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# IMPACT

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

# Welcome to the Impact Guide

## How to Use This Guide

At dōTERRA, we believe Wellness Advocates have the power to change the world one drop, one person, one community at a time. The information in this *Impact Guide* can help you build a purpose-driven business that resonates with your customers.

## Integrating impact messaging into your business can help:

- 1 Attract new customers.**

dōTERRA is committed to being a force for good in the world by engaging in responsible business practices, pursuing positive impact, and offering those looking for natural solutions another compelling reason to choose dōTERRA over any other wellness company.
- 2 Engage your team.**

The feeling of being part of something bigger than yourself is motivating. Talking about principles outlined in this guide 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.**

Achieving financial stability and abundance empowers us to be more generous and supportive within our communities. When we have more financial control and flexibility, we are in a better position to give to others and help make a positive change.

# The dōTERRA Impact Overview

dōTERRA is committed to the pursuit of responsible sourcing and genuine service. We're dedicated to working with our partners to create positive impact in sourcing areas via two key initiatives: Cō-Impact Sourcing® and dōTERRA Healing Hands®. These initiatives reflect the core of our commitment to helping the world heal.



Responsibly sourcing pure products while honoring the people and planet they come from.

Through Cō-Impact Sourcing, dōTERRA works with farmers, harvesters, distillers, and community leaders all over the world. We seek to empower people, improve processes, and care for the planet.

**Cō-Impact Sourcing shapes our initiatives, strategy, and sourcing efforts. These include:**

- Supporting Jobs and Fair, On-Time Payments
- Building Supplier Capacity
- Sustaining Long-Term Partnerships and Fair Labor Conditions
- Promoting Cooperatives
- Furthering Environmental Stewardship
- Facilitating Community Development



[sourcetoyou.com](https://sourcetoyou.com)

## How do Cō-Impact Sourcing and dōTERRA Healing Hands work together?

Cō-Impact Sourcing® is the intentional effort to source the best and help the most. It's the process and philosophy that guides our essential oil sourcing. dōTERRA Healing Hands® is the company's nonprofit organization, raising funds for projects in sourcing communities and other worthy causes.





Both Cō-Impact Sourcing and dōTERRA Healing Hands work together to find meaningful humanitarian projects that will have a positive impact in sourcing areas. Funds from dōTERRA Healing Hands are used to support these projects. This collaboration contributes to both the production of high-quality essential oils and the well-being of local communities.



At dōTERRA Healing Hands, we ignite the power of our people and resources to provide transformative impact in dōTERRA sourcing communities and beyond.

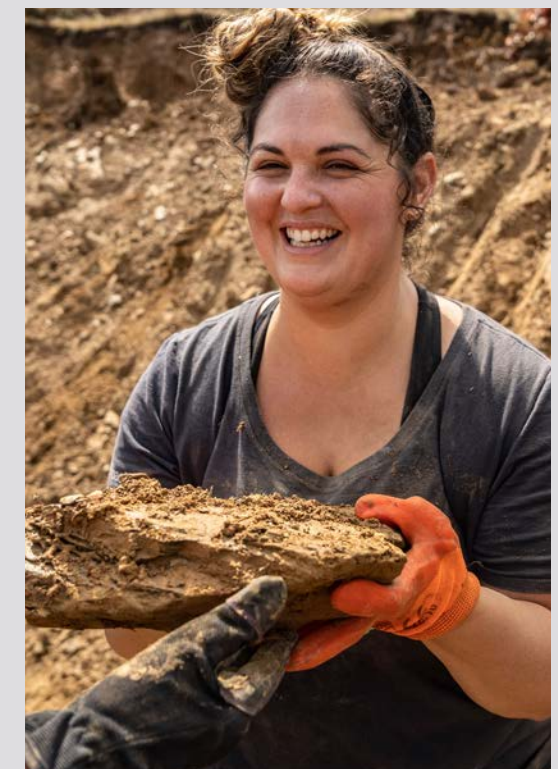
Through strong partnerships with our Wellness Advocates, local area leaders, and sourcing communities, we help create lasting solutions in education, health, and crisis relief in Cō-Impact Sourcing regions and communities around the world.

