

dōTERRA® | 2021

# Annual Impact Report

—  
Triple Our Impact  
by 2030





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# Letter from Leadership

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*Since day one, dōTERRA has pursued a legacy of positive social impact. These are not empty words.*

Years before the term *conscious capitalism* was even coined, dōTERRA had already embraced a human-centric business model. And a full decade before companies rushed to repaint themselves as purpose-driven, dōTERRA was already championing people before profit.

dōTERRA had a mission to perform, and it could not be encumbered with outside investors and their focus on maximizing margins. We funded the company

ourselves so we wouldn't have to take shortcuts. We've kept our integrity, despite the costs.

Those costs were real. As Founding Executives, we leveraged everything we had—our careers, our savings, and in some cases even our homes—in pursuit of purity: pure products, pure business practices, and a pure love for humanity.

We recall our early, humble meetings with pride. We were just as focused on the company's culture—its soul—as on its growth. We weren't satisfied with traditional corporate responsibility, where organizations made money on the one hand and occasionally gave back on the other. Instead, we resolved to infuse impact into all dōTERRA dealings—to do good in the very act of doing well.

Ultimately, this purity of purpose has defined our destiny at dōTERRA. Whether it was launching the dōTERRA Healing Hands Foundation® before we were even profitable, never missing a single Wellness Advocate commission check amid start-up pains, or pioneering our approach to ethical sourcing called Cō-Impact Sourcing® despite its increased costs—we've again and again prioritized people before profit.

## Tripling Our Impact by 2030

For 14 years, we've quietly gone about doing good while dramatically disrupting corporate responsibility norms. But amid today's culture of faster and cheaper, it is time for dōTERRA to take a more public stand.

Indeed, as we welcome the next era of dōTERRA, we resolve not just to continue to uphold our original values, but also to triple our impact by 2030—to boldly set the example of a company that prioritizes pure products, people, and the planet.

We are proud to announce our newly articulated purpose and mission statements:

### Our Purpose

We help  
the World Heal

- + We intentionally source the healing gifts of the earth, enriching every life we touch.
- + We empower people and communities in their pursuit of self-reliance.
- + We break cycles of human suffering and poverty as our business expands.
- + We advocate and educate to empower everyone with natural wellness solutions.
- + We advance science for the innovative use of essential oils.

<sup>1</sup> It is important to recognize that *We Help The World Heal* is not intended to infer diagnosis, treatment, or prevention of disease.

Our purpose statement *We Help The World Heal* defines "why" dōTERRA has designed our business model, supply chain, programs, and initiatives to intentionally help people—financially, emotionally, with education about healthy living, and through a sense of belonging to a community. It also captures the reason we are dedicated to fighting human trafficking, both in our supply chain and in the communities we serve with our products. The five statements in support of *We Help The World Heal* express the many ways that our business is uniquely designed to heal and help people to thrive.



## Our Mission

By the close of 2030, our goal is to triple our impact with the people we empower, communities we serve, and lives we improve. We will achieve this goal because of our enduring pursuit of purity. Together with our Wellness Advocate leaders, we can close out this decade by enriching more lives with our pure products, pure intentions, pure business practices, and our pure love for humanity.

On this bold journey, we are committed to increasing our accountability and transparency. To this end, we're pleased to release this, our first-ever *dōTERRA Annual Impact Report*. This report will keep our stakeholders aware of our progress and keep us accountable.

Our hope is that this report empowers our Wellness Advocates and consumers to more fully understand and share the profound impact of dōTERRA. It is no small thing that a mother in Kenya growing geranium for dōTERRA can send her children to school because she now has a stable income. Our ethical partnerships behind each bottle can change the outcome of those children's lives—and even the trajectory of generations. And to date, we have produced more than 375 million bottles! Together, we will triple our impact by 2030 and continue to help the world heal, one drop, one person, one community at a time.



# Cō-Impact Sourcing®



# Cō-Impact Sourcing

## Origins

We founded dōTERRA with the bold commitment to sell only 100% pure essential oils. As we rapidly expanded, traditional suppliers told us that there was no way to maintain our growth curve without resorting to extended or adulterated oils. But we strictly refused to compromise our quality. Instead, we began sourcing essential oils directly. We set up long-term relationships with farmers and distillers and created our Global Botanical Network of sourcing partners.

