade, purity, and effectiveness. dōTERRA has the highest awareness, familiarity, and favorability when compared to other essential oil brands and has an overwhelming lead as the preferred brand.



dōTERRA is seen as superior to other leading essential oils companies in numerous corporate categories, including quality, leadership, environmentally friendly, and philanthropic efforts.

AROUND 🗮 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 2017, Wellness Advocates and Wholesale Customers received dōTERRA essential oils and oil-infused products in 148 countries around the world. We are more unified than ever before, and have truly become one global family.





australia · new zealand

The news from down under is exciting and energetic. This year we have continued to experience significant growth in both sales and enrollments. Australia has more than doubled in growth yet again, and New Zealand became its own market in December 2017. New Zealand now has a dedicated regional sales manager and we have closed the Founders Club. In Australia, our Leadership Group continues to increase and our growth is a result of the work that they do.

- Sales Growth: 127%
- Enrollment Growth: 92%
- Monthly orders have increased from 39,000 to over 90,000
- Diamond Club had a record number of participants
- Launched an Australian formulation of the dōTERRA Lifelong Vitality Pack[®]



canada

This year was a continuation of momentous growth in Canada. Building on our 2016 launch, we introduced many new products, surpassed our goals, and saw many amazing leaders emerge. This year also brought the culmination of a two-year project in the launch of the muchanticipated dōTERRA Lifelong Vitality Pack. We saw more rank advancements than any previous year and our leaders are engaged, positive, and focused on growth.

- Sales Growth: 76%
- Enrollment Growth: 81%
- Launched dozens of new products, including Canada Lifelong Vitality
- Record attendance at Leadership and Convention—more Canadians at Convention than all other international markets combined
- Record number of participants in Diamond Club with our first ever Sourcing Trip (Arborvitae) for DC top performers



china

dōTERRA China had an amazing year. Overall, the China market continues to experience strong growth of customers and sales. We launched over 40 new products, and a new online order and sign up system. We established the dōTERRA Helping Hands Fund in cooperation with the China Women's Development Foundation. In order to service our sales leaders and customers better, our corporate staff grew to 150 employees. Our wonderful sales leaders are energetic and engaged, and they are working more collaboratively than ever before.

- Sales Growth: 47%
- The 1st and 2nd doGATHER was successfully held with over 9,646 attendees
- ¥3 million (U.S. \$500,000) donated to dōTERRA Healing Hands initiatives
- ¥1 million (U.S. \$150,000) in supplies donated to the Jiuzhaigou earthquake disaster



europe

dōTERRA Europe experienced phenomenal growth in 2017. We now have over 30 Diamond Wellness Advocates and Wholesale Customers in multiple countries across Europe. Emily Wright joined us in Amsterdam for our ONE Convention along with 2,200 Wellness Advocates and Wholesale Customers. We completed our first major European dōTERRA Healing Hands initiative in Lesbos, Greece—€75,000 in Rose Hand Lotion purchases went directly to the building of a much needed community center in the Kara Tepe Refugee Camp. We are also excited for three new offices in Europe— Milton Keynes, United Kingdom; Vienna, Austria; and Moscow, Russia.

- Sales Growth: 116%
- Enrollment Growth: 117%
- Record attendance at our EU Convention with 2,200 attendees
- New EU Founder's Club



japan

Japan had a wonderful year of growth. We more than doubled the number of Diamonds from 2016 to 2017, and had over 3,000 participants at our convention in June.

- Sales Growth: 29%
- Four Presidential Diamonds
- Eight Blue Diamonds
- Fifty-six Diamonds
- 3,000+ attendees at Japan Convention



korea

This year was a great one for Korea. With the addition of Jae Hoon Jang as the new country manager, the market has seen a significant increase in positive growth and activity. Jae has brought more than 20 years of industry experience to dōTERRA and his management has begun to bear fruit in Korea. Korea is one of the largest direct selling markets in the world (Top 5), and we are steadily moving forward with the goal of becoming the number one company in Korea. dōTERRA is still very much in its infancy in Korea, but we have the right leadership in place to move forward in sharing CPTG[®] essential oils throughout Korea.

- Sales Growth: 28%
- Enrollment Growth: 36%
- 5,500 people participated in 144 corporate meetings around the country
- Convention attendance was 760 people



latin markets

Latin Markets had an incredible year and more than 44,000 Wellness Advocates joined the dōTERRA family. Costa Rica officially opened its doors in August of this year and Colombia and Ecuador had four corporate pre-launch meetings with average attendance of over 750 people. Mexico launched its first dōTERRA Healing Hands initiative and worked with Wellness Advocates on a special project in response to the earthquake that affected Mexico City and other regions of the country.

- Sales Growth: 45%
- Enrollment Growth: 33%
- First Leadership Summit and first Healing Hands project in Mexico
- Latin Markets Incentive Trip to Panama



malaysia • singapore

Malaysia officially launched as its own market in April 2017. Even with the separation of Malaysia sales, both markets experienced significant growth.

- Sales Growth: 84%
- Enrollment Growth: 88%
- Nearly 500 people attended Singapore's Lifelong Vitality Seminar
- 800+ attendees at the Post-Convention Tour
- 600 attendees at the Everyday Essentials Seminar in Malaysia



taiwan • hong kong

2017 was a bustling year. To keep sustainably high growth, we held intensive training and events to strengthen leadership and sales force.

- Sales Growth: 34%
- Taiwan Convention had over 2,200 participants
- The Taiwan Post-Convention Tour visited 6 cities with a total of 1,600 participants
- 300 Wellness Advocates attended the Taiwan Leadership Retreat
- The first Diamond Retreat was held with 80 Diamond and above leaders participating
- This year, we saw the largest number of rank advancements from Diamond Club in our history
- Opened a new, larger office in Hong Kong

AromaTouch Technique®

The dōTERRA AromaTouch Technique is the perfect combination of essential oils and human connection. It brings people together through caring on a one-on-one level. Many dōTERRA Wellness Advocates use the AromaTouch Technique as a gift and opportunity to serve others. Their stories encourage all of us to share this technique and see how we can affect others in a positive and loving way.



Miva Berthias: "Spread Joy"

Miva Bethias, a Wellness Advocate from St. Sauveur d'Aunis, France, is one of the inspiring examples of someone who shares the dōTERRA culture and essential oils by serving others through the dōTERRA AromaTouch Hand Technique. This past Christmas season, Miva visited a healthcare facility in LaRochelle, France. She and a few of her team members volunteered their time to share this technique and the dōTERRA oils with local residents there. Miva says, "My team and I wanted to fill a void for those who need that extra one-on-one time. We wanted to share a pure moment with the patients and bring them some joy during the days we came to be with them. At times our efforts may feel insignificant, but in reality, we can impact those we serve and empower others through our example of serving others. Something as plain and simple as the AromaTouch Hand Technique can help spread joy throughout the world—as long as we go out and share it."

Inspired by the many experiences connected with the AromaTouch Technique, we have created an Instagram page dedicated to sharing these stories. Follow us at @doterra_att or search our hashtag #sharearomatouch to join in the journey.

AromaTouch Technique Stats:

- 44,221 likes on AromaTouch Facebook
- More than 700 Trainers Worldwide
- More than 30 countries participating in the AromaTouch Technique
- 1,800 events were held this year with more than 30,000 people certified in the AromaTouch Technique
- dōTERRA employees offered more than 400 service hours with 700+ Hand Techniques given at care facilities in Utah in 2017

Performance Advocates

dōTERRA is proud to partner with elite athletes and performers from around the world who share our philosophy of empowered and enhanced well-being. dōTERRA Performance Advocates are about improving their health and the health of their loved ones, and they 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 few of them:



Shoshana is a veteran of the Broadway stage; she made her debut in the original cast of *Hairspray* and starred as the very first replacement for Elphaba in *Wicked*. Most recently, she appeared as Fanny Brice in *Funny Girl* and in the pre-Broadway production of the new musical *Beaches* as CeeCee Bloom, for which she earned a Jeff Award Nomination for best lead actress in a musical. Her independent solo releases have topped the iTunes R&B and Blues charts in the US and UK in peak positions including #1, and her latest release earned her a hotshot debut at #10 on the Billboard Blues charts. Shoshana uses doTERRA products daily. "I diffuse Peppermint and citrus blends together regularly in my home to create an energized and refreshing environment!"

Branch Cobes Brandin is an American football wide receiver for the New England Patriots of the NFL. During his Sophomore and Junior years of High School, he logged 141 receptions for 2,508 yards and 28 touchdowns, securing himself a spot on Oregon State's roster. His hard work and performance during his three-year career at Oregon State paid off, bringing in 226 receptions for 3,272 yards and 24 touchdowns, earning him All American recognition in 2013. In January of 2014, he announced he was forgoing his senior year at Oregon State to pursue the 2014 NFL Draft. He was drafted by the New Orleans Saints in the first round of the 2014 NFL Draft, where he played for three seasons. He then joined Tom Brady on the field for the 2017-2018 Season as a New England Patriot.





Terman Keri is a professional freestyle skier who followed her passion for skiing all the way to the Olympics. She is a five-time X Games Silver Medalist, a Dew Tour Champion, and a World Champion. She has won four Gold Medals, seven Silver Medals, and five Bronze Medals representing the United States in various competitions all over the world. A few of her favorite products include Deep Blue, Frankincense, doTERRA On Guard[®], and Peppermint Beadlets, "I'm obsessed with the Peppermint Beadlets. I eat them like candy and love how they keep me alert and my breath fresh." Her favorite smell is Lemongrass, which she often uses as a perfume.

Hev Kefter Alev is a national hockey and soccer medalist and an Olympic Rugby player who led her team at the Rio 2016 Summer Olympics. Aside from her diverse athletic background, Alev's love for people, dedication to her community, and talent in fine arts sets her apart from most professional athletes. Alev received a Bachelor of Fine Arts in Sculpture from the University of Wisconsin, and dedicated her time to hockey and soccer. Although she made the national team in both sports, her dream was to participate in the Sochi Winter Olympics in Women's Hockey. Unfortunately, the invitation to the December hockey camp and chance of being "called up" never came. After this devastating heartbreak, she made the decision to return home. Alev received an unexpected phone call from the Olympic rugby coach inviting her to come to the Olympic Training Center to try rugby. She guickly learned the sport and joined the national team where she became the first American woman to ever score in the Olympic Games. Some of her favorite dōTERRA products include dōTERRA On Guard, Lavender, Lemon, and Grapefruit. She claims Peppermint and Deep Blue[®] as two additional favorites, "Before my games, I use Peppermint and throughout all my rugby training I use Deep Blue."





amie Mitchell Jamie is considered one of the world's most elite ocean athletes. He is a World Champion open ocean long distance paddler, big wave surfer, stand-up paddle boarder, international swell chaser, and professional lifeguard. He was born and raised in Australia and recently relocated to Hawaii, which he says "always has been and always will be my favorite place to surf." Eleven-time World Surfing Champion, Kelly Slater said, "Jamie is one of the greatest unknown sportsmen of all time. Ten consecutive years he won the Molakai channel paddlerace. His winning percentage is higher than anyone in any sport ever." Jamie is an avid doTERRA user, and came up with his own "Surfer's Traveling Kit" that includes Peppermint, Lemon, Oregano, do TERRA On Guard, DigestZen, Deep Blue, Melaleuca, Lavender, Peppermint Beadlets, doTERRA On Guard Beadlets, and doTERRA Serenity® Softgels.

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:

InStyle

@rashidajones

What are some of your travel essentials? I always try to protect my immune system, so I bring Wet Ones, I pot this stuff called do'Terra On Guard, which is an essential oil, on my hands to help with immunity. Then I try to wash my hands as much as I can and stay hydrated.



Hudgens keeps essential oils handy wherever she goes. @vanessahudgens



"I feel like smells can be really balancing, grounding, or energizing," she says. She applies a scent like the DoTerra Serenity Blend (\$33) to her palms before taking a deep breath and rubs a bit on her temples and neck, too. "It makes me feel really refreshed. Some people take smoke breaks, I take essential oil breaks."

Kesha Tells Us The Essential Items She's Bringing On Her Tour

Do you love lamps as much as Kesha loves lamps?

BY NAVDEN PANDERS - GOTOBER 20, 2017





DOTERRA oils. Peppermint is my favorite. [I sho pack] Hourglass lightweight foundation for when I do the most minimal amount of makeup lany day I have offs. I love this cruetty-free brand.

Nylon

@iiswhoiis



Witney Carson: What's in My Bag?



One thing she always travels with:

"I travel with oils quite a lot—ddTERRA oils—from breathe to balance to lavender. They also do an orange one, and they all have different uses. If you're anxious or kind of stressed out and tired the lavender and the breathe ones are really good. I take a little humidifier around with me. Even when I'm at home. I've got one next to me. Just smelling that, having that moisture and that oil, is very grounding and it definitely balances me out."







Media coverage

NBC	AREADEVELOPMENT	YAHOO! NEWS	THE HUFFINGTON POST	DAYSPA	InStyle	
allure	CUNNESS BORECO	HER CAMPUS"	Interchange IT Podcast	BYRDIE	Men'sHealth	
NEW YORKER	ELLE	Retail <u>Merchandiser</u>	Digest	NYLON	Bill boa rd	
Us	WELL GOOD		Yoga Journal Top Picks	Why 'maturing' startup dōTERRA typifies Utah's Booming Success—CRAIN'S		
Holidiay Gift Guide 2017: The Trendsetter— <i>DAYSPA</i>		Utah jury finds dōTERRA creators did not breach contracts after leaving Young Living Essential Oils"— <i>the salt lake tribune</i>				

Corporate caring & citizenship

Rooted in the meaning of dōTERRA is our desire, as a company, to give back to our community. As dōTERRA has organically grown as a corporate citizen throughout the world, our communities have expanded, and so has our mission.

Adding to dōTERRA's sustainable and poverty-reducing global Cō-Impact Sourcing® model and the self-reliant tools offered through the dōTERRA Healing Hands Foundation®, dōTERRA supports a wide variety of causes and organizations through corporate caring partnerships.

dōTERRA supported over 450 organizations in 2017 through sponsorships and project participation. In addition, dōTERRA employees participated in many opportunities to give back. Here is a just a sampling of dōTERRA's Corporate Caring impact:



UEA/dōTERRA Excellence in Teaching Awards

UEA/dōTERRA Excellence in Teaching Awards are presented to Utah public school teachers whose efforts in the classroom significantly impact the life of an individual child or group of children. In 2017, 10 educators each received \$1,500 courtesy of dōTERRA, a video profile courtesy of KUED, and recognition at the KeyBank Superstars in Education banquet. dōTERRA proudly supports strong education.



doTERRA Supports the JDRF ONE WALK

dōTERRA sponsored the JDRF One Walk by supplying more than 1300 balls, each representing an individual battling type 1 diabetes (T1D). Employees blew up every single ball as some shared their personal stories of the devastating impact of type 1. JDRF is the only global diabetes foundation with a strategic plan to end T1D.



Tabitha's Way Local Food Pantry

Tabitha's Way serves individuals and families who are struggling with food insecurity through two locations near dōTERRA's corporate headquarters. dōTERRA employees donate food and commodities through corporate food drives. Employees also support Tabitha's Way by volunteering at the pantry and at the community garden that grows fresh produce for families in need.



United Angels Foundation United Angels Foundations (UAF) supports parents and families of children with special needs. doTERRA is pleased to help UAF in their mission through event sponsorship and volunteers. doTERRA employees happily served at the annual Walk with Angels and supported the Sub-for-Santa efforts.



UVU Autism Center

One in 68 children in the U.S. is affected by autism. dōTERRA is a major supporter of Melissa Nellesen Center for Autism at Utah Valley University. This unique center brings tailored education resources to students from kindergarten to university age in an effort to better support those affected by the disorder. dōTERRA sponsored two specially designed playgrounds to support students and the education and support efforts taking place at the center.



Now I Can Foundation dōTERRA and its employees have supported the Now I Can Cottage since 2015 through projects to install wheelchair accessible playground equipment. The Now I Can Foundation serves children with disabilities and dōTERRA remains committed to help each reach their full potential and greatest independence through an innovative and accessible playground.



Out of Darkness

dōTERRA teamed with Broadway Media in Utah to support the Out of Darkness campaign. The American Foundation for Suicide Prevention is dedicated to saving lives and bringing hope to those affected by suicide. The organization teams with local communities throughout the United States to help those suffering with mental health crisis. Utah has recently introduced SafeUT Smartphone App, a downloadable resource offering immediate access to trained therapists through a text, chat, or call. As an emerging world leader in economic growth and corporate accountability, dōTERRA executives understand the responsibility to collaborate with individuals, organizations, and associations who are dedicated to collective wellness, sustainable resources, and innovative leadership. To do this, members of the dōTERRA team proactively participate in a wide range of associations and hold leadership positions on boards, panels, councils, and think tanks.

In 2017, dōTERRA worked closely with many local, state, national, and international organizations and are members of the following:

- Pleasant Grove Chamber of Commerce
- Salt Lake Chamber of Commerce (including statewide business partners in Utah)

• Utah Valley Chamber of Commerce

- Governor's Office of Economic
 Development—Utah
- World Trade Center—Utah
- Council for Responsible Nutrition (CRN)—USA
- United Natural Products Alliance
 (UNPA)—USA
- US China Business Council— China

In addition, dōTERRA executives regularly met with ambassadors, consulates, business leaders, elected officials, non-profit directors, and law enforcement to explore solutions to some of the most complex community and government issues in the United States and throughout the world.

Argentina	Austria	Bavaria	Bulgaria	China	Democratic Republic of the Congo	Cote d'Ivoire
England	Federal Democratic Republic of Ethiopia	Gabon	Guinea	Haiti	Indonesia	Korea
Mexico	Saudi Arabia	Singapore	South Africa	Thailand	United States	Uzbekistan
Co-Impact Sourcing®

Brazil orange harvest

We go to the ends of the earth to source the best quality oils, intently focused on partnerships with growers and distillers that adhere to our Sourcing Guiding Principles:

Generating Jobs dōTERRA seeks to reduce poverty through generating ethically responsible employment in essential oil production. By creating and sustaining jobs in rural and underdeveloped areas, dōTERRA supports marginalized workers and small-scale producers in developing countries and seeks to enable them to move from income insecurity and poverty to economic self-sufficiency.

Providing Fair and On-time Payments

dōTERRA provides fair pricing. A fair price is one that has been contractually agreed on by all through dialogue and participation, which provides fair and on-time pay to producers, and can also be sustained by the market. Fair pay means (i) provision of socially acceptable remuneration in the local context and which the producers themselves consider to be fair, and (ii) equal pay for equal work by women and men. Additionally, pre-payments or loans are often provided to sourcing partners to help manage cash-flows and stabilize incomes throughout the year.



Preparing Ylang Ylang for distillation

Building Supplier Capacity

dōTERRA builds the capacity of farmers, distillers, and producers of essential oils. Increased capacity leads to increased incomes for supply chain partners through improvements in farming techniques, increased yields, improved process efficiencies, and strengthens productivity of the supply-chain ecosystem as a whole. dōTERRA supports initiatives, typically through local NGO partners, that build capacity and deliver greater profitability through harvesting and storage services, technology improvements, logistics enhancements, provision of farm inputs, and agricultural training.



Ensuring Fair Labor Conditions

Cō-Impact Sourcing® requires our partners to ensure fair labor conditions and to promote safe and healthy working environments free from exploitive practices, harassment, and discrimination. Furthermore, it requires partners to comply, at a minimum, with national and local laws and ILO conventions on health and safety, working conditions, and labor laws.



Sustaining Long-term Partnerships

dōTERRA develops long-term partnerships with growers and distillers based on solidarity, trust, and mutual respect. dōTERRA promotes the growth of its partners through long-term contracts that do not maximize profit at their expense, and facilitates predictable pricing for small scale producers to ensure consistent, growing demand. dōTERRA finds appropriate, participatory ways to involve its partners in decision-making processes and ensures that communication channels are open at all levels of the supply chain. Promoting Cooperatives Cō-Impact Sourcing supports and respects the right of all employees and producers to form and join cooperatives, to bargain collectively, and to maximize the benefits of collective organization. Such collective membership often enables members to obtain better pricing on agricultural inputs, better access to financial instruments, as well as access to collectively-owned harvesting and other equipment.

Ensuring Environmental Stewardship

Cō-Impact Sourcing promotes the use of energy efficient technologies and renewable energy technologies to minimize greenhouse gas emissions. dōTERRA seeks to minimize the impact of waste streams on the environment, and encourages agricultural producers to minimize their environmental impacts. Priority is given to buying products made from raw materials that originate from sustainably managed sources, and bulk goods are dispatched by sea wherever possible to minimize carbon footprint.

Facilitating Community Development

dōTERRA recognizes that the well-being of communities surrounding our sourcing partners is key to the long-term viability of essential oil supply. Increasing livelihoods and improving living standards in these communities at large is one of the primary goals of Cō-Impact Sourcing. Premiums are often paid for Cō-Impact Sourced oils, and these funds, as well as contributions from the dōTERRA Healing Hands Foundation®, are used to support community development projects such as the construction of schools, health clinics, training facilities, and clean water systems.



COPAIBA SOURCING FACTS

dōTERRA's Copaiba oil is a blend of 4 different species from the Copaifera genus: Copaifera reticulate, officinalis, coriacea, and langsdorffii

Copaiba is the 1st essential oil to be sourced from the Amazon rainforest by dōTERRA

The Amazon rainforest is the largest rainforest and most biodiverse area in the world

The Amazon rainforest is extremely dense. As such, most travel is done by boat for both personal and commercial purposes The Copaiba tree can grow from 60 to 100 feet tall

The Copaiba tree's oleoresin is obtained by tapping the trunk of the tree, much like is done with Maple trees and Maple syrup, and collected by a large network of small-scale harvesters

Copaiba essential oil is obtained by steam distilling the oleoresin

Copaiba has the highest percentage of betacaryophyllene of any other pure essential oil that we know

Copaiba

Since the 16th century, copaiba essential oil has been utilized in traditional health practices by the indigenous peoples of north and northeastern Brazil. Similar to Black Pepper essential oil, Copaiba can help soothe anxious feelings and it is widely used in cosmetic products to promote a clear, smooth complexion. Since its release in September 2017, dōTERRA's Copaiba oil has been extremely popular.







Kenya is one of Africa's rising stars. Home to more than 45 million people, Kenya has made significant economic progress in the past decades, and has one of the most vibrant and stable democratic governments in Africa. with a wide variety of landscapes, Kenya is suited to different types of agricultural production. The coastal regions along the Indian Ocean begin at sea level with gradual increases in elevation moving inland, and the central highlands have elevations 6,000–9,000 feet above sea level. All of Kenya has roughly 12 hours of daylight year-round, allowing well-managed farms to harvest multiple times per year. As 80 percent of Kenyan farms are five acres or smaller in size, this provides an ideal location for our Cō-Impact Sourcing[®] approach to have great effect.







Strategic Partnerships

dōTERRA has partnered with Fairoils, which has a long and successful history of essential oil production in Africa, and Kenya in particular. The Fairoils team brings a unique combination of varied experience in African agriculture, united with a commitment to working with and improving local communities. Together, both companies bring valued expertise and resources to the production of CPTG[®] essential oils through multiple Cō-Impact Sourcing[®] initiatives in Kenya.

Projects

• Lunga Lunga Project—Located along the Indian Ocean, this project includes a 300-acre model farm, distillation facility, and a small-scale farming cooperative producing essential oil crops.

- Mount Kenya Project—This project includes a group of 250 smallholder farmers and a distillation facility with plans to expand the group to 2,500 farmers in the area by 2020.
- Athi River Facility—In addition to producing pure and natural vegetable oils, this facility also distills some essential oil crops from the surrounding areas and is the quality control and testing center for all essential oil production in Kenya and Madagascar.

dōTERRA Healing Hands Foundation® Projects to Date

- Kiwegu Primary School—Construction of additional classroom and restroom facilities.
- **Mwamose Primary School**—Construction of school library, water storage, staff room, restrooms, teacher living quarters, and student veranda. Scholarship support.

- Majengo Mapya Kindergarten School— Construction of a new facility.
- Mwena River Bridge—River crossing access for community and school children.
- **Community Center**—Construction of a facility to hold farmer trainings and other community events.
- **TICAH**—Indigenous culture and health trainings for 150 school children.
- **Colobus Conservation**—Education and reforestation of indigenous trees.
- Mwamose Water Point—Community borehole and water tower.
- Water Maintenance Trust Fund—Ongoing research and maintenance of community water sources.



QUICK FACTS

Cō-Impact Sourcing in Kenya will create over 5,000 rural farming jobs by 2020. The formation of thriving cooperative farming groups within various communities across Kenya is one of the primary goals

The primary essential oils of focus in Kenya include Ginger, Geranium, Eucalyptus radiata, Eucalyptus citriodora, Rosemary, Oregano, and Thyme. Due to the prime growing conditions, enthusiastic labor force, and sustainable scalability in Kenya, this venture will produce an extensive product list and also pioneer additional essential oils for doTERRA in the future.

The Lunga Lunga distillation facility is ideally positioned along the African spice corridor. In addition to plants grown within the project scope, the distillation facility will also distill raw materials produced in Madagascar, Tanzania, and Zanzibar.

Increasing incomes, improving lives, achieving superior quality, and securing essential oil supply.

As doTERRA's demand for essential oils continues to grow, so does our global supply chain. Strategically planning for growth, while intentionally bringing opportunities to low-income communities, are keys to the doTERRA Co-Impact Sourcing strategy.

The 300-acre Lunga Lunga model farm will serve as a teaching, training, and capacity building operation. Farmers gather regularly at the Lunga Lunga farm to

Establishment of a Community Development Fund.

For every kilogram of oil produced by our farmer cooperatives, a portion of that revenue will be set aside in a fund overseen by the cooperatives themselves to finance larger development projects at their discretion. These funds are in addition to the generous donations made by the doTERRA Healing Hands Foundation[®].

doTERRA Healing Hands Foundation®



GROWING. HEALING. EMPOWERING.

The doTERRA Healing Hands Foundation brings healing and hope to the world by providing local communities with the tools needed to become self-reliant. Through projects addressing the needs of microcredit lending; access to healthcare, education, sanitation and clean water; and fighting child sex-trafficking, individuals are empowered and lives are changed.

The dōTERRA Healing Hands Foundation is a registered 501(0(3) non-profit organization. dōTERRA* International provides for all overhead and administrative costs of the foundation, ensuring that 100 percent of all donations go directly to those receiving aid.

Corporate Partners

DAYS FOR GIRLS

At the dōTERRA *You* Convention in September 2017, the dōTERRA Healing Hands Foundation[®] and corporate partner, Days for Girls International, secured the GUINNESS WORLD RECORDS[™] title for the Most Personal Hygiene Kits Assembled in One Hour.

Over 300 volunteers gathered together on September 8, 2017, to assemble reusable feminine hygiene kits while GUINNESS WORLD RECORDS adjudicator, Jimmy Coggins, observed the attempt. The volunteers were able to assemble 5,110 kits in just 36 minutes and 41 seconds, when they ran out of supplies. The next day, Jimmy presented the GUINNESS WORLD RECORDS title to the dōTERRA Healing Hands Foundation and Celeste Mergens, founder and CEO of Days for Girls.





GLOBAL ANTI-SEX-TRAFFICKING EFFORTS

Two additional corporate partners were announced at the dōTERRA You Convention to expand the work the foundation is doing to combat sex trafficking. **3Strands Global Foundation** utilizes a program called PROTECT, which teaches school teachers how to discuss the signs of a trafficking situation with their students. A pilot program is currently underway in Utah, in anticipation that the program will be taken to other schools around the state and eventually the country.

Rapha House builds aftercare facilities for children rescued from sex-trafficking situations. If the children cannot be reunited to their families, they are introduced into a safe house to rehabilitate and reintegrate them into the community.

A donation to outfit a Mobile Crime Lab for the Mesa Arizona Police Department and a K9 electronic-sniffing dog for Florida and one for California was also made through **Operation Underground Railroad**.

MENTORS INTERNATIONAL

On-going efforts continue through our partnerships with Mentors International in the announcement of two new microcredit funds located in Northern Ghana and Nepal.





dōTERRA Healing Hands Foundation Projects in Cō-Impact Sourcing® Areas

The dōTERRA Healing Hands Foundation has been involved in several projects in Cō-Impact Sourcing areas throughout 2017 by funding the following projects:

BULGARIA

Social Teahouse Expansion Project

The Social Teahouse finished renovations to the third floor of their building early this year. This area will be utilized to help youth learn skills in marketing and sustainability.

Playground Project

Two playgrounds were constructed to provide children in Riltsi neighborhood, 2 kilometers from Dobrich, a safe place to play.

Mothers' Care Club Project

Educational opportunities were made available for talented yet challenged children in Bulgaria, specifically orphans and children from families living in extremely impoverished financial circumstances.

Children's Milk Canteen Project

The Children's Milk Canteen facility was renovated. The Canteen currently prepares food for approximately 400 underprivileged children and has been in operation for 45 years.





HAITI

Disaster Relief and Repair Project

After the devastating Category 4 Hurricane Matthew destroyed much of Haiti at the end of 2016, the dōTERRA Healing Hands Foundation® got to work repairing and rebuilding. Several water wells in Les Cayes were repaired, 588 roofs were repaired, and several community buildings have been rebuilt including an elementary school for 152 students in Les Cayes.

(sampling of roofs repaired) 🔻



Piped Water System Project

Improved water pipeline system for communities in the Polochic Valley of Guatemala.

Suspended Bridge Project

In the community of Tzuncoc, many students must walk 1.5 hours and cross a river to get to their primary school. During rainy season, the water level of the river sometimes rises too much for the children to safely cross. A suspension bridge was built across this river so the children can safely attend school.

Education Program Project

A program is providing educational opportunities to women of the Alta Verapaz region of Guatemala.

Clean Stove Project

An initiative will ensure that 440 wood burning stoves that have been installed in homes surrounding Sika'abe will receive necessary maintenance. The maintenance will be done by locals that have attended Sika'abe to be trained on proper maintenance, use, and repair for damaged or broken stoves.



Water Line Repair Project

The solar panels and pump functionality of a well in Haiti were repaired. This water link between a pump house and a water tank at Morancy provides clean water to this community, allowing the children to attend school instead of collecting water that is often contaminated.





KENYA

Bathroom and Classroom Wing Project

The Kiwegu Primary School is located very near the Cō-Impact Sourcing® operation in Kenya and currently serves 1,148 students that occupy only 13 classrooms. Updates to the building including the construction of an additional classroom wing and several additional bathrooms was funded.

Community Center Project

A community center in Kenya in which growers can meet for trainings with their farm management teams, for the community to use as a meeting place, and for the dōTERRA Healing Hands Foundation to utilize while carrying out projects like Days for Girls distribution and training is being constructed.

Footbridge Project

As part of the Cō-Impact Sourcing initiative in Kenya, dōTERRA assisted in the building of a small dam across the Mwena River that will provide farmers with access to water for their crops. The weir, however, has made it difficult for locals to cross the river and the children to attend school. For this reason, a footbridge was constructed across the river that is used daily by 55 schoolchildren and frequently by other members of the community.

Water Access Project

The drilling of a well and installed piping, a water tower, tanks, and a solar panel to provide the surrounding community with fresh water is underway.

NEPAL

Primary Health Care Center Project

A health care center in the community of Palung, Makwanpur will provide more immediate, accessible care to community members that would otherwise have to travel two hours to the nearest facility. This health care center, the Palung Hospital in Makwanpur, will provide health care services to 100,000 people.

Hospital Agricultural Lab Project

Construction of an agricultural lab for the Janakalyn Secondary School in Palung was completed in 2017. The lab is being equipped for a new vocational education program, the Junior Technical Assistance program, which teaches students more about modern agricultural practices.





Dolokha Community Center Project

A community center and cooperative meeting house in Chipchipe, Dolakha, is underway.

Heated Birthing Room Project

While the existing building at the Palung Hospital expansion has a birthing room, the 15-foot ceilings, limited insulation, and lack of heating system creates a cold environment which can be dangerous for newborns. A heating system to the prenatal and postnatal rooms of the hospital is being installed, as well as a false ceiling to improve insulation.

SOMALILAND

Hospital Project

A health care facility is underway. It will provide access to medical care for the members of the Sanaag Region of Somaliland.

Drought Relief Project

To support those in Somaliland affected by the terrible drought in 2017, funding was provided to prepare and distribute emergency food supplies to the hardest hit Cō-Impact Sourcing® areas.

TEXAS GULF COAST

Hurricane Harvey Relief

On August 25, Hurricane Harvey made landfall on the Texas Gulf Coast affecting hundreds of thousands of individuals and families. In response, dōTERRA gathered donations and supplies from Wellness Advocates, the community, and employees to aid those affected by this disaster. The first shipment of 3,000 emergency hygiene kits and 6,000 bottles of water arrived in Conroe, Texas on August 31. A second shipment of 3,300 emergency hygiene kits; 6,000 bottles of water; cases of essential oils to be used for emotional and immune support, cleaning, and health issues; and other donations provided by dōTERRA employees including diapers, non-perishable food, and baby formula was delivered to Pasadena, Texas on September 4. In both cases, selfless Wellness Advocates also affected by the disaster volunteered their time to serve their fellow Texans.



Wellness Advocate Partner Projects

Wellness Advocates that are working on projects with nonprofit organizations can 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.

Total Projects Approved in 2017:

$\bullet \bullet \bullet \bullet \bullet \bullet \bullet \bullet$

To take a look at the Wellness Advocate Partner Projects with which the dōTERRA Healing Hands Foundation has been affiliated, please visit the Wellness Advocate Partner Projects page in the Our Caring section of **dōTERRA.com**.

dōTERRA

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