**You can support a cause you're passionate about through the following programs:**

-  **One-Time Donations**
-  **The Match Program**
-  **25 Collective**
-  **72-hr Emergency Relief Hygiene Kits**



[doterrahealinghands.org](https://doterrahealinghands.org)



# Discover Impact Stories

Now that you understand the difference between Cō-Impact Sourcing® and dōTERRA Healing Hands®, you can more easily educate yourself on the many stories around our impact. These stories can be seamlessly incorporated into your conversations, helping you build confidence in your business.

Below is a list of resources to help you discover and share these impactful stories:

## Impact Website



Visit for links to reports, stories, and current progress on our Cō-Impact Sourcing and dōTERRA Healing Hands initiatives.

*Tip:* Share a link or download the annual Impact Report to share with your team during monthly continuing education classes.



[impact.doterra.com](https://impact.doterra.com)

## Behind the Bottle YouTube Playlist



Explore the "Behind the Bottle" YouTube playlist to discover insightful videos about sourcing stories and the impact of our initiatives.

*Tip:* Reference the playlist and pick oil stories to incorporate into your *Intro to Oils* or *Natural Solutions* classes. Sharing these stories during presentations can help new prospects understand the origin of the products and highlight the unique difference that dōTERRA offers.



[youtube.com](https://youtube.com)

## dōTERRA Healing Hands Quarterly Report



The dōTERRA Healing Hands Quarterly Report offers updates on our humanitarian projects, including recent initiatives, financial summaries, and impactful stories.

*Tip:* You can take snippets from the quarterly report to repurpose for monthly newsletters or social media content, ensuring your audience stays informed and engaged with our latest humanitarian efforts.



[healinghands.org](https://healinghands.org)



## dōTERRA Healing Hands on Social Media



Follow dōTERRA Healing Hands on Instagram and Facebook to stay updated on our latest projects, success stories, and community impact.

*Tip:* Repurpose content from dōTERRA Healing Hands Instagram and Facebook pages on your own social channels to share stories and updates without having to create your own posts.



[facebook.com](https://facebook.com)



[instagram.com](https://instagram.com)

## Digital Marketing Kit



The DMK is a dedicated space where you can browse and download imagery, videos, PowerPoint presentations, and scripts to help grow your business

*Tip:* Access the impact folder in the DMK for resources you can use in classes, newsletters, websites, or social channels.



[doterra.canto.com](https://doterra.canto.com)

# How to Talk About Impact

Talking about impact can be a fun and engaging way to start conversations with both prospects and customers.

Use these talking points to help you connect with your customers:

## 1 Start with a Story

Share a story that showcases the positive outcomes of the dōTERRA impact initiatives. Below is a fictional example.

*Let me tell you about Maria, a lavender farmer in Bulgaria. Through dōTERRA Cō-Impact Sourcing, Maria's farm has not only thrived, but her entire community has benefited. With fair wages and sustainable farming practices, Maria can send her children to school and invest in better farming equipment. Additionally, dōTERRA Healing Hands has funded local projects such as building a new community center and providing essential healthcare services. This transformation has rippled through her village, creating more jobs and opportunities. The dōTERRA commitment to ethical sourcing and philanthropy truly changes lives, one drop at a time.*

## 2 Highlight the Benefits

Explain how supporting dōTERRA not only benefits the individual using the products but also contributes to larger global efforts.

*When you choose dōTERRA products, you're not just investing in your own wellness—you're also supporting global efforts to improve lives. Through Cō-Impact Sourcing, dōTERRA is committed to responsible sourcing practices that empower, nurture, and uplift. The dōTERRA Healing Hands Foundation funds projects that provide education, health resources, and crisis-relief in underserved communities. By buying from dōTERRA, you contribute to these vital initiatives and become part of a global movement for good.*

## 3 Incorporate a Product

Highlight your favorite oils and the stories of how they're sourced. Below is a fictional example.

*One of my favorite oils is Vetiver, which is sourced from Haiti. The Vetiver farmers in Haiti are supported through Cō-Impact Sourcing practices, which promote stable business relationships, long-term partnerships, and resources to improve farming practices. This partnership between producers and dōTERRA enhances the quality of Vetiver essential oil and uplifts the entire community. On top of this, the dōTERRA Healing Hands Foundation funds community projects like school renovations and scholarships.*

Sharing this story not only highlights the benefits of Vetiver oil but also showcases the broader positive impact of our sourcing practices.

## 4 Use Visuals

Incorporate images, videos, or infographics that illustrate the impact of dōTERRA projects.

*Take a look at this infographic. It shows the journey of our Copaiba oil from the Amazon rainforest to your home. You can see how each step of the process collaborates with local communities—creating jobs, supporting sustainable harvesting practices, and funding healthcare projects. And here's a short video of our recent project in Kenya, where we built a dōTERRA coordinated with local partners to expand school facilities. These visuals highlight the real, tangible impact of the dōTERRA commitment to making a difference.*



# Teach with Impact

One of the easiest ways to incorporate impact discussions into your business is by integrating them into your *Intro to Essential Oils* classes. While conversations about dōTERRA should always start with sharing products to help others meet their wellness goals, highlighting the positive dōTERRA impact in those introductory conversations can help your customers really understand the dōTERRA difference.

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

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_



For each essential oil you teach about, use the resources from pages 6–7 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:

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

This essential oil is sourced from:

\_\_\_\_\_

Something I love about how this essential oil is sourced:

\_\_\_\_\_

\_\_\_\_\_

# Get Involved

Getting involved is a rewarding way to make a difference while building your business. This section highlights various opportunities for you and your team to engage in impactful projects. Explore the options below to find the perfect way to get involved and amplify your impact.



### The Match Program

Find a charitable project you're passionate about that aligns with the dōTERRA Healing Hands mission and create 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 initiatives in Cō-Impact Sourcing areas.† Among other perks, 25 Collective members receive priority consideration for Cō-Impact Sourcing Trips, which are amazing opportunities for builders to discover their Why.



### Purchase dōTERRA spa Rose Hand Lotion or dōTERRA Hope® Touch

#### Rose Hand Lotion

Rose Hand Lotion is a donation product with no PV. One hundred percent of the purchase price net of tax, goes directly to dōTERRA Healing Hands® to fund global impact projects. This makes it an excellent option for Wellness Advocates outside the U.S. who want a consistent way to give back.



#### Hope Touch

Hope Touch gives back while supporting your business. With every purchase, \$10 is donated to dōTERRA Healing Hands® to fund programs that empower women and children. Plus, you'll receive PV, helping you meet the product volume needed to earn commissions.



### Distribute dōTERRA Products

Through dōTERRA Healing Hands®, you may receive dōTERRA essential oils or products to donate to local schools or charitable initiatives. This program empowers you to make a positive difference in your community without needing to use your own commissions for product donations.



### Purchase or Distribute Emergency Relief Kits

When you purchase a 72-Hour Emergency Relief Hygiene Kit, it is donated to dōTERRA Healing Hands® for distribution to people in need. You'll still receive PV, while the kit reaches those who need it most. These kits offer a purposeful way for Wellness Advocates to keep their Loyalty Rewards Program active until they're ready to order additional products. You can also request 72-Hour Emergency Relief Hygiene Kits — free of charge — to distribute following a natural disaster or emergency. It's a meaningful way to mobilize your team and support your community when it matters most.



† 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.



# 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/](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>.

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pursue what's pure®