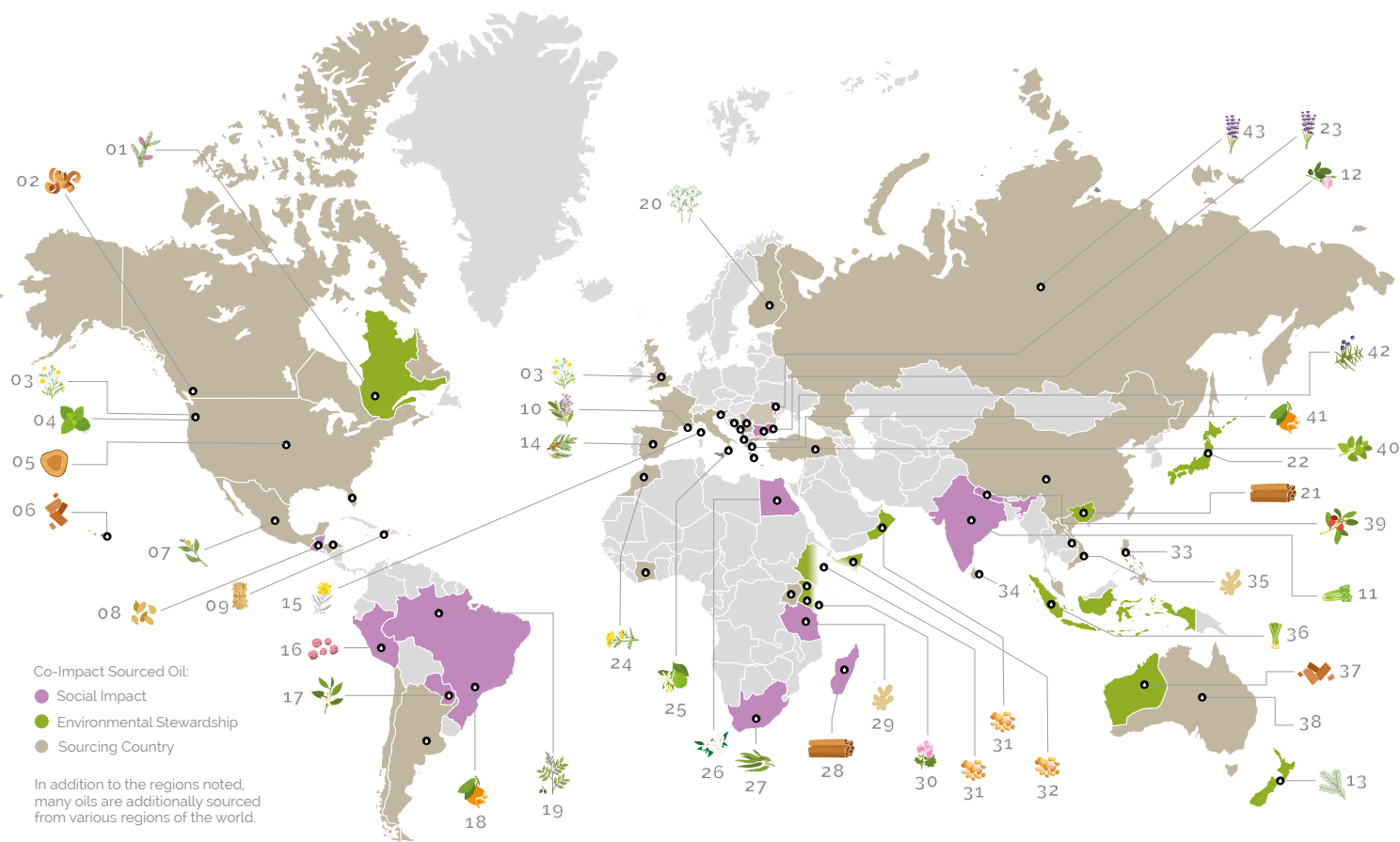
More than half of the essential oils we source come from aromatic plants that grow best in developing countries, among them some of the least developed regions in the world. When we witnessed the dire

needs of these communities, we knew we had to create a model that would actively support our partners.

To ensure that farmers and harvesters are treated ethically, dōTERRA introduced Cō-Impact Sourcing®. This sourcing model aims to create a positive impact for everyone along the supply chain by increasing economic mobility and financial security and building long-term, mutually beneficial supplier partnerships.

Cō-Impact Sourcing creates shared value for all stakeholders in the supply chain by being at the source and intentionally implementing environmental stewardship and social impact initiatives. Cō-Impact Sourcing certainly is not the easy way, but it is the right way.





- |   |   |  |   |
|---|---|--|---|
| <b>01</b> Black Spruce, Balsam Fir  | <b>14</b> Cypress, Thyme, Labdanum, Cistus  | <b>25</b> Bergamot, Lemon  | <b>34</b> Cinnamon Bark   |
| <b>02</b> Arborvitae, Nootka  | <b>15</b> Helichrysum   | <b>26</b> Jasmine, Neroli, Basil, Marjoram   | <b>35</b> Cassia, Ginger  |
| <b>03</b> Roman Chamomile   | <b>16</b> Pink Pepper   | <b>27</b> Eucalyptus, Grapefruit   | <b>36</b> Citronella, Patchouli, Cananga, Nutmeg                |
| <b>04</b> Peppermint  | <b>17</b> Petitgrain  | <b>28</b> Ginger, Ylang Ylang, Geranium, Clove Bud, Niaouli, Cinnamon Bark, Ravintsara, Black Pepper, Vanilla Absolute | <b>37</b> Sandalwood, Eucalyptus Kochii                         |
| <b>05</b> Cedarwood, Grapefruit   | <b>18</b> Wild Orange, Lime, Tangerine, Green Mandarin, Clementine, Red Mandarin, Yellow Mandarin | <b>29</b> Cinnamon Bark, Ginger  | <b>38</b> Tea Tree, Buddha Wood, Lemon Myrtle, Eucalyptus       |
| <b>06</b> Hawaiian Sandalwood   | <b>19</b> Copaiba   | <b>30</b> Tea Tree, Geranium, Ginger, Pink Pepper, Cypress, Thyme, Lemon Eucalyptus                                    | <b>39</b> Spikenard, Wintergreen, Turmeric                      |
| <b>07</b> Damiana   | <b>20</b> Caraway   | <b>31</b> Frankincense   | <b>40</b> Oregano, Laurel Leaf                                  |
| <b>08</b> Cardamom  | <b>21</b> Litsea, Osmanthus, Star Anise, Angelica, Schisandra, Cassia, Magnolia, Sweet Gum        | <b>32</b> Frankincense, Myrrh  | <b>41</b> Wild Orange   |
| <b>09</b> Vetiver   | <b>22</b> Hinoki, Yuzu  | <b>33</b> Fractionated Coconut Oil   | <b>42</b> Helichrysum, Laurel Leaf, Juniper Berry, Vitex        |
| <b>10</b> Lavender  | <b>23</b> Clary Sage, Fennel, Coriander, Cilantro   |  | <b>43</b> Clary Sage, Cilantro, Coriander, Siberian Fir, Fennel |
| <b>11</b> Turmeric, Tulsi, Celery Seed, Spearmint, Peppermint, Lemongrass | <b>24</b> Blue Tansy  |  |   |
| <b>12</b> Lavender, Melissa, Yarrow, Rose, Summer Savory                  |   |  |   |
| <b>13</b> Douglas Fir, Manuka   |   |  |   |



## At the Source

We spend a tremendous amount of time, effort, and resources to be at the source of our essential oils and work closely with partner farmers and distillers. By removing middlemen and working directly with suppliers who are aligned with the values of dōTERRA, we can fulfill our promise to source the best and help the most.

Companies that are disconnected from the source can fail in two ways. First, it's impossible for them to ensure the highest standard of quality for essential oils. This is typically how and where adulteration occurs. Second, because of a disconnected supply chain, they do not know the people or the communities involved and therefore can't ensure that they are making a positive impact.

## Social Impact

Our social impact initiatives focus on building up small farmers and their communities, supporting farming cooperatives, and empowering women. We do this by creating ethically responsible employment opportunities and both creating and sustaining jobs in rural and underserved areas. In all of our projects, we remain committed to job creation and training, fair and on-time payments, increased reliability in pricing and long-term contracts, expanded access to the market, and fair labor conditions and wages for both women and men. We even go a step further to increase transparency by expecting partners to keep accurate records of hours worked, tracking payments, and making sure a majority of jobs are held by local community members.

With help from the dōTERRA Healing Hands Foundation®, our Cō-Impact Sourcing® suppliers and local implementation partners help us identify

and develop social impact initiatives. We look for ways to address the cycle of poverty to create long-term, systemic change. Our Cō-Impact Sourcing projects are intentionally designed to help the most by increasing the quality of life for farmers and their communities. We accomplish this through initiatives and programs that focus on health, empowerment, and economic mobility.

## Environmental Stewardship

To ensure sustainability and ecological care in our global operations, we look to the best national and international standards, such as those from the International Union for Conservation of Nature (IUCN). Renowned international standards have informed how we can make the greatest impact by focusing our environmental stewardship efforts on sustainable farming and development.

Sustainable farming practices allow us to focus on providing the purest essential oils, while also doing all we can to ensure the use of natural resources are equitable and ecologically sustainable. Through our at-the-source model, we can promise no toxic chemicals are being used that could harm the environment, farmers, and harvesters or contaminate food and water sources.

Being stewards of the places we harvest from also means incorporating sustainable development practices into all of our sourcing operations. We are intentionally innovative in how we replenish the natural resources, preserve wild-harvested species, and mitigate the spread of invasive species. We continuously look for opportunities to utilize renewable energy in the entire supply chain, minimize water usage, reduce our environmental footprint throughout all of our operations, and track our sustainable impact over time.



**At the Source**



**Environmental Stewardship**



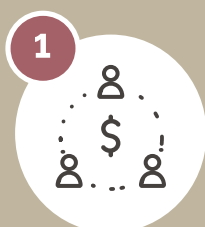
**Social Impact**

## Sourcing Guiding Principles

The eight Sourcing Guiding Principles are intentionally and directly tied to our three commitments of being at the source, ensuring social impact, and being environmental stewards. The principles allow us to focus on building strong partnerships and helping create shared value for the local community.

The reality is if we were a company interested in only maximizing profit and efficiencies, we would have settled on building massive commercial farms and distilleries in the most cost-effective regions of the world. Instead, we prioritize locations that produce the best product and have the greatest potential to empower hundreds of thousands of small-scale farmers, harvesters, and distillers.

### Sourcing Principles



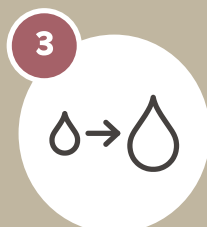
#### Generating Jobs

Reducing poverty by creating and sustaining jobs



#### Fair, On-Time Payments

Consistent, fair payments to producers, including prepayments



#### Building Supplier Capacity

Supporting farmers, producers, and distillers through training and financial support



#### Sustaining Long-Term Partnerships

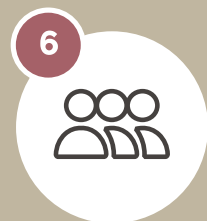
Multi-year contracts with growers and distillers based on solidarity and respect

### Cō-Impact Principles



#### Fair Labor Conditions

Healthy and safe working environments free from harassment and discrimination



#### Promoting Co-Ops

Respect the right for all employees and producers to join and form co-operatives



#### Environmental Stewardship

Promote energy efficient technologies, renewable energy, and waste minimization



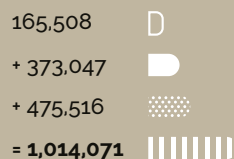
#### Facilitating Community Development

The dōTERRA Healing Hands Foundation® helps support community development projects in sourcing communities such as schools, health clinics, training facilities and clean water systems



Scan to learn more about Cō-Impact Sourcing

## 2019 Impact



## 2020 Impact



## 2021 Impact



PEOPLE EMPOWERED VIA SOURCING JOBS  
 LIVES SUPPORTED BY SOURCING JOBS

LIVES IMPROVED THROUGH SOCIAL IMPACT PROJECTS  
 TOTAL LIVES IMPROVED

## 2030 Goals



1.2 million people empowered via sourcing jobs

+ 3 million lives supported by sourcing jobs



+ 5.8 million lives improved through social impact projects

= **10 million total lives improved**

Nearly half of all farmers in our network are women. And for thousands of those women, growing and harvesting aromatic plants (from which our essential oils are distilled) helps shield them and their children from hunger, abuse, and even slavery.

# Impact Story

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CASE STUDY

## Impact Measurement Initiative

*As a company, we are adamantly opposed to forced or unfair labor. We're motivated to help our partners align with our Code of Conduct, stewardship commitments, and Sourcing Guiding Principles. Measuring our impact allows us to clearly see the effect of our strategies by increasing transparency and creating a culture of accountability.*

In 2021, we piloted an ambitious plan to audit our more than 270 supply chains twice over a 10-year period and provide a public annual update. The Cō-Impact Sourcing Expansion Program is our robust approach to impact measurement. This includes the use of clearly defined principles and metrics to strengthen our supplier partnerships through routine auditing.

## Cō-Impact Sourcing Scorecard

The objective of our new Cō-Impact Sourcing Scorecard is to increase transparency and accountability by evaluating our suppliers in the three components of Cō-Impact Sourcing: being at the source, social impact, and environmental stewardship.

Certifications such as Fair Trade, Organic, UEBT, Fair Wild, FSA, and others are very valuable and provide a useful framework for monitoring, but as we reviewed

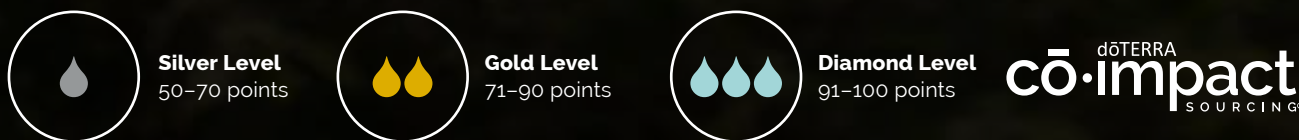
all of them we realized that no one certification in isolation covers the Cō-Impact Sourcing standards. Because of this, we developed our own scorecard to effectively capture all of the expectations we place on ourselves and our suppliers.

We have proactively pursued and developed this innovative approach to measure our impact because we know how important it is to set an industry standard. When companies are not transparent about their core values and sourcing practices, it is often an indication that they are disinterested, disconnected, or—worse yet—have something to hide.

The Cō-Impact Sourcing Scorecard generates a score between 1–100, with opportunities to score bonus points for any third-party certifications that our partners obtain for a total possible score of 115 points. The scoring system is broken down into three tiers based on points: Silver, Gold, and Diamond.



### Scorecard Scoring System



## 10-Year Targets



### Silver Level

50-70% Compliance

2020 Baseline | **40%**

10-year Target | **95%**



### Gold Level

71-90% Compliance

2020 Baseline | **10%**

10-year Target | **55%**



### Diamond Level

> 91% Compliance

2020 Baseline | **0%**

10-year Target | **35%**

## 2030 Goals



**Our goal by 2030 is to ensure that 95% of our 270 supply chain partners have achieved the Silver level or higher and eventually get at least 55% to reach Gold and 35% to reach Diamond level with our support.**

This is our best way to make sure we are not contributing to problems along the supply chain. We are committed to following up on these expectations and sharing the aggregate scores to encourage and inspire positive change.

Through the expansion program, all of our Cō-Impact Sourcing work since 2013 can now be measured, and we can help partners improve in a clear and objective way. When everyone in the supply chain succeeds, we all win. We truly believe in investing in partners that share our same ethos and priorities of sourcing the best and helping the most.

Scan to learn more about the Cō-Impact Scorecard



## Cō-Impact Sourcing Scorecard 2021 Pilot Audit

- 14% of supply chains were audited in 2021 (38/270).

# Impact Story

| CASE STUDY  
**Esseterre, Bulgaria**

*Before the fall of communism, Bulgaria had some of the world's preeminent essential oil research, development, and production. Organizations such as the Rose Institute in Kazanlak were renowned for their sophistication and cutting-edge research. In the post-communism era, government subsidies shifted to wheat, sunflower, and corn, and large-scale agribusiness dominates the commercial landscape to this day.*



As of 2019, 23.8% of Bulgaria's population lived below its national poverty line.<sup>2</sup> The country has also experienced significant population decline from emigration because of lack of economic opportunity. Many small-scale farmers have sold land passed down through generations and shuttered family businesses because of the lack of reliable market opportunities.

## Revamping an Agricultural Haven

There are, however, opportunities to write a new chapter for Bulgaria. The country remains an agricultural haven for aromatic plants, and the people have generations of agricultural knowledge.

For these reasons, plus opportunities to support independent farmers, dōTERRA chose Dobrich in eastern Bulgaria as a location for the world-class production center to produce some of its most valued essential oils. The Esseterre facility is located on the outskirts of an industrial town with many abandoned farm fields and warehouses. Esseterre Bulgaria EOOD is a Bulgarian company that includes a farming and distilling operation, as well as a headquarters and production center. Built in 2015, Esseterre is located in the agricultural heart of Bulgaria, and the distillery is now the largest in the country.

The Esseterre facility is operated by Bulgarians, and the 110 full-time staff includes a team of agronomists, managers, distillers, and engineers who run a state-of-the-art GC/MS and FID laboratory to ensure the production of the highest-quality essential oils. Working with over 100 farmers, the facility operates 37 distillation units and produces more than 45,000 kilograms of Lavender and 1,000 kilograms of Melissa essential oil annually.

Our focus is to engage with small-scale farmers in Bulgaria by tapping into their knowledge of growing aromatic plants and providing value-added training. Esseterre allows us to develop relationships with farmers, while also taking the best care of aromatic plants. Melissa, for example, is fragile and should be distilled within one day of harvesting. Because of Bulgaria's prime growing conditions and skilled workforce, Esseterre is also working on partnering with additional nearby farmers and distillers for the future expansion of essential oils.

**Our mission in Bulgaria is simple: to help rebuild the essential oil industry, improve the market for small-scale and independent farmers, and become a significant force for facilitating sustainable, diversified development in Bulgaria.**

<sup>2</sup> World Bank. Global Poverty Working Group. Data are compiled from official government sources or are computed by World Bank staff using national (i.e. country-specific) poverty lines.



## Mihovi Family's Story

With money from their wedding, Milen and Elica Mihovi bought 1.8 hectares (almost five acres) of land in Dobrich, where they grew vegetables to support their young family. Growing this crop was very time-consuming, and the Mihovis had a hard time finding workers to help, which meant they had less and less time to spend with their children.

While on a holiday, they visited a small distillery in southern Bulgaria, where they were introduced to Melissa essential oil. They took home their first seedlings and began growing the herb. At the same time, the Esseterre distillery had just been completed, and the Mihovi family became the first Cō-Impact Sourcing supplier partnership in Bulgaria.

Esseterre provided the Mihovi family fair and on-time payments, access to the market, and advice and support in difficult situations—including heavy rains and flooding. With Esseterre as a trusted partner, they started seeding lavender three years ago and since then have expanded their entire operation to 25 hectares. After seeing the success that Milen and Elica experienced by partnering with dōTERRA, Milen's parents also began farming aromatic plants!

The Mihovi family is a true testament to the power of Cō-Impact Sourcing to cultivate long-lasting, mutually beneficial partnerships that improve the lives of families across the world.





# Empowerment

# Empowerment

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*From the beginning, it was clear that dōTERRA had embarked on a journey that was bigger than essential oils. Through health, wellness, and philanthropy, our company has always been cause-driven and geared toward economic empowerment. Because of this, dōTERRA attracts people with a strong mission and values, including those who align with our keen sense of responsibility to give back to the world.*

We are a company founded on personal empowerment. Our business model, sourcing strategy, and humanitarian efforts are designed to give people the resources and tools to become self-reliant.

Today, a mere 14 years since the founding of dōTERRA, our uncompromising commitment to purity has transformed an entire industry. dōTERRA is now the premier essential oil and personal development company in the world, impacting lives in 134 nations and sourcing essential oils from 47 countries.

In 2021, dōTERRA was named the largest essential oil company in the world by Verify Markets—in a growing \$20 billion market projected to experience double digit growth in the future. To date, we have more than 10 million customers and are proud that more than 67% of our active customers remain with us each year. The percentage is even higher in the US at 70%. Our remarkable retention rate is demonstrative of the quality of our products.





## 2021 Global Reach

Global Sales

**\$2 Billion+**

Offices Around the World

**22**

Shipment growth from 2019 to 2021

**42%**

Increase in number of shipments

**76%**

Increase in weight (kgs) of shipments

Wellness Advocates

**57%**

Growth in Wellness Advocates from 2018 to 2021

## Our Growth Extends Opportunities for Empowerment

In 2021 alone, we opened two thriving new markets: Thailand and Israel. In 2022, we anticipate shipping over 25 million orders to customers spanning 86 countries.

We support the growth in new markets by opening in-country member service centers. These structures allow us to provide high-quality support with native language speakers. This past year, we opened a call center in Budapest and will soon open one in Mexico.

Brazil is experiencing exceptional growth, and to help support that we recently opened a new office and call center in Sao Paulo, which is nearly six times the size of our previous office.

Another recent update is the opening of our Lindon Fulfillment Center, located near our corporate offices in Utah. This state-of-the-art facility has strengthened our distribution, fulfillment, and shipping capabilities. Since opening, it has shipped a record 42,000 orders in a single day. To date, this facility has fulfilled 5.1 million orders in the United States.

# Impact Story

CASE STUDY

The Wellness Advocate  
Model



# A Vehicle for Economic Healing and Mobility

In order to facilitate the best personal essential oil education and experience for our customers, dōTERRA uses a direct selling model. This approach empowers Wellness Advocates to engage directly with customers, which allows customers to learn about and experience essential oils from someone they know and trust. This model not only provides the most ideal educational experience for customers, but it also creates an opportunity for Wellness Advocates and their families to supplement their family income, in some cases even achieving

significant financial rewards. Almost two million Wellness Advocates now use and sell dōTERRA products around the world, with more than 13,000 earning more than \$10,000 per year in commissions.<sup>3</sup>

Wellness Advocates find their way to dōTERRA from a variety of avenues. Some have experienced life-changing benefits of our products and want to share them with the world, while others are attracted because of economic need and the flexible working schedule.



We believe that empowering individual success ultimately empowers our ability to support more jobs and lives through Cō-Impact Sourcing® efforts. Because of this, we provide our Wellness Advocates with a step-by-step plan and support them as they launch, build, and expand their businesses. dōTERRA has developed certification programs in

sales and business building, with an emphasis on identifying and improving individual strengths. We also offer trainings, tools, and resources for our Wellness Advocates to have the freedom to take their businesses as far as they want to go:

- A supportive community
- Monthly trainings and presentations
- A social media course
- A digital marketing kit
- A personal development program
- Podcasts and webinars
- Ongoing essential oil education

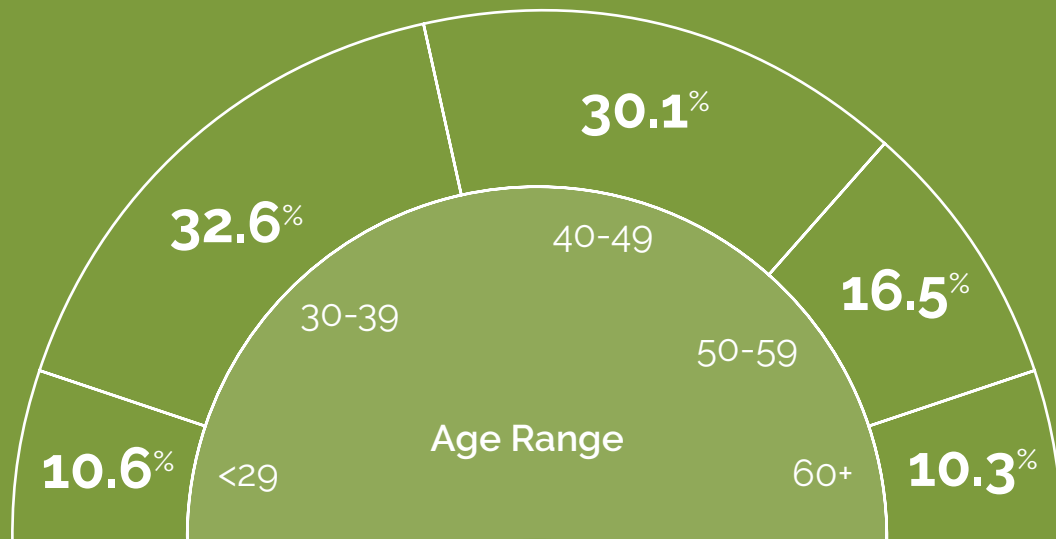


<sup>3</sup> For more information about typical earnings, see our 2020 Opportunity and Earnings Disclosure Statement.

We have a strong focus on economic empowerment and opportunity, which is why we carefully empower our Wellness Advocates to create their successes. Growing a business with dōTERRA and earning

increasing financial rewards also means advancing in Wellness Advocate ranks by sharing the benefits of our products with the world.

## Wellness Advocates<sup>4</sup> from 134 countries



62.7% of Wellness Advocates are 30-49 years old

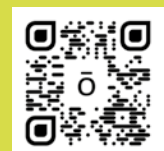


### Free to Give<sup>®</sup>

dōTERRA is a vehicle for economic healing. We are proud to be the direct selling company that elevates people out of debt. The dōTERRA-sponsored *Free to Give* incentive program is designed to inspire those involved with dōTERRA to pay off debt in order to be in a better position to give back to others.

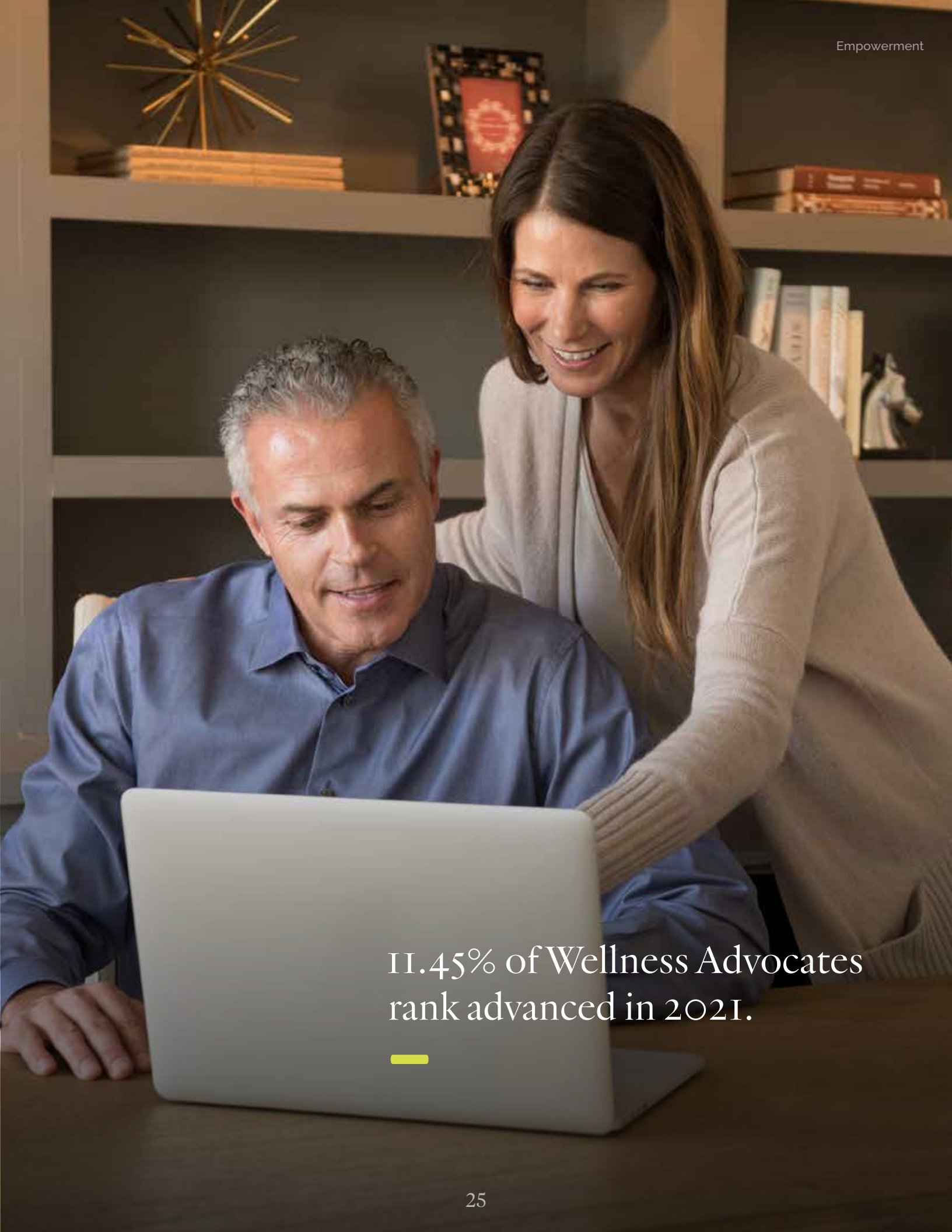
Through the program, we have helped 839 people pay off credit card debt, 1,116 pay off student loans and medical bills, 1,087 pay off cars, 763 pay off mortgages, and 117 become completely debt-free.

Scan to learn more



<sup>4</sup> Wellness Advocates calculations are based on active Wellness Advocates.





11.45% of Wellness Advocates  
rank advanced in 2021.



# Impact Story

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CASE STUDY

**Stories of Economically Empowered Individuals and Families**

*Growing a business with dōTERRA does not look the same for everyone. For some, it is the path to earning economic mobility. For others, it is a passion project they work on part-time. Still for others, it is something they integrate into an existing business or career they love. Others want the autonomy and flexible lifestyle it offers. Regardless of these types of differences, building a business with us is always an opportunity to create one's own path.*

## Ashley Anderson, PhD

As a trained nurse practitioner, Dr. Ashley Anderson has always cared deeply about helping people with health and wellness. But even as a strong believer in alternative and integrative health practices, essential oils were not initially on her radar. It was not until she was faced with a difficult challenge of her own that she turned to her friend (a Wellness Advocate) to learn more about essential oils.

Frankincense was the first essential oil Ashley tried, and she immediately fell in love. Amazed with the results she experienced in her own life, she started sharing with others. She taught interested patients about Frankincense and other essential oils, referring them to her friend if they wanted to sample or purchase for themselves.

At her friend Adriana's suggestion, Ashley became a Wellness Advocate. She began exploring dōTERRA training materials and learning what it takes to establish a strong business foundation, while still creating something unique to her own life, talents, and interests.

In 2020, Ashley took the leap and began building her own business. Bolstered by the flexible working hours and ability to build at her own pace, Ashley

was able to spend more time with her two toddlers and keep running her wellness practice.

Ashley has noticed a shift in demand for natural products and regimens from her patients. She believes her patients are receptive to essential oil use because it empowers their decision-making. As a leader, Ashley and her team of like-minded women approach their business the same way: empowering people in their decision-making by providing education about essential oils and presenting a unique business opportunity. Ashley has also used the opportunity to empower women of color to generate income and invest in their communities in a meaningful and sustaining way. Her big picture is to create positive, systemic change one drop, one person, one community at a time.

**“Throughout the pandemic, I had to close my wellness practice for months, which obliterated my main revenue stream. Being the sole provider for my children, dōTERRA has saved me financially and allowed me to still be able to be present as a parent.”<sup>5</sup>**



Scan to learn more  
about commonly  
asked Wellness  
Advocate questions



<sup>5</sup> For more information about typical earnings, see our 2020 Opportunity and Earnings Disclosure Statement.



## Claudia Saputo

Claudia Saputo and her husband are both trained as registered nurses. For the Saputos, the dōTERRA dedication to science and research was foundational to their choice to use CPTG® essential oils. Despite using essential oils extensively for her own family and even sharing her experiences and love of the products with others, Claudia did not consider building a business at first. She had a stable career and appreciated the security of working a full-time benefited position.

However, everything changed when Claudia was put on extended bed rest during pregnancy. Stuck in bed and unable to work, Claudia became interested in trying out the Wellness Advocate opportunity. So Claudia began building her business from bed! When her baby was only a few weeks old, she taught her first class with her newborn strapped to her chest.

Prior to the pregnancy and building a business with dōTERRA, Claudia and her husband worked opposite 12-hour shifts with one day a week to

spend together as a family. By the time she was ready to go back to work, she had the flexibility to drop down to part-time hours, which dramatically changed her family's life for the better.

Once an essential oil skeptic, Claudia now realizes that integrative wellness means the flexibility to pick and choose what fits individual lifestyles and preferences. She originally thought she needed to choose between having a career and being a present mom for her kids, but now feels she has the best of both worlds with her business.

**"What I have to offer is better than what any other job has to offer, because I know what a difference it's making. I'm an introvert and thought that I couldn't succeed running my own business, but the mission has made it easy to put my insecurities aside—because there might be someone else like me waiting for the tools I have to offer. I sell hope, tools, and empowerment to help people navigate life."**

<sup>6</sup> For more information about typical earnings, see our 2020 Opportunity and Earnings Disclosure Statement.

## Meredith Reilly

Growing up with a mother who was a nutritionist and personal trainer, Meredith Reilly understood from a young age what it means to be devoted to health and wellness. After being diagnosed with a rare disease, her mother was given six months to live and passed away suddenly at age 59. Two days after her mother's passing, Meredith found out she was pregnant with her third son, and a few months later she was diagnosed with a difficult health challenge. The grief from her mother's passing and her own health complications placed an unbearable weight on Meredith, causing her to fall into a downward spiral physically and mentally. Feeling like she was failing as a wife and mother, she remembers hoping for a way to pull herself up.

One night, she saw a friend's Instagram post about dōTERRA that said, "Leadership position available." She took the post as a sign—an opportunity to

make the conscious decision to change her life for the better. Instead of first becoming a customer, Meredith took the unconventional route of jumping right into the Wellness Advocate journey and starting her business. She entrenched herself in wellness and education and began using essential oils with her family and friends.

Since then, Meredith has felt a new sense of purpose as she works to promote positive change in her life and the lives of others. She's developed an unwavering drive to empower others to find light in the darkness when they are feeling hopeless and full of self-doubt.

Meredith fondly refers to building her business as a "soul journey," because she has found herself over and over again. Removing self-doubt and gaining confidence has transformed her life and helped her see that the only person holding her back is herself. She continues to share this learning with her whole team. She has taught hundreds of classes and shows up for her community every day.

Before starting this journey, Meredith says she did not grasp the impact one person could have. As a former publicist in New York City, she had financial stability, but her heart was not in it. Now, Meredith reports that her heart is fully invested and she knows exactly how powerful one person's influence can be when part of a mission to empower and change lives around the globe.

After five years of running her business, Meredith regularly experiences the satisfaction of helping someone support a healthy lifestyle and find happiness in their life—a beautiful way to carry on her mother's legacy as an advocate for wellness every single day.

**"We live in a big world, but any ounce of positive change you can provide someone is moving the world in a positive direction. Even if just one person gets a better night of sleep and wakes up happier, there is always a ripple effect, and someone else might have a good day because of them."**





## Michelle Weaver

When Michelle Weaver's friend first shared some dōTERRA® essential oil samples with her, it was life-changing. She immediately experienced the benefits but did not have the financial means at the time to stock her home with essential oils in the way she desired. She decided to start building a business casually—as a way to cover the cost of whatever essential oils she wanted to purchase for her family and home.

However, Michelle soon saw the potential that building a business offered her family. She stayed consistent, showing up daily for her team, and as a result, Michelle's business flourished. She says, "This business has paid us back more than we could've ever imagined. It takes hard work, late nights of helping customers, and lots of time and energy, but it's been more than worth our time to invest now because of future benefits."

Michelle and her husband set a goal to be "debt-free by 33," which they are on track to achieve this year. She is grateful to be achieving other financial goals from home-improvement projects to her children's schooling to giving back to communities in need.<sup>7</sup>

With the support from the dōTERRA Healing Hands Foundation®, Michelle raised \$30,000 to build a birth center for a clinic in Haiti in partnership with Gospel to Haiti, Inc. When finished, the birth center will educate women on pregnancy, diet, and baby care.

The personal growth and development process has been an abundant blessing to Michelle and her family.

**"It doesn't matter where you came from, who you are, or what your story is—it's the choices you make now that impact the rest of your life."**

Scan to learn more  
about commonly  
asked Wellness  
Advocate questions



<sup>7</sup> For more information about typical earnings, see our 2020 Opportunity and Earnings Disclosure Statement.



"I treat essential oils not only as a product, but also as a tool. A piano is a tool, but the product is music. The same goes for essential oils. I teach people to use essential oils to change their lifestyle. Essential oils have the potential to change people's lifestyles and make their lives better through natural options. It changes the way they see the world."

## David Hsu

As David Hsu was feeling the negative impacts of the 2008 market crash on his business, a longtime friend approached him about helping dōTERRA expand to the Asia market. As a businessman, David saw an opportunity to help bridge Eastern and Western medicine by bringing the natural side of Chinese medicine together with the certification standards of Western science.

As opposed to simply doing whatever job offers the best pay regardless of personal job satisfaction, building a business with dōTERRA has been fulfilling and meaningful for David, because he gets to teach people about something he truly believes in and loves.

David describes his personal building philosophy as, "If you really love essential oils, you'd be sharing them regardless of whether you made any money from it." We eagerly share our favorite books and restaurant recommendations—all without monetary reward. If this same kind of driving force is behind a person's decision to share essential oils, David believes it can truly change lives. He has helped thousands of people all around the world, from Asia and Australia to North America. He says, "On my team, we focus on how essential oils can improve your lifestyle. I never share my financial standing with others because I want to focus on helping others make their lives better in whatever way is most important to them."

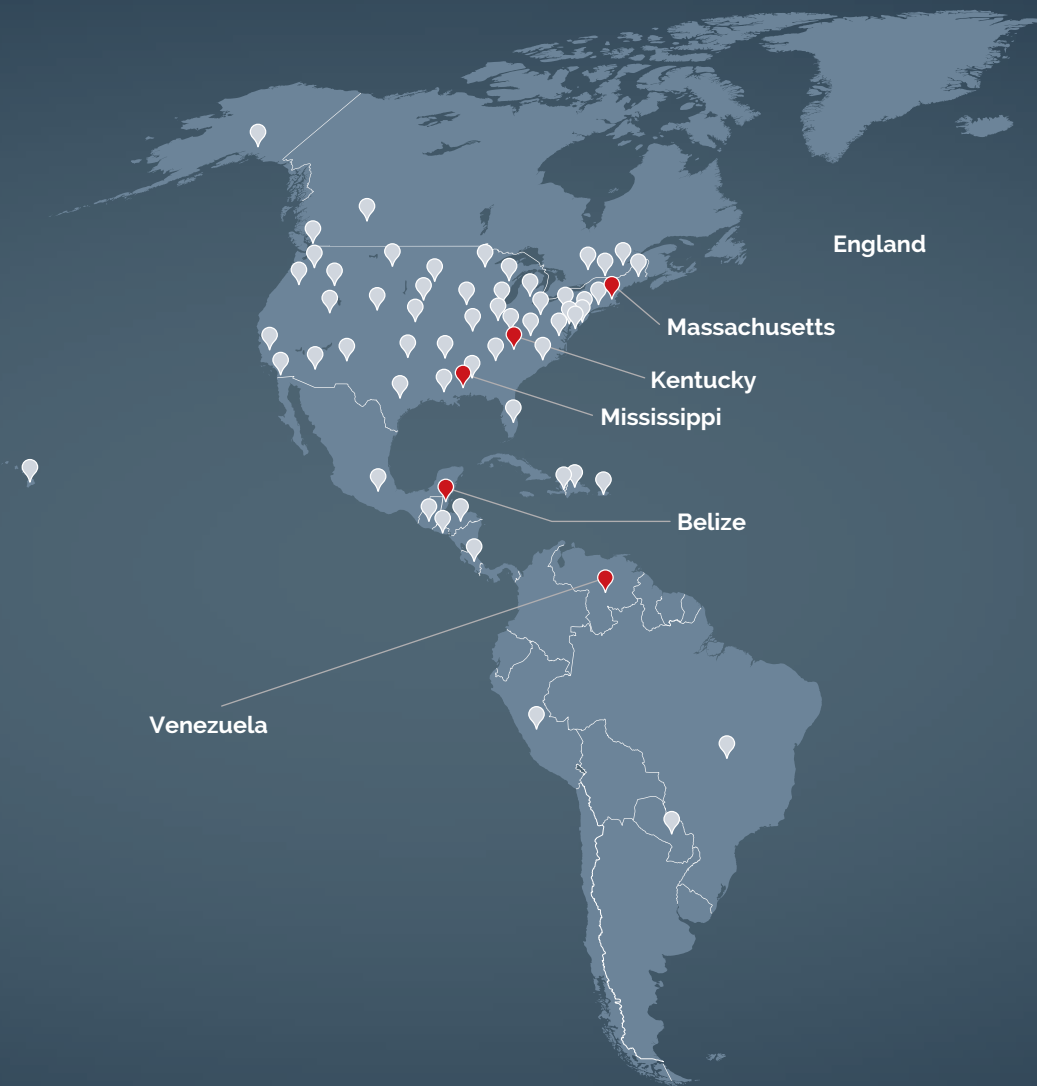


dōTERRA

# Healing Hands Foundation<sup>®</sup>



In 2010, dōTERRA formed the dōTERRA Healing Hands Foundation to empower people and communities worldwide to be healthy, safe, and self-reliant.



 **New Locations**

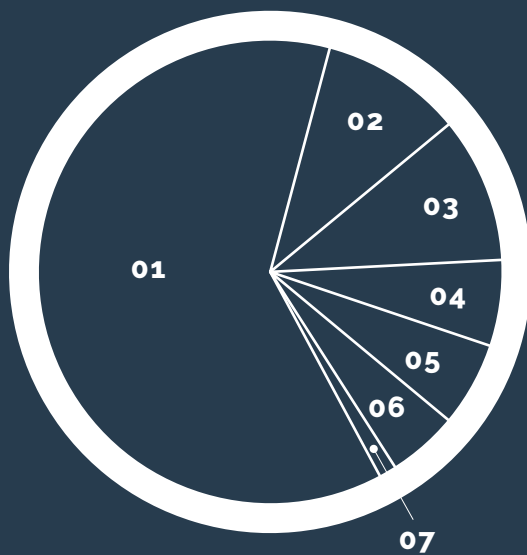
To date, dōTERRA Healing Hands Foