Changing the world one drop, one person, one community at a time.
dōTERRA® Introduction

dōTERRA is an integrative health and wellness company known throughout the world as the trusted leader in the Global Aromatherapy and Essential Oils market. Since our founding in 2008, we have sourced, tested, manufactured, and distributed CPTG Certified Pure Therapeutic Grade® essential oils and essential oil products through sustainable sourcing practices. With a vision to change the world one drop, one person, one community at a time, dōTERRA adheres to strict Cō-Impact Sourcing® guidelines where long-term, mutually beneficial supplier partnerships create stronger local economies and a healthier, stable supply chain. Today, we source over 100 essential oils from 41 countries. The dōTERRA Healing Hands Foundation® offers resources and tools to global communities and charitable organizations for self-reliance, healthcare, education, sanitation, and the fight against human trafficking. We hope you’ll enjoy a look back at our 2018 highlights.

Front cover: The dōTERRA Cō-Impact Sourcing Initiative in Kenya provides smallholder farmers and harvesters with a stable income, regular agricultural training, and improved resources that encourage self-reliance.

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Ten years ago, we set out to change the world one drop of essential oil at a time. While that single drop seemed small in the beginning, through your passion and persistence, it has spread throughout the world with astonishing effect.

Our mission has always been to share pure, potent, therapeutic-grade essential oils with the world. We’ve grown from a few individuals filling bottles around a kitchen table to a global network of Wellness Advocates and customers. With your help, we have seen how one drop can change the lives of those who use essential oils and those who produce them.

We have seen these drops of oil cause ripples throughout the world as dōTERRA has catapulted essential oils into the mainstream market, revolutionized how families care for each other, and opened doors of scientific study and research. Together we have been able to build the most tested and trusted essential oil brand in the world. On a nearly daily basis, we witness miraculous stories of essential oils being shared and providing families and communities with the tools to become healthier, self-reliant, and economically empowered.

As we reflect on our first decade, we celebrate the great strides we have taken together, and we look forward to the many new and exciting opportunities ahead. Thank you for helping make dōTERRA the company it is. Thank you for sharing the oils with millions of people and empowering individuals, families, and communities with so many more health, sustainability, and financial options. We are just beginning to imagine the possibilities as we look forward to the years to come.

Sincerely,
The dōTERRA Founders
On April 25, 2018, dōTERRA celebrated its 10-year anniversary.

Day of Change
True to dōTERRA’s mission to change the world one drop, one person, one community at a time, the celebration continued with a Day of Change. The dōTERRA global family, including employees, Wellness Advocates, customers, and the public were encouraged to look for ways to serve throughout the day. Efforts spread far and wide with many people serving in communities throughout the world. Among the global projects, the dōTERRA China team and volunteers assembled 200 care bags for children fighting critical illnesses. In Bulgaria, the Esseterre team donated time and efforts to a community cleanup project.

As part of the Day of Change, dōTERRA hosted a day-long service project in partnership with Days for Girls International. Volunteers came together at dōTERRA’s Corporate Headquarters to make and compile 1800 reusable feminine hygiene kits to be distributed to women in developing communities throughout the world.

Employee Recognition
After ten years of business, dōTERRA is a leader in economic growth and corporate accountability. To celebrate this milestone, the dōTERRA founders raised the starting minimum wage and granted bonuses to each employee.

dōTERRA Thanked for its Impact
On May 1, the World Trade Center Utah and the Salt Lake Chamber thanked dōTERRA for its impact in Utah and beyond during a press conference and highlighted dōTERRA’s various corporate social responsibility and humanitarian initiatives.

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New Products

**Green Mandarin**
Pressed from the unripe fruit of the mandarin tree, Green Mandarin essential oil is known for supporting healthy digestive and immune systems.*

**Pink Pepper**
A sacred tree to the Incas, Pink Pepper essential oil is distilled from the fruit of the pink peppercorn tree, which was used by indigenous people as herbal solutions to health needs.

**Turmeric**
Commonly known for its Ayurvedic health uses, Turmeric is a staple for your daily health routine and, when taken internally, promotes a positive immune function and response.*

**Yarrow|Pom**
Yarrow|Pom is a one-of-a-kind expertly crafted proprietary blend of Yarrow essential oil and cold-pressed Pomegranate seed oil, offering powerful benefits to both the skin and the body.

**Magnolia Touch**
Used in Chinese traditional health practices for hundreds of years, Magnolia is known for its emotional benefits along with a fresh and compellingly sweet aroma.

**Natural Deodorant with dōTERRA Balance®**
This natural deodorant features dōTERRA Balance essential oil blend, baking soda, and arrowroot for long-lasting freshness and all-day confidence.

**dōTERRA On Guard® Mouthwash**
dōTERRA On Guard® Mouthwash is alcohol-free and formulated to clean teeth and gums, reduce plaque, and promote a healthy-looking mouth when used as part of a hygiene routine that includes brushing and flossing.

**Yarrow**
Yarrow is a one-of-a-kind expertly crafted proprietary blend of Yarrow essential oil and cold-pressed Pomegranate seed oil, offering powerful benefits to both the skin and the body.

**Copaiba Softgels**
Copaiba Softgels provide a daily dose of Copaiba essential oil in a convenient easy-to-swallow softgel. When taken internally, Copaiba essential oil helps support the nervous, cardiovascular, immune, digestive, and respiratory systems.*

**Hydrating Body Mist**
Have your body feel completely rehydrated. The aromatic benefits of our Beautiful Captivating essential oil blend with Osmanthus, Lime, Bergamot, and Frankincense in a harmoniously floral blend. The nourishing properties of coconut, sunflower, avocado, and passion fruit, combined in this hydrating mist help improve overall appearance of healthy-looking and radiant skin.

**Kids Collection**
Formulated specifically for developing minds, bodies, and emotions, these essential oil blends feature unique combinations therapeutically balanced to provide powerful benefits while being gentle on delicate skin.

**Turmeric**
Commonly known for its Ayurvedic health uses, Turmeric is a staple for your daily health routine and, when taken internally, promotes a positive immune function and response.*

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Wellness Advocate and Customer Growth

Total number of Wellness Advocates and Customers exceeds 5 million globally.

Total Number of Leadership Rank Advancements in 2018 was nearly 7,000 globally.

dōTERRA maintains one of the highest payout rates and highest retention rates in the direct selling world.

Corporate Events Across the U.S.

132 corporate events nationwide with some repeat locations.
dōTERRA’s Convention is not only the largest corporate event in Utah, but now it’s in competition to be one of the greenest events of its size anywhere in the world.

2018 Dream Convention

**Convention Stats**
- **Attendance:** 30,000+
- **Live Stream Participants:** 16,170
- **Largest dōTERRA Gala Ever:** 9,400 attendees
- **Food Trucks:** 36
- **Sold Out in 26 hours**
- **Number of Hours worked by dōTERRA employees:** 36,000+
- **Number of balls in the Deep Blue Ball Pit:** 200,000
- **Countries Represented:** 55
- **Languages:** 9
- **Number of semi-trucks:** 87
- **Number of rigging hoists/motors needed to support lighting, scenic, audio and automation:** 632
- **Amount of Truss:** 2.33 miles (12,302 feet)
- **Number of plexi scenic pedals surrounding two stages:** 425
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**Sustainability**
- **2018 Convention was a 100% Energy Neutral event by using renewable energy credits from the Salt Palace rooftop solar array.**
- **Record-setting landfill diversion (doubled from 2017):** 90%
- **498 meals donated or 598 lbs of food rescued**
- **28,100 lbs of materials recycled**
- **900 backpacks filled with supplies were made and donated**
- **283,000 lbs of floral materials composted as part of recycling program**
- **200,000 ball pit balls donated to local schools and daycare centers**
- **28,300 lbs of materials utilized**
- **900 backpacks filled with supplies were made and donated**
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U.S. Event Highlights

Incentive Trip, Dominican Republic

Leadership Retreat East, Orlando

Leadership Retreat West, Long Beach

Various

Presidential Diamond Trip, Italy

Diamond Club Trip, Portland

Diamond Club Trip, Vancouver

Diamond Club Trip, Vancouver

Regional Product Training Events

Quebec City

Orlando

Washington D.C.

Dallas

Chicago

Anaheim

Denver

Toronto
International Event Highlights

**Australia | New Zealand**
- Australia Leadership
- Australia | New Zealand Convention
- New Zealand Bootcamp
- Australia | New Zealand Incentive Trip

**Brazil**
- Brazil Empower Success Grand Opening
- Brazil Empower Success Gala

**Canada**
- Canada 2019 Sourcing Trip
- Canada Diamond Club Sourcing Trip

**Europe**
- Europe Convention
- Europe Convention Gala
- Europe Founders Post-Convention Tour

**Hong Kong**
- Hong Kong 5th Anniversary
- Hong Kong Post-Convention Tour
- MON 2030 Get to Know ATERA

**Japan**
- Japan Convention
- Japan Convention Gala
- Japan Post-Convention Tour
- Japan Diamond Leadership Retreat
- Japan Leadership Training

**China**
- China Convention
- China Incentive Trip
- China Leadership Retreat
- China doERTER
- China Salubelle TTT
Cō-Impact Sourcing® Events

Brazil
- Blue and Presidential Diamonds
- Service Project
- Getting to Know Copaíba Harvester

Bulgaria
- US/Canada Trip
- Service Project
- Bulgarian Lavender
- AromaTouch® at Orphanage

Guatemala
- Canada Trip
- US Trip
- Cardamom

Kenya
- Global Trip
- Global Trip
- Nursery in Kenya

Nepal
- U.S., Canada, and Mexico
- China
- Australia

Nepal (cont)
- Japan
- Taiwan, Singapore, Malaysia, Hong Kong, and China
Prime Meridian Health Clinics™

Prime Meridian Health Clinics™—At the dōTERRA 2018 global convention David Stirling introduced a new face to the healthcare initiative, Prime Meridian Health Clinics™. Just as East meets West at the earth’s prime meridian, this organization seeks to combine allopathic and holistic medicine in a truly integrative care with the patient at the center of the experience.

Prime Meridian Health Clinics™

OBJECTIVES

1. Integrated approach to healthcare
2. Lower healthcare costs
3. Improve accessibility and ease of access
4. Improve healthcare outcome, by focusing on the whole person
Announced Clinic Locations

Prime Meridian Medical Complex

The new 41,000 square foot Prime Meridian Medical Complex is set to be completed by April 2019. This building, located across the street from the dōTERRA campus, will include space for doctors to service both dōTERRA employees and the local community.

“Policy changes, technological advances, and structural shifts have primed the healthcare industry for upheaval, disruption, and incredible opportunity to advance the standard of care worldwide.”

– Jeff Elton and Anne O’Riordan

Announced Clinic Locations

Pleasant Grove, Utah (April 2019)

St. George, Utah (Opened October 2018)

Phoenix, Arizona (2019)

Nashville, Tennessee (January 2019)
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 is committed to supporting marginalized workers and small-scale producers in developing countries through the creation and sustaining of jobs in rural and underdeveloped areas.

**Providing Fair and On-time Payments**
Through dialogue and participation, all parties contractually agree upon a price that can also be sustained by the market.

**Guatemala Cardamom**
Building Supplier Capacity

dōTERRA and our sourcing partners work to build the capacity of smallholder farmers. This leads to increased incomes for supply chain partners through improved farming techniques, increased yields, improved efficiencies, and strengthened productivity.

**Sustaining Long-term Partnerships**
dōTERRA promotes the growth of partners through long-term contracts that do not maximize profit at their expense. dōTERRA also helps to facilitate predictable pricing for small scale producers.

**Ensuring Fair Labor Conditions**
dōTERRA’s Cō-Impact Sourcing Partners ensure fair labor conditions and promote safe and healthy working environments free from exploitative practices, harassment, and discrimination.

**India Lemongrass Field**

Cō-Impact Sourcing®

Kenya Tea Tree
Promoting Cooperatives

dōTERRA Cō-Impact Sourcing® Partners support and respect the right of all employees and producers to form and join cooperatives, to bargain collectively, and to maximize the benefits of collective organization.

Ensuring Environmental Stewardship

Cō-Impact Sourcing Partners seek to minimize the impact of waste on the environment, to minimize greenhouse gas emissions, and to encourage agricultural producers to minimize their environmental impacts.

Facilitating Community Development

Premiums are often paid for the oils from Cō-Impact Sourcing. These funds, as well as contributions from the dōTERRA Healing Hands Foundation® and dōTERRA Corporate, are used to support community development projects.

Pink Pepper

dōTERRA launched Pink Pepper essential oil as a permanent offering in 2018 at our Global Convention. The trees are native to Northern Peru, high in the Andes Mountains, where they are wild-harvested. Because of the beauty of their weeping canopies, Pink Pepper trees have been planted in many areas around the world, including countries like Kenya, where colonists planted the trees to line streets in old colonial towns.

The trees grow up to 15 m (50 ft) tall and require some work to harvest the peppercorns. Harvesters usually climb the tree to pick the berries, or knock the berries with a stick to later collect them from the ground. The berries are cleansed by removing the twigs and leaves, and then put into a crusher before distillation. The whole process takes place within 24 hours to preserve as much of the essential oil as possible.

Sourcing Pink Pepper in both Peru and Kenya provides an additional economic opportunity for the harvesters and their communities. Through this new Cō-Impact Sourcing initiative, dōTERRA supports new jobs, provides fair and on-time payments, and continues to maintain our high Cō-Impact Sourcing standards that benefit everyone in the supply chain, starting with the harvesters.

Total jobs supported through our global sourcing efforts 2018: about 122,095

Total lives impacted through our global sourcing efforts 2018: about 541,349

*Based on most recent UN Data on average number of household members per country.
As Kenya’s dynamic private sector expands, agriculture remains central to Kenya’s economy. The fertile soil, varied landscapes, and 12 hours of daylight throughout the year contribute to making Kenya an ideal location for growing numerous crops. Through doTERRA Cō-Impact Sourcing initiatives, doTERRA sources several essential oils from Kenya, including Geranium, Ginger, Tea Tree, and Pink Pepper—with many more in trials.

To ensure that the smallholder farmers receive fair and on-time payments, the team in Kenya uses a mobile application, Farmforce, to organize, manage, and monitor the farmers and their farming activities. Farmforce was developed in Kenya and later scaled globally to help streamline traceability in outgrower networks—documenting harvests, payments, and quantities purchased for each farmer.

When doTERRA’s partner Fairoils’ Field Officers visit a farmer, they use Farmforce to weigh the raw material on the spot and provide payment within 24 hours, at a previously agreed price. The whole process and system is transparent and accessible on the app, so that farmers always know the weight and the price per kilo at time of payment initiation. Receipts remain in the app, available to both the farmers and the Field Officers, and the Farmforce software can track a farmer’s activity and output over time, allowing them to offer farmers personalized agricultural advice.

Before the use of this type of software was possible, many farmers grew sugarcane for a large company who overcharged them for inputs (such as fertilizer) and services (such as harvesting), and bills often came as a surprise to the farmers. The company typically would pay the farmers months later, and as such, it was difficult for farmers to budget or plan their income. Because of past negative experiences, many farmers were hesitant to trust this outgrower model as part of doTERRA’s Cō-Impact Sourcing initiative, but with the recent harvests and farmers’ positive experiences, more and more farmers are interested in producing crops for doTERRA’s oils. With the help of tools such as Farmforce, doTERRA and Fairoils have been able to provide fair and on-time payments and give farmers the support they need to succeed.
Guiding Principle in Action: Building Supplier Capacity in India

Located on the eastern coast of India, just south of Gauhati, Odisha is the Indian state of Odisha where poverty alleviation efforts are focused. Unlike other states of India, a large proportion of the population is tribal. Unlike most other parts of India, women in Odisha do most of the farming, usually planting rice and wheat, which provides profits as low as US$ 10 per acre annually, not nearly enough to allow most farmers to survive through the year. In 2015, in an effort to help some of these impoverished farming communities, the state government tried to introduce Lemongrass cultivation and distillation, with the hope of providing families with an opportunity to earn up to three times more. But without the right training, farmers were only able to earn nearly four times more per kilo of oil purchased at her home with an instant payment. Pramila Devi, a tribal woman farmer from the village of Gahatathnai, Odisha, owns 3.5 acres of land and has grown rice and corn for years, bringing in an annual net income of INR 83,500 (or about US$ 1300), which is not enough income to send her oldest daughter to college. Despite much resistance from her husband and fellow farmers, she started cultivating Lemongrass in 2015 on 15 acres of her land with the state government’s initial Lemongrass initiative, but she had difficulty accessing the market. She sold her high quality Lemongrass oil for a price that was not enough income to send her oldest daughter to college next year thanks to this additional income earned. In 2017, Farms & Farmers, in partnership with dōTERRA and dōTERRA’s primary distillation partner in India, began offering training to Lemongrass growers and distillers, easy access to markets, and instant payments through mobile applications. Farmers, to support the Lemongrass value chain and the results have been amazing for the communities involved.

Pramila Devi is a tribal woman farmer from the district of Mayurbhanj, Odisha, more than 70% of the population is tribal. Unlike most other parts of India, women in Odisha do most of the farming, usually planting rice and wheat, which provides profits as low as US$ 10 per acre annually, not nearly enough to allow most farmers to survive through the year. In 2015, in an effort to help some of these impoverished farming communities, the state government tried to introduce Lemongrass cultivation and distillation, with the hope of providing families with an opportunity to earn up to three times more. But without the right training, farmers were only able to earn nearly four times more per kilo of oil purchased at her home with an instant payment. Pramila Devi, a tribal woman farmer from the village of Gahatathnai, Odisha, owns 3.5 acres of land and has grown rice and corn for years, bringing in an annual net income of INR 83,500 (or about US$ 1300), which is not enough income to send her oldest daughter to college. Despite much resistance from her husband and fellow farmers, she started cultivating Lemongrass in 2015 on 15 acres of her land with the state government’s initial Lemongrass initiative, but she had difficulty accessing the market. She sold her high quality Lemongrass oil for a price that was not enough income to send her oldest daughter to college next year thanks to this additional income earned. In 2017, Farms & Farmers, in partnership with dōTERRA and dōTERRA’s primary distillation partner in India, began offering training to Lemongrass growers and distillers, easy access to markets, and instant payments through mobile applications. Farmers, to support the Lemongrass value chain and the results have been amazing for the communities involved.

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The dōTERRA Healing Hands Foundation® is working to empower people and communities worldwide to make a positive change, by working with humanitarian partners, facilitating development projects in dōTERRA Cō-Impact Sourcing® communities and matching support.

Since 2008, the dōTERRA Healing Hands Foundation has participated in projects in 59 countries around the world and 27 states in the United States. Eight of those countries were new in 2018, as were three states in the United States.

dōTERRA International generously donates to cover all administrative costs of the dōTERRA Healing Hands Foundation, ensuring 100 percent of all donations go directly to aid.

The dōTERRA Healing Hands Foundation was registered in 2012 in the United States as a 501(c)3 non-profit. Since then, the philosophy of giving and service in helping to empower others has spread throughout the world as dōTERRA Healing Hands initiatives.

Empowering Change

Updated brand and website released at the 2018 Dream Convention

The new website features:

- Easier application process for Wellness Advocates applying for matching support for the causes they care about.
- News and updates of the work of dōTERRA Healing Hands Foundation® around the world.
- Community development project features in dōTERRA Cō-Impact Sourcing communities.
- Highlights of Wellness Advocate projects.

**Micro Loan Programs: Mentors International**
The dōTERRA Healing Hands Foundation has partnered with Mentors International since 2008. Providing micro loans and financial education to entrepreneurs in developing countries helps lend a hand up, not a hand out. The dōTERRA Healing Hands Foundation has supported microcredit lending projects with Mentors International in Ghana, Guatemala, Nepal (new in 2018), Peru, the Philippines, and starting in 2019, the Dominican Republic.

In April of 2018, micro loan programs were introduced in Makwanpur, Nepal. Since April, 245 loans have been given in Nepal, already having an impact on families and communities.

"Namaste from my home country of Nepal. Together we can do an exemplary work in Makwanpur, Nepal to set up small enterprises and build local leadership. This is a fertile land. The people are very hard working as well as eager to do something new. Our small efforts will make a lot of difference for years to come."—Prateek Sharma, Director, Mentors Nepal

**Feminine Hygiene: Days for Girls**
About:
The dōTERRA Healing Hands Foundation partners with Days for Girls to provide quality, sustainable feminine hygiene supplies paired with education—supporting women and girls in developing countries with the ability to attend school & work consistently—resulting in more opportunities to grow, thrive and contribute to society.

Highlights:
In October of 2018, Days for Girls launched the Global Girls Festival, with participation from the dōTERRA Healing Hands Foundation and Days for Girls chapters and teams throughout the world. In just 28 days, over 100,000 Days for Girls Feminine Hygiene Kits were made and assembled.

**Anti-Human Trafficking: Operation Underground Railroad, Rapha House, 3Strands Global**
About:
With the combined goal to eradicate human trafficking, dōTERRA Healing Hands Foundation supports an anti-trafficking model with Operation Underground Railroad (Rescue), Rapha House (Aftercare) and 3Strands Global (Prevention).

Highlights:
The dōTERRA Healing Hands Foundation announced their support in the new build of the Rapha House Aftercare facility in Haiti.

3Strands PROTECT trafficking prevention education curriculum was released in two Utah school districts for the 2018 school year.

**Partner Highlights**
- $6,341,927 Total funds disbursed
- 16,220 Loans given
- 10,618 Jobs created
- 26,838 Families impacted

**Days for Girls Kits as assembled in 28 days during the Global Girls Festival**
- 103,236 Days for Girls Kits
- 6,000 Days for Girls Kits sent to Lebanon supporting refugees

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"Namaste from my home country of Nepal. Together we can do an exemplary work in Makwanpur, Nepal to set up small enterprises and build local leadership. This is a fertile land. The people are very hard working as well as eager to do something new. Our small efforts will make a lot of difference for years to come."—Prateek Sharma, Director, Mentors Nepal
Disaster Relief and Wellness Advocate Projects

The dōTERRA Healing Hands Foundation® offers matching fundraising support and donates products to empower Wellness Advocates to have a bigger impact supporting the non-profit causes they care about.

Communities both locally and abroad received kits to aid in disaster relief and recovery efforts. Wellness Advocates on the ground near the disaster zones stepped forward to volunteer their time and effort to distribute the kits. Notably:

- 6,025 Kits to Hurricane Florence evacuees
- 1,850 Kits to Hurricane Michael evacuees
- 8,020 Kits to California wildfire evacuees
- 3,000 Kits to Guatemala communities near the Fuego Volcano

Not only did the Emergency Relief Hygiene Kits help victims of natural disasters, but also aided homeless populations throughout the United States.

Projects Completed

Wellness Advocate Projects

- 51 Projects Completed
- 108 New Projects Approved
- 47 Projects Scheduled to Finish in 2019

The dōTERRA Healing Hands Foundation distributed 52,340 Emergency Relief Hygiene Kits in 2018.
In 2015, Verify Markets recognized doTERRA as “singularly responsible for the rapid category growth” of the Aromatherapy and Essential Oils Market.

In 2018, Verify Markets recognized doTERRA as the world’s largest Essential Oil company with 23% share of the market.

Verify Markets is an independent market research firm specializing in industrial, environmental, energy, consumer products and water markets.

The Global Aromatherapy and Essential Oils Market was valued at $5.1 billion in 2017.

The market is expected to reach revenues of $24.7 billion by 2024.

The market is expected to grow at a compound annual growth rate of 25.3% (2017-2024).

Cicero Group is a third party, unbiased data analytics and research consulting firm. They queried a randomized and representative general population sample to find out what people felt regarding doTERRA, essential oils, and other brands in the market.

From 2017-2018, doTERRA experienced a 12% increase in unaided brand awareness—more than any other brand on the market.

A large majority (72%) of U.S. consumers believe there is scientific validity to the use of essential oils for health and wellness practices.

Prospective consumers consider purity, effectiveness, and scent as the biggest drivers in considering what essential oils to purchase.

A large majority (72%) of U.S. consumers believe there is scientific validity to the use of essential oils for health and wellness practices.

doTERRA ranked highest as the favorite essential oil brand.

Prospective consumers consider purity, effectiveness, and scent as the biggest drivers in considering what essential oils to purchase.
2018 Awards

- No. 6 Top Trademark Company
  UTAH GENIUS Award

- Best of State Medal and Certificate

- GreenBiz Award
  Utah Business Magazine

Other 2018 Awards:
- 99 Limit Breaking Female Founders—Emily Wright (Huff Post)
- Best Essential Oils (Paleo Magazine)
- 30 Women to Watch—Emily Wright (Utah Business Magazine)
- CXO of the Year—Corey Lindley (Utah Business Magazine)
- Pathfinder Award—Emily Wright (Salt Lake Chamber)
- Market Leader for the Global Aromatherapy & Essential Oils Market (Verify Markets)
- Market Leader for the North American Essential Oil Supplements Market (Verify Markets)

Employee Facts

- Anniversary Bonuses Paid: $3.3 million
- Global Headcount: 3,200
- U.S.: 2,583
  International: 617
- 401K Match Contributed: $1.7 million
- Tuition Assistance: $270,000
- dōTERRA’s Portion of Medical Premiums: $7.8 million
- Employee Portion of Medical Premiums: $1.6 million
- Total number of employment applications submitted in 2018: 15,118
New Office Building
• Opened October 16, 2018
• 67,000 square feet

Lindon Distribution Center
• Opening November 2019
• 270,000 square feet

Manufacturing & Operations Expansion
• Opened November 1, 2018
• 165,000 square feet

Prime Meridian Medical Complex
• Opening April 2019
• 41,000 square feet

New Childcare Facility
• Opened October 1, 2018
• Capacity: 84 children

Member Services
• Opening December 2019
• 200,000 square feet

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International Offices

- Shanghai, China
- Tai Chung, Taiwan
- Tsim Sha Tsui, Hong Kong
- Milton Keynes, UK
- Sokolov, Israel
- Sao Paulo, Brazil
- Guatemala
- San Jose, Costa Rica
- Mexico City, Mexico
- Corporate Headquarters
- Moscow, Russia
- Luxembourg
- Makati City, Philippines
- Singapore, Singapore
- Melbourne, Australia
- Tokyo, Japan
- Seoul, Korea
- Kuala Lumpur, Malaysia
- Noosa, Australia
Manufacturing Growth

On average, we filled 338,880 bottles of essential oils per day in 2018.

Our highest production month was May with 9 million bottles filled.

There are 261 hard-working people working in the warehouse to get you the essential oils you love.

Our record for most bottles filled in one day was 479,600 (May 8, 2018).

Manufacturing facility measures an impressive 164,657 square feet.

The manufacturing expansion doubles our oil filling production capacity.

In 2017, we produced 14 million bottles of essential oil. This year, we produced over 80 million units.

Social Media Growth

Facebook

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<tr>
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<td>2018 Total Posts</td>
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<tr>
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<td>1,320,589</td>
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Instagram

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Pinterest

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Twitter

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YouTube

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Top dōTERRA Categories

Food and Drink, Home and Garden, DIY/Crafts
We’ve received a lot of love from media, actors, singers, athletes, and celebrities around the world. Here are just a few highlights:

**Chicago Tribune**

**Best of the best: doTERRA Family Essential Kit**
What we like: includes a variety of 10 oils that are favorites for various uses and health conditions.

**Forbes**

**9 Ways You Can Capitalize on the Golden Age of Purpose for Profit and Impact**
"Just last week, essential oils company doTERRA launched an initiative in Kenya that’s expected to create more than 5,000 jobs by 2020."

**GreenBiz**

**Ellie Goulding on her go to spa treatments and favorite ways to relax—...I use a doTERRA diffuser with either lavender or wild orange essential oils for their therapeutic benefits."

**Health**

**THE ESSENCE OF HEALING**

**Give Your Mom the Gift of Relaxation with this DIY Mother’s Day Gift Box Idea—**
"Diffuser + essential oils (Eva is currently loving doTERRA Citrus Bliss®)"

**The Talk**

**The Talk’s Must Have: doTERRA’s Ultimate Self Care Kit**
Andie MacDowell gets 'nonstop compliments on this essential oil—The ‘Four Weddings’ and ‘Groundhog Day’ star tells us how she stays grounded.

**USA Today**

**Essential oil guide: What oils to use, how to use them safely tips—**doTERRA sells a immune-boosting blend called On Guard (15ml $42.67)

**Today**

**Gold Medalist, Jamie Anderson: What’s in My Bag?**
"I have a lot of doTERRA essential oils. Ylang-ylang is one of my favorites, also frankincense....I also have some On Guard for getting on a plane. I put it in my water. It’s a great immunity booster."

**Media Coverage**

### Eva Gutowski
- @mylifeaseva

### Kaitlynn Jenner
- @kaitlynn

### Mandy Moore
- @mandymooremm

### Sjana Elise Earp
- @sjanaelise

### Jaime King
- @jaime_king

### Emma Roberts
- @emmaroberts

### Alanis Morissette
- @alanis

### Kesha
- @iiswhoiis

### Kevin Curry
- @fitmencook

### Nita Mann
- @nextwithnita

### Camilla Hansson
- @camillahanssonofficial
Education Releases

Empowered Success

- 6,000 Wellness Advocates attended the first-ever Empowered Success Business Training event held during Convention.
- Over one million visitors to the U.S. Empowered Success web pages.
- Sold over 3 million printed Empowered Success materials in the U.S.
- Launched internationally in 24 countries and translated into 16 languages.
- Top leaders were featured in the new Empowered Success webinar series reaching 20,000 Wellness Advocates and educating them on how to create success in their business.
- Released in-depth training resources on launching a dōTERRA business and utilizing social media.
- Unveiled five new rank guides at Leadership Retreat designed to take Wellness Advocates from Elite through Presidential Diamond.

Empowered You

- Launched the Empowered You program at the 2018 Leadership Retreat. More than 4,300 dōTERRA Leaders took the CliftonStrengths® assessment during the event to learn their greatest strengths.
- Produced a set of 34 videos explaining how each of the CliftonStrengths talent themes can be powerful tools for Wellness Advocates. The videos have over 134,000 collective views.
- Created the Strengths Guide for Builders, which gives action steps for building a business using your natural talents. The guide has been downloaded 4,000 times.
- Presented the Empowered You program to 6,000 Wellness Advocates at the 2018 Empowered Success Business Training.
- More than 108,000 visitors to the Empowered You web pages since its launch in March.

Empowered Life Series

In 2018, the Empowered Life webinar arranged to have over 30 leading dōTERRA Wellness Advocates come and present about various topics on film. Through these presentations, we produced 11 webinars and 33 videos to help teach dōTERRA members and non-members alike how to incorporate the oils. These videos have garnered almost 150,000 views through the live views of the webinars as well as the views on YouTube.

- 30 Wellness Advocates
- 11 webinars
- 33 videos
- 150,000 views
Ten years ago, dōTERRA set out on a mission to make pure, potent essential oils to share with the world. We’ve grown from a few individuals filling bottles around a kitchen table to an international company. In 2018, Wellness Advocates and customers received dōTERRA products in 148 countries around the world. We are just beginning to imagine the possibilities as we look toward the future. What follows are the 2018 highlights from dōTERRA’s global family.

AROUND THE WORLD

Australia

This year was a consolidation of the incredible growth we have seen in Australia over the last two years. Our Leadership Group has continued to grow and we have achieved some new heights, with our first Double Diamond Leaders achieving this rank for the first time in our market. The growth in our market and retention of our Wellness Advocates and Wholesale Customers is a result of the work that our Leaders continue to do. To support our growth we opened our new Will Call area in January to showcase our products, provide better meeting and training facilities and improve the customer services experience for our customers. We have also doubled the number of corporate staff to catch up with our growth.

- Record attendance at Convention and Leadership with more New Zealanders at every event
- Our first two Double Diamond rank advancements
- Record number of Diamond Club participants with our first Australian Sourcing Trip (Tea Tree)
- The launch of dōTERRA Healing Hands Foundation® in Australia
- dōTERRA Brazil opened with a bang in June. In just three months, dōTERRA Brazil was enrolling over 2,500 new members a month and has broken every growth record of dōTERRA to date. Members now number in the tens of thousands and are growing at a breathtaking rate. The management team in Brazil is doing a remarkable job and is backed by the committed and powerful muscle of the USA team at all levels. We’re glad to have the support and culture of many excellent international leaders as we build dōTERRA from the ground up. All of these factors portend well for the future of dōTERRA in the sunny land of Brazil.
- Held 20 corporate events across 15 cities with over 4,500 total attendees
- Filled 15 of 30 Founders Club spots in the first 6 months after opening
- Fastest market to reach monthly revenues of 1 million dollars
- Fastest market to enroll over 2,500 members in a month

Brazil

Tea Tree harvesters in Kenya
This year, Canada continued to experience significant growth. We launched more than two dozen new products, including customer-favorites Deep Blue Polyphenol Complex®, dōTERRA On Guard® Mist, and the Lumo® Diffuser. With a more comprehensive catalog of products and higher-ranking leaders, the Canada market has expanded in a major way. We continue to have record-breaking attendance at leadership retreats, convention, and the post-convention tour. In addition to exciting rank advancements, new products, and overall market growth, the Canada corporate team and Wellness Advocates have banded together on various charitable efforts to bring about positive change.

Achieved first Double-Diamond and Double-Blue Diamond rank advancements
Hosted first all-Canadian Cō-Impact Sourcing® trip to Guatemala
Established Canadian charitable initiative with Covenant House in Toronto, Ontario
Donated hundreds of hygiene kits to the victims of the Ontario tornado, distributed by Canadian Wellness Advocates

China

With continued healthy growth, the mainland Chinese market continues to represent a market with wonderful potential. In 2018, dōTERRA China launched 39 new products, bringing the total number of products available to approximately 140. Our wonderful sales leaders are energetic and engaged, and they are working more collaboratively than ever before! In order to serve our sales leaders and customers better, we increased our corporate staff numbers by over 40% in 2018. The “dōTERRA Helping Hands Fund” has raised approximately ¥14,000,000 since its establishment in 2017. dōTERRA China is proud to continue the culture of supporting the local community and helping those in need.

Sales Growth: 80%
Enrollment Growth: 85%
The first international essential oil convention ever in mainland China was held in Suzhou in October 2018 with approximately 5,500 attendees.
Opened the fifth essential oil life center in Qinzhou in October.
The first manufacturing center in China was established in Shanghai.

Europe

2018 was truly a landmark year for dōTERRA Europe. This year launched with a brand new corporate office near London and increased warehouse capacity in both the UK and Netherlands. Three record-breaking European tours were coordinated to over 25,000 guests. This momentum was built on the back of the largest convention held globally outside of the U.S. November became dōTERRA Europe’s best ever month in sales, exceeding $15 million.

dōTERRA Europe also continued in its passion to empower change through new and existing dōTERRA Healing Hands partnerships globally, including life changing initiatives in Kenya and Lesvos, Greece.

Sales Growth: 105%
Customer Growth: 85%
One of the largest conventions held globally outside of the U.S. November became dōTERRA Europe’s best ever month in sales, exceeding $15 million.
dōTERRA Europe also continued its passion to empower change through new and existing dōTERRA Healing Hands partnerships globally, including life changing initiatives in Kenya and Lesvos, Greece.

Japan

The dōTERRA bullet train in Japan continued to go full speed in 2018. Momentum continues to build after holding two Diamond Camps this year, the largest Japan Convention yet, a Diamond Leadership Retreat event at our Utah headquarters, moving into an amazing office space triple the previous size, and working more closely with our amazing leaders. The outlook for 2019 is shaping up to be even better!

Largest Japan Convention was held in May
July Diamond Leadership Retreat
Received the space in our office move this September
October Post-Convention Tour
Cō-Impact Sourcing® Trip in Nepal
dōTERRA Malaysia had a promising year. Overall, the Malaysia market continues to experience strong growth of members and sales. We launched six new products within the last quarter, and officiated the Product Center operations. dōTERRA Healing Hands Initiative was officially launched during the last Post-Convention on November 10, 2018. We collaborated with The National Autism Society of Malaysia (NASOM) and a savant pianist, Mr. Clarence Kang. The purpose of this collaboration is to create awareness of early intervention for children with autism and kick start Malaysia’s dōTERRA Healing Hands project.

- Sales Growth: 100%
- Customer Growth: 45%
- Achieved 2 Presidential Diamonds, 3 Blue Diamonds, and 17 Diamond rank advancements
- Nearly 1,200 people attended the 1st Anniversary on August 25, 2018 and 800 people attended the Post Convention on November 10, 2018
- Over 100 plus leaders and members attended the Product Center Ribbon Cutting Ceremony on August 25, 2018

Since its launch in December 2017, New Zealand has proved to be a dynamic market in both sales and enrollments. We appointed a dedicated regional sales manager and an account manager focused on providing support. We instigated a fortnightly Diamond Focus Group Call and monthly Silver and above Leaders call. In addition, we have held a greater number of events in market, including some specifically targeted training events. With this attention, the market has blossomed and we have experienced growth in the local leadership base and rank advancements. We also had a New Zealander win a spot on the Diamond Club sourcing trip as well as being well represented in the 2018 Diamond Club.

- Sales Growth: 60%
- Customer Growth: 80%
- At the end of 2017, there were 48 Silver and above leaders, this year we have 118!
- 82 Rank advancements to date
- 1 Blue Diamond Leader and 3 Diamond Leaders
As dōTERRA’s first overseas market, Taiwan’s sales have continually bloomed over the past 8 years. This year, we expanded our Taichung and Kaohsiung training rooms to fulfill Wellness Advocates’ high demand, launched an official online site, held 12 expositions around Taiwan in December, ran a TV campaign with three major health and wellness programs, and grew our social media presence—quickly reaching a target audience of more than 4.6 million. We broke records at every event, including the Taiwan Convention, Diamond Club, and Get to Know dōTERRA, which resulted in many new Wellness Advocates and customers. With such strong support, Taiwan enjoyed double-digit growth for the eighth year in a row.

- New Presidential Diamonds: 3
- New Blue Diamonds: 18
- Dr. Hill AromaTouch® attendance: over 600
- Facebook: over 50,000 likes/followers
- Official Site: over 90,000 users

This year was full of excitement for Hong Kong as we had our 5th Anniversary celebration, focusing on field development with training and activity. We also had a successful Post-Convention Tour and our leaders are committed to market expansion.

- 5th Anniversary celebration was held on May 5 with 400 participants
- 200 Wellness Advocates attended the Hong Kong Post-Convention Tour and the Hong Kong office
- The biggest sales day on May 5 during the Hong Kong Convention
- 2 Get to Know dōTERRA events and kick off of Empower Success Training
- Set a new BOTG sales record

On May 12, dōTERRA Russia had its grand opening event with nearly 600 participants. David Stirling joined us for this event. On October 3, dōTERRA launched OTG market with 45 products. In November, the company had a great post-convention tour in 4 cities: Krasnoyarsk, Perm, Moscow, and Kyiv (800+ participants).

- Customer Growth: 80%
- Opened Moscow office
- dōTERRA website, Empowered Success, and usage guide booklet translated into Russian
- Rank advancements include: 2 Diamonds, 4 Platinums, and 5 Golds
- Datatrax integration into the local system
- Logistic and warehouse organization
- Certified 140 products

This year has been an exciting year for Singapore as we experienced a significant change in strategy, increase in growth and activity, especially with the addition of the market’s first Blue Diamond. Singapore has almost doubled our sales this year and our leaders are motivated, positive and goal oriented. We saw a record number of rank advancements and tremendous energy and engagement from our Wellness Advocates.

- Customer Growth: 40%
- 753 rank advancements in the past year
- First Blue Diamond
- Record breaking ticket sales of 750 tickets sold for Post Convention on 10 November
- Biggest sales day—4th July Open House
- Opened at Singapore’s Diamond Club in September

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- 2 Get to Know dōTERRA events and kick off of Empower Success Training
- Set a new BOTG sales record
Sloane Stephens was born in Plantation, FL, to athletic parents. Her mother, Sybil Smith, was an All-American swimmer at Boston University; her father, John Stephens, was a NFL running back. Sloane took up tennis at age nine, just to occupy herself while her mother played tennis with friends. She quickly showed an aptitude for the sport and attended the Saviano High Performance Tennis Academy to further develop her skills. After turning pro in 2009, Sloane capped a successful junior tennis career, ultimately winning the junior French, Wimbledon and US Open doubles titles in 2010. A year later (at the age of 18) she became the youngest player in the Top 100. Known for her powerful forehand, athletic court coverage and engaging smile, Sloane has steadily risen in the rankings. She has successful runs in the Grand Slams—reaching the semifinals at Australia (2013), the quarters at Wimbledon (2013) and the final round of the French (2016) and US Opens. She has won four professional tournaments: Citi Open (2015), ASB Classic (2016), Abierto Telcel Open (2016) and Volvo Car Open (2016). Sloane’s appeal has extended off the court as well, as she was named one of the Top 50 Hottest Female Athletes of 2015. Sloane took an extended leave from the tour after the 2016 Rio Olympic Games to recover from a foot injury. During her recovery, she successfully launched a new broadcasting career with the Tennis Channel, exploring the tennis world with interviews and insights from a tour player’s perspective. Sloane returned to the WTA tour in the summer of 2017 posting her best results in Cincinnati and Toronto. At her 5th tournament, she captured the Championship trophy at the 2017 US Open. Sloane continued her return from injury by capturing the Australian Open in 2018 at the age of 18. Sloane’s love for dōTERRA means a lot to her. She loves that the oils help her stay healthy and focus on her game. Sloane’s favorite dōTERRA product is dōTERRA Cheer®. “I love dōTERRA Cheer, that’s my absolute favorite one. I put it in my diffuser during the day. It smells so good… it’s so calming.”

Performance Advocates

Jamie Anderson has built a reputation as one of the best female snowboarders in the world. Known for her snowboarding style and strength, Jamie has been the United States a gold medalist in the debut of Olympic Slopestyle competition at the 2014 Sochi Games. She soared to victory in a near flawless run to make history for the United States as the first ever women’s Olympic Slopestyle Gold Medalist. She is the first female snowboarder to win more than one Olympic gold medal.

In addition to her many career wins, Jamie has been giving back to the snowboarding community through her participation in a multitude of camps as well as her active hand in non-profits that promote mindful purchasing and charities assisting those in need around the world.

Jamie is a health and wellness enthusiast and has incorporated dōTERRA products into her wellness routine. The benevolence they offer for ten plus years and they are literally my ‘natural solution’. I’m a huge believer in healing naturally with earth elements and these oils help me stay healthy all year around.” A few of Jamie’s favorites include Frankincense, Ylang Ylang, dōTERRA Peace®, Elevation, Lemongrass, DigestZen® and dōTERRA Peace®.

Additional Performance Advocates:

Penny Baker | Shoshana Bean | Michael Chadwick | Brandon Cozis | Christa Denten | Liz Freeman | Avela Fingele | Keith Gabel | Lauren Gibbs | Keri Herman | Tim & Rikki Hightower | Alev Kelter | Irena Michalcik | Donovan Mitchell | Iarna Mitchell | Taylor Rudy

*The pictured or named athletes and professionals are either distributors or dedicated users who have received complimentary dōTERRA products and/or compensation for their partnership.
2018 was an exciting year for the AromaTouch Program. Not only was it a year of unprecedented growth, but 9 years after Dr. Hill first introduced it to the world, the proprietary application method that we all know and love finally got the attention of the scientific world with a pair of peer-reviewed published studies.

The year started with an extremely exciting project for the AromaTouch Technique program: a pilot trial. Although a fair amount of research shows the benefits of touch and other research supports the benefits of essential oils applied topically, little research exists on the combination of the two. In addition, no prior research had investigated the benefits of the dōTERRA AromaTouch Technique specifically and we believe this is the first published study ever conducted on a proprietary application technique. To gather data about both the short-term and long-term benefits of the technique, dōTERRA scientists separated 18 study participants into treatment and control groups. The treatment group received the AromaTouch Technique exactly as described in the protocol developed by Dr. David Hill a total of 5 times over the course of 3 weeks while the control group received the AromaTouch Technique with every condition the same, except that Fractionated Coconut Oil was used in place of the eight essential oils normally used in the technique. All vital signs, saliva samples, and other biomarkers of health were measured before and after participants had received just one technique, and then 24 hours after receiving the final treatment. Participants also filled out a questionnaire so that data about subjective measures of well-being could be evaluated.

Although the investigators had all experienced the benefits of the AromaTouch Technique, the objective data was still shocking. As expected, due to the well-researched effects of the combination of human touch and aromatherapy, both groups experienced improvements in all measured vital signs, salivary cortisol levels, and state stress scores after the initial session, but the effects were more pronounced in the treatment group. These results suggested that the AromaTouch Technique is an excellent way to immediately reduce feelings of stress and promote relaxation. When administered regularly, it is also effective at promoting sustained results in the body over the long term.

On the heels of the exciting data gathered from the initial trial, the decision was made to put the AromaTouch Hand Technique Clinical Trial to as participants in the treatment group experienced clinically relevant improvements in metrics evaluated on the questionnaire and statistically significant progression in functional tests compared to the control group, providing robust evidence of the benefits of the proprietary ATHT application method and the efficacy of the Deep Blue Soothing Blend and Copaiba.

The Future

So what’s in the works for the future of AromaTouch? More events, new markets, more community service, and more scientific validation.
dōTERRA® Science Milestones

After publishing 17 studies in peer-reviewed scientific journals in 2017, dōTERRA once again emphasized in 2018 by focusing on more extensive human clinical trials and research reviews. Human clinical trials are the gold standard in regards to conducting research that is relevant to proving the quality and efficacy of essential oils. Clinical trials and research reviews are considered the gold standard in research. Human clinical trials and research reviews are considered the gold standard in research. However, due to the large-scale investment of time and monetary investment, clinical trials are difficult to get approved, and require significant amount of main stage time devoted to the scientific breakthroughs of dōTERRA scientists and their research partners, the three primary science departments (Quality Assurance/Quality Control, Research & Development, and Science & Education) had a total of five booths in the convention showcase, including “The Dome.” Featuring a video developed by the Science & Education department, “The Dome” offered a truly stunning 360-degree immersive experience looking into the biological pathway of essential oils. It was an experience that approximately 5,000 convention goers will not soon forget. The 2018 convention showcase also included CD-ROM and DVD booths, which provided Wellness Advocates the opportunity to stump dōTERRA scientists with their toughest questions, a Science & Education booth (themed around the Science for Kids program), and the AromaTouch Technique booth, where attendees could learn more about the proprietary application method and receive an AromaTouch® Hand Technique from a certified instructor.

Convention

The 2018 Dream Convention was a showcase for dōTERRA Science. Along with having a significant amount of main stage time devoted to the scientific breakthroughs of dōTERRA scientists and their research partners, the three primary science departments (Quality Assurance/Quality Control, Research & Development, and Science & Education) had a total of five booths in the convention showcase, including “The Dome.” Featuring a video developed by the Science & Education department, “The Dome” offered a truly stunning 360-degree immersive experience looking into the biological pathway of essential oils. It was an experience that approximately 5,000 convention goers will not soon forget. The 2018 convention showcase also included CD-ROM and DVD booths, which provided Wellness Advocates the opportunity to stump dōTERRA scientists with their toughest questions, a Science & Education booth (themed around the Science for Kids program), and the AromaTouch Technique booth, where attendees could learn more about the proprietary application method and receive an AromaTouch® Hand Technique from a certified instructor.

The dōTERRA Science Blog is the single best source of essential oil health and wellness research news on the internet. 2018 marked the 3rd year of its existence and the growth is staggering. The blog offers a host of resources for Wellness Advocates of all levels, not only in the form of research news, but also through a number of valuable learning tools. The dōTERRA Science Blog currently boasts nearly 40k Facebook followers. Its following on Instagram has nearly doubled in the past year to now over 10k followers, and its Twitter following has more than doubled in the past 12 months. These statistics suggest that the dōTERRA Science Blog is one of the fastest growing blogs in the essential oil industry.

Chemistry Wheel and Handbook

In 2016, dōTERRA Science introduced the Oil Chemistry Wheel—a remarkably user-friendly tool for Wellness Advocates to learn about and share essential oils. In 2018, this idea was taken to the next level with the publication of the first Essential Oil Chemistry Handbook. This online publication, written by dōTERRA scientists and pharmacists, provided Wellness Advocates a convenient resource to become true essential oil science experts themselves. Not only is the dōTERRA Essential Oil Chemistry Handbook an invaluable learning tool, but it is also an incredible day-to-day pocket reference. Whether you are looking to address a specific health and well-being concern or looking for an alternative to your favorite oil, the Essential Oil Chemistry Handbook is the go-to guide. After releasing the first edition in February, the revised version (containing the 2018 convention launch oils) was made available online in September (https://www.doterra.com/US/en/ blog/science-safety-phyiology-essential-oil-chemistry-handbook).

Research Partnerships

Including some of the world’s most renowned universities, medical research centers, and private industry entities, dōTERRA’s list of global research partners is unparalleled in the industry, and it continued to grow stronger in 2018. Of particular interest is a new partnership conducting proteins (the large-scale investigation of the functional molecules in cells), another method of discovery never previously used to evaluate essential oils. dōTERRA is currently using this new technology to map the entire biological pathway of essential oils, an undertaking that is completely revolutionary and will likely drive the future of industry research. Initial data has been game changing, proving the unmatched quality and efficacy of dōTERRA CPTG® essential oils. dōTERRA scientists are also currently collaborating with research partners to investigate areas of health science where there is almost no available research. Expect some more-groundbreaking research and publications in 2019.

Publications

dōTERRA® is the #1 name in essential oil science and almost single-handedly directed the scientific investigation of volatile aromatic compounds over the past decade. 2018 was once again a banner year. dōTERRA is the #1 name in essential oil science and almost single-handedly directed the scientific investigation of volatile aromatic compounds over the past decade. 2018 was once again a banner year. dōTERRA is the #1 name in essential oil science and almost single-handedly directed the scientific investigation of volatile aromatic compounds over the past decade. 2018 was once again a banner year.

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The big news this past year was the introduction of the dōTERRA healthcare initiative: Prime Meridian Health Clinics™. Since being announced, the first clinic has opened (currently in use for employees) across the street from the dōTERRA global campus in Pleasant Grove, Utah, and the next three clinic sites (in St. George, Utah, Phoenix, and Nashville) have been announced. These direct primary care clinics will offer a totally revolutionary approach to your healthcare needs; however, the holistic ideology isn’t the only revolutionary aspect. Thanks to the scientists at dōTERRA, the clinic practitioners will also have access to the first evidence-based essential oil database for use in the medical environment. Working together with the Prime Meridian Health Clinic team, dōTERRA scientists created Opocrates, a comprehensive tool for medical professionals to learn about using essential oils, evaluate the current research, and share their clinical experience with colleagues to establish best practices. This collaboration between the dōTERRA Science departments represents one of the largest scale research projects ever conducted on essential oils, requiring the evaluation and organization of over 10,000 peer-reviewed studies and 250+ human clinical trials. It will also require constant maintenance as more data is gathered about the benefits of essential oils. The combination of Prime Meridian Health Clinics and Opocrates is opening the door to a more effective healthcare experience and helping essential oils find their rightful place in the current healthcare environment: as a complement to conventional medical practices.

dōTERRA Science for Kids began as a section of dōTERRA Science in 2017, and it has continued to grow over the last two years. The program is designed to promote science education for children worldwide through online content, in-class presentations, and other community opportunities. At the dōTERRA 2018 Dream Convention, dōTERRA Science for Kids released its first eBook: the dōTERRA Science for Kids Workbook—Essential Oil Edition. This workbook is the perfect at-home tool that enables children of all ages to learn more about the science of essential oils through easy-to-understand text, essential oil-based experiments, and fun activities. Beyond involvement at events, dōTERRA Science for Kids also includes in-class presentations for elementary schools throughout Utah. In 2018 alone, we gave over 40 presentations on subjects ranging from the plant life cycle to chemical reactions. Each presentation included a science-based discussion as well as an experiment that allowed every student to get involved. We look forward to continuing these educational efforts and are in the process of expanding our program to include more grades.

dōTERRA Science for Kids continued expanding its summer day camp program in 2018, offering a unique way for children (ages 8 to 12) to experience the dōTERRA campus and meet with some of our top scientists. The 2018 program included lessons on the scientific method, quality testing, ecosystems, and the senses. Participants were also able to tour the dōTERRA testing labs and explore the wetlands behind the buildings. Before returning home, camp-goers started their own take-home experiments, allowing them to share their new discoveries with family and friends. The launch and continued growth of dōTERRA Science for Kids has brought a new aspect to dōTERRA Science. This program allows us to share our love and knowledge of essential oils in an entirely new way—one that makes sense to the whole family.
“dōTERRA wants to be known as the company that helps the most people get out of debt.”

— Corey Lindley, Founding Executive, President and Chief Financial Officer

The dōTERRA Free to Give program was launched in March 2016. This incentive program is 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 an individual signs up, they are sent a Free to Give Token Collection Board. As they make progress in paying off credit card debt, automobile debt, student loans, medical bills, or home mortgage, they are sent a corresponding Free to Give Token.

By the end of 2018, the Free to Give Program had over 13,500 participants. Over 700 Free to Give Participants had become debt free in one or more category by the end of 2018.

dōTERRA is honored to join the Sustainable Herbs Program (SHP) as part of the Inaugural Underwriters. Focused on protecting and improving the herbal supply chain through the promotion of widespread acceptance and adherence to sustainable and regenerative practices, this program aims to share various tools and resources to help companies, consumers, and educators make that happen.

Government Relations

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 2018, dōTERRA worked closely with many local, state, national, and international organizations and are members of the following:

- Government Relations
  - Pleasant Grove Chamber of Commerce
  - Utah Valley Chamber of Commerce
  - Salt Lake Chamber of Commerce (including statewide business partners in Utah)
  - Governor’s Office of Economic Development—Utah
  - World Trade Center—Utah
  - Council for Responsible Nutrition (CRN)—USA
  - United Natural Products Alliance (UNPA)—USA
  - Sustainable Herbs Program (SHP)—USA
  - United States China Business Council—China

Modern Slavery Bill 2018

As a global leader, dōTERRA has a formal commitment to creating positive impact through its business operations and practices. With these standards forming the foundation of our business model, dōTERRA was well ahead of the recent Modern Slavery Bill 2018 that passed both houses of Parliament of Australia this year.

dōTERRA is a member of the Inaugural Underwriters of the Sustainable Herbs Program (SHP). As part of its broader commitment to social responsibility and ethical business practices, dōTERRA is dedicated to the protection and improvement of herbal supply chains through the promotion of widespread acceptance and adherence to sustainable and regenerative practices.
Corporate Caring and Community Initiatives

Rooted in the meaning of doTERRA is our desire, as a company, to give back to our community. As doTERRA has organically grown as a corporate citizen throughout the world, our communities have expanded, and so has our mission. doTERRA supported over 780 organizations in 2018 through sponsorships and project participation. In addition, doTERRA employees participated in many opportunities to give back. Here is just a sampling of doTERRA’s Corporate Caring impact:

Monthly Service Projects

- Tabitha’s Way Local Food Pantry
  Tabitha’s Way serves individuals and families who are struggling with food insecurity through two locations near doTERRA’s corporate headquarters. doTERRA 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. doTERRA employees have served over 350 hours this year at Tabitha’s Way.

- United Angels Foundation (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.

- AromaTouch® Hand Technique Service
  Throughout the year, 170 doTERRA employees visited senior care facilities in the community to connect with senior residents one on one by administering the AromaTouch Hand Technique. 850 relaxing AromaTouch Hand Techniques were given to senior care residents by doTERRA employees.

- Habitat for Humanity
  Habitat for Humanity’s vision is a world where everyone has a decent place to live. This year, over 55 doTERRA employees helped build a home for a deserving family in our community. doTERRA employees spent over 180 hours finishing the home and had a wonderful experience doing it.

- United Way and Everyday Learners
  Everyday Learners is a movement to strengthen communities by providing books to children to encourage early literacy. This year, over 120 doTERRA employees hand delivered 1,936 books to children at two elementary schools in Pleasant Grove, UT and spent over 250 hours reading with the Kindergartners-3rd graders.

American Red Cross Blood Drive
  doTERRA employees donated 116 pints of blood for the American Red Cross.

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Huntsman Cancer Foundation 
dōTERRA donated $5 million to the Huntsman Cancer Foundation. This gift will go towards the creation of the Center for Comprehensive Care and Women’s Cancers at the Huntsman Cancer Institute (HCI) at the University of Utah. The expansion will help ensure HCI’s continuing commitment to provide cancer patients with state-of-the-art and comprehensive cancer care.

Neuroworx 
Neuroworx is a nonprofit, community-based, outpatient physical therapy clinic focusing on neurological rehabilitation for individuals experiencing paralysis. dōTERRA sponsored a 17-year old paraplegic athlete from Neuroworx during the 2018 Wasatch Back Ragnar relay race. Her story and experience training for Ragnar were featured in a dōTERRA funded short video. dōTERRA also donated a handcycle that was used by her to train on and use during the race. The handcycle will continue to be used by other Neuroworx athletes.

Health Expo 
dōTERRA participated as a sponsor in KUTV’s 2 Your Health Expo. The Expo provided a huge range of services and products geared toward health and fitness, including family-friendly activities like rock climbing and health tests and screenings. During the one-day event, members of the dōTERRA team led yoga and cooking with essential oil classes.

UCAIR 
UCAIR is a statewide clean-air partnership created to make it easier for individuals, businesses and communities to make small changes to improve Utah’s air. dōTERRA teamed up with UCAIR on a co-branded awareness campaign which featured the dōTERRA Breathe® blend and provided useful tips from UCAIR on keeping the air clean.

Revel Races 
Hosting races in some of the most beautiful parts of the U.S., Revel is a series of running events distinguished by their unique courses, emphasis on runner experience, and partnerships with local communities. As a sponsor, dōTERRA provided Deep Blue® Rub samples to every runner at all eight races, as well as Deep Blue 32-oz bottles at aid stations.

Instead 
Every day in the United States, 115 people die from opioid abuse. With the goal of sparking a movement to eradicate the opioid epidemic, the Instead – 2018 Solutions Summit was held in Salt Lake City. dōTERRA was a sponsor for this event, which brought together people of all ages and backgrounds, from students to local and national leaders, to foster a greater sense of connection and collaboration so those impacted by the opioid crisis can choose connection instead of addiction.
dōTERRA proudly supports STEM education. During 2018, dōTERRA supported the STEM Foundation’s Curiosity Unleashed campaign. During the campaign, the integral role STEM education plays in the future of dōTERRA was spotlighted in commercials, as well as in interviews with dōTERRA scientists during TV segments. The Science for Kids team also demonstrated how fun and fascinating STEM subjects can be as they did science experiments in local schools and taught the science behind distilling at a STEM Festival and Mini Maker Faire.

Ongoing Support

dōTERRA continued supporting several organizations and programs during 2018. Ten Utah educators received $1,500 each courtesy of dōTERRA during the UEA/dōTERRA Excellence in Teaching Awards. dōTERRA Employees also helped to blow up 1,500 beach balls, each representing an individual who has Type 1 Diabetes, as part of dōTERRA’s sponsorship of the JDRF One Walk. To support suicide prevention, dōTERRA once again provided support to Broadway Media and their Joint Broadcast during September, suicide prevention month.

Thanksgiving Point

Nestled in Utah Valley, Ashton Gardens at Thanksgiving Point is a literal oasis in the desert. Within the 55-acres of stately gardens and grand lawns is found the dōTERRA-sponsored Fragrance Garden. Now this year, the Fragrance Garden featured essential oil plants, fragrant herbs, and five other areas of plants. In addition, dōTERRA provided support to Thanksgiving Point’s Luminaria and Junior Master Gardener program.

Fragrance Garden
sponsored by
dōTERRA