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IMPACT GUIDE

Do well in your business and do good in the world.

Welcome to the Impact Guide

At dōTERRA, we believe Wellness Advocates have the power to change the world one drop, one person, one community at a time. You can become an unstoppable force for good as you work with dōTERRA to empower others with wellness solutions. Use the information in this guide to help you become an Impact Advocate by building a purpose-driven business.

Impact Advocate

[*noun* **im**-pakt **ad**-*vuh*-kit]

A Wellness Advocate who shares the dōTERRA pursuit of positive impact.

Wellness Advocate is what I do. Impact Advocate is who I am.

How to Use This Guide

Today's consumers care more about corporate social responsibility than ever before. The information in the Impact Guide can help you build a more purpose-driven business that resonates with your customers.

Integrating impact messaging into your business can help:

1. **Attract new customers.**

   The dōTERRA pursuit may give those looking for natural solutions a compelling reason to choose dōTERRA over another wellness company.

2. **Engage your team.**

   The feeling of being part of something bigger than yourself is motivating. Talking about the dōTERRA pursuit with your team can energize and focus busy people on growing their businesses, while helping them make a difference.

3. **Inspire you to meet your personal business goals so are Free to Give.**

   Free to Give® is a dōTERRA-sponsored incentive program designed to inspire those involved with dōTERRA to pay off debt and live abundantly. Because when we have more financial control OR more financial flexibility, we're in a better position to give to others.

“We make a living by what we get. We make a life by what we give.”
—Winston Churchill

Pursuit in Practice

The dōTERRA® pursuit is a campaign for Wellness Advocates and customers to learn more about the company's commitment to ethical sourcing and earnest service. dōTERRA has two initiatives in the pursuit of positive impact: Cō-Impact Sourcing® and dōTERRA Healing Hands®. These initiatives are key pillars in the ongoing dōTERRA purpose to help the world heal.

Ethical Sourcing	Earnest Service
Supply Chain Management	**Humanitarian Work**
Mission: *Source the best and help the most.*	**Mission:** *Empower people worldwide to be healthy, safe, and self-reliant.*
www.sourcetoyou.com	www.doterrahealinghands.org

Cō-Impact Sourcing®

Cō-Impact Sourcing helps dōTERRA ethically source natural products by working hand in hand with local communities and individuals. This initiative establishes and grows partnerships with local farmers, harvesters, distillers, and community leaders so dōTERRA can ensure its supply chains are empowering people, improving processes, and caring for the planet.

Here are a few examples.

People

Enzo and his family have been producing citrus oils for nearly 150 years. He produces dōTERRA® Wild Orange essential oil alongside other small-scale growers—growers who each own just a few acres of land—in southern Brazil.

Process

dōTERRA Lavender essential oil production has generated hundreds of jobs in Bulgaria. Built and managed by Bulgarians, the Esseterre distillation plant is providing significant economic revitalization to the Dobrich region.

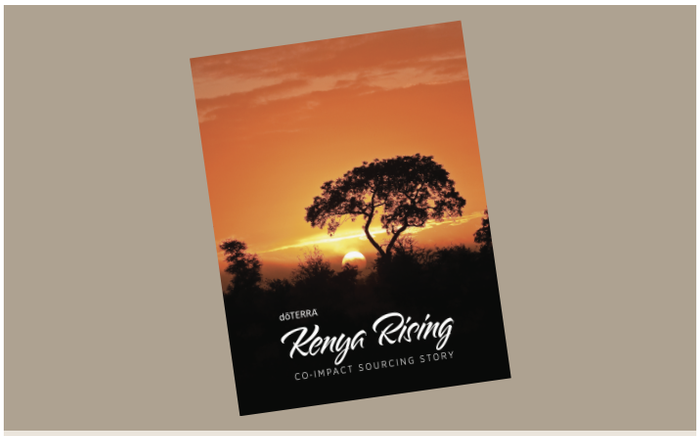
Planet

Distillation units near Indian peppermint fields use the leftover plant materials after processing the essential oil to fuel their distillation boilers. This recycling reduces waste and provides free, accessible fuel to local farmers.

Your Next Steps

On class presentation slides with essential oil information, use a sourcing photo as the background image.

Visit the Digital Marketing Kit (DMK) for essential oil sourcing imagery.



Hand out Cō-Impact Sourcing brochures alongside essential oils when you give out samples.

Visit the Digital Marketing Kit (DMK) to download sourcing brochures.

dōTERRA sources more than **200** essential oils and other ingredients from over **45** countries.

dōTERRA Healing Hands®

dōTERRA Healing Hands® focuses on humanitarian projects: supporting sourcing communities, empowering Wellness Advocates and customers to serve others, and fighting human trafficking and victimization. Each avenue offers you a distinct way to work with dōTERRA and help the world heal.

Make a Donation

Every year, dōTERRA processes millions of customer orders. Imagine the impact we'd have if every person made a donation with their order! When you and your team check the donation box at checkout, you're supporting humanitarian projects in dōTERRA® supply chains worldwide.*

Engage in Good

We at dōTERRA believe in the power of people helping people. You and your team can #engageingood with dōTERRA Healing Hands by participating in the Match Program, attending a sourcing trip, distributing 72-Hour Emergency Relief Hygiene Kits, and more.

Have Hope

From every dōTERRA Hope® Touch purchase, $10 is donated to fight human trafficking and victimization. The Hope action plan supports law enforcement, educators, parents, and nonprofits as they prevent trafficking, rescue victims, and restore survivors' freedom to hope.

Your Next Steps

Encourage your customers to check the donation box with every dōTERRA order to support humanitarian projects in Cō-Impact Sourcing® areas.*

Add dōTERRA Hope Touch to your next order. It's a delicate yet powerful essential oil blend that can help you be your best self and build a better world.

Working alongside you, **dōTERRA Healing Hands** can revolutionize the essential oil industry and what it means to be a company with a conscience.

*Donations placed with dōTERRA orders are prioritized for dōTERRA Healing Hands projects in Cō-Impact Sourcing areas but may be allocated to other dōTERRA Healing Hands projects if Cō-Impact Sourcing project needs have been met. See solicitation disclosures on page 16.

Prepare with the Pursuit

Now that you know more about the dōTERRA® pursuit, you're ready to become an Impact Advocate by sharing this movement and mission of positive impact with others.

Three Steps to Success

1. **Teach** with impact
2. **Build** with impact
3. **Subscribe** and share

"We need Wellness Advocates to better message the stunning impact for good dōTERRA is having around the world."

—David Stirling,
Founding Executive

Teach with Impact

One of the simplest ways to incorporate the dōTERRA® pursuit into your business is by building it into your Intro to Essential Oil classes. While conversations about dōTERRA should always start with sharing products to help others meet health goals, informing about the dōTERRA pursuit where it fits into those introductory conversations can help people really understand the dōTERRA difference.

List the essential oils you currently talk about in your Intro to Essential Oils class.

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____

For each essential oil you teach about, use the Digital Marketing Kit (DMK) to identify one aspect of its sourcing story (for applicable products) that you can incorporate into your classes while you're talking about that essential oil's uses and benefits.

1. _____

This essential oil is sourced from:

_____

Something I love about how this essential oil is sourced:

_____

_____

_____

2. _____

This essential oil is sourced from:

_____

Something I love about how this essential oil is sourced:

_____

_____

_____

The **Digital Marketing Kit (DMK)** includes sourcing information, videos, photos, presentation slides, and brochures to help make sharing about the impact of dōTERRA essential oils easy and compelling.

3. _____

This essential oil is sourced from:

Something I love about how this essential oil is sourced:

4. _____

This essential oil is sourced from:

Something I love about how this essential oil is sourced:

5. _____

This essential oil is sourced from:

Something I love about how this essential oil is sourced:

6. _____

This essential oil is sourced from:

Something I love about how this essential oil is sourced:

Build with Impact

With dōTERRA, you can do well and do good. Along with supplementing your income, building a dōTERRA business can help you give back in meaningful ways. If you're inspired by the idea of social entrepreneurship—building a for-profit business to support philanthropic work—the dōTERRA® pursuit can help.

Consider how you might incorporate these tools into your business to attract new customers, engage your team toward a common goal, or inspire you to meet your personal business objectives.

The Match Program

Find a project you're passionate about, or choose from our list of projects, and then run a fundraiser to engage and inspire your team toward a common goal. Match Program fundraisers can also serve as a good way to direct the attention of potential new customers toward dōTERRA.

25 Collective

Invite your team members to donate $25 a month with their loyalty orders to support dōTERRA Healing Hands Foundation® initiatives in Cō-Impact Sourcing® areas.* Among other perks, 25 Collective members receive priority access to Cō-Impact Sourcing Trips, which are amazing opportunities for builders to discover their Why.

Purchase Emergency Relief Kits

When you purchase a 72-Hour Emergency Relief Hygiene Kit, it's donated to the dōTERRA Healing Hands Foundation for distribution. Because you'll receive PV but no products with this purchase, the kits are an effective option for builders who want to keep their loyalty template active until they need to order more products.

*Donations placed with dōTERRA orders are prioritized for dōTERRA Healing Hands projects in Cō-Impact Sourcing areas but may be allocated to other dōTERRA Healing Hands projects if Cō-Impact Sourcing project needs have been met. See solicitation disclosures on page 16.

Distribute Emergency Relief Kits

Request 72-Hour Emergency Relief Hygiene Kits—free of charge—to distribute after a natural disaster or emergency that's displaced members of your community. Mobilizing your dōTERRA® team to distribute kits to those in need can be a powerful way to rally your people together in the service of others.

Distribute dōTERRA products

dōTERRA Healing Hands® may contribute dōTERRA essential oils or products for you to donate to local schools' or nonprofit organizations' charitable projects. These donations allow you to reinvest your commissions into your business rather than using them to buy products to donate.

Purchase dōTERRA spa Rose Hand Lotion

While dōTERRA spa Rose Hand Lotion doesn't have PV, 100% of its purchase price is donated to the dōTERRA Healing Hands Foundation to support charitable projects. This tool is especially helpful for builders outside the US who can't make cash donations to the dōTERRA Healing Hands Foundation but want a reliable way to give back.

Purchase dōTERRA Hope® Touch

From each dōTERRA Hope Touch purchase, $10 is donated to the Hope action plan, which works to prevent human trafficking and victimization, rescue survivors, and restore the freedom to hope. dōTERRA Hope Touch has PV, so it's also a great way to help you meet the product volume you need to earn commissions.

> "I feel like I was doing a disservice to myself by not really understanding how amazing the Match Program is. I use it as a tool to build my team, pull them together, and really make a difference."
>
> —Zeynep Bakan, Wellness Advocate

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Subscribe and Share

As an Impact Advocate, you'll want to stay up to date on the latest stories about the dōTERRA® pursuit of positive impact so you always know which projects your efforts are supporting. Subscribe to the Impact Advocate newsletter to receive regular updates about how dōTERRA continues to source ethically and serve earnestly. Share the newsletter with your team and invite them to subscribe too.

Subscribe at **doterra.com/impact**

Impact Advocate Tools and Resources

Digital Marketing Kit (DMK)

The Digital Marketing Kit (DMK) has sourcing information, images, brochures, and more about your favorite products to help you easily discuss essential oil sourcing with customers.

doterra.com/impact

Read the annual dōTERRA impact reports, discover the sourcing stories behind your favorite essential oils, or find out which project dōTERRA Healing Hands® is currently fundraising to support.

Intro to Essential Oils Impact Presentation

You can browse slides for inspiration on how you can seamlessly incorporate impact information into your essential oil classes. Or you can download the slides and present them as created by dōTERRA.

Power of One and 25 Collective

Discover how you can leverage Power of One messaging to bring others into the 25 Collective in this activation plan.

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dōTERRA Healing Hands Foundation®

Donation and Solicitation Disclosure

Florida A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE [of Florida]. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Registration #: CH48280.

ILLINOIS CONTRACTS AND REPORTS REGARDING THE CHARITY ARE ON FILE WITH THE ILLINOIS ATTORNEY GENERAL.

Maryland A copy of the current financial statement of the dōTERRA Healing Hands Foundation is available by writing 389 S 1300 W, Pleasant Grove UT 84062, or by calling (801) 437-7918. Documents and information submitted under the Maryland Solicitations Act are also available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis MD 21401, (410) 974-5534.

Michigan Registration # 55179

NEW JERSEY INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215 AND IS AVAILABLE ON THE INTERNET AT HTTP://WWW.NJCONSUMERAFFAIRS.GOV/. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT.

North Carolina Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-814-5400. The license is not an endorsement by the State.

Virginia A Financial Statement is available upon request from the Office of Charitable and Regulatory Programs P.O. Box 1163, Richmond, Virginia 23218 Phone 804-786-1343.

Washington dōTERRA Healing Hands Foundation, a Utah Non-Profit Corporation, is registered with the State of Washington Secretary of State Corporations and Charities Division. For further information please contact the Secretary of State at 360-725-0378 or https://www.sos.wa.gov/charities.

Power of One 100% of donations to the dōTERRA Healing Hands Foundation® are always given to aid because dōTERRA International covers the operating costs of the foundation. Of the donations used to support a Power of One project, 100% is used to empower the individuals in Cō-Impact Sourcing® supply chain areas for the current project. Once the fundraising goal for a Power of One project has been met, dōTERRA Healing Hands® will distribute additional donations raised among other projects in need of funding until the following quarter when next Power of One fundraiser launches and fundraising for that project begins.

dōTERRA®

pursue what's **pure**®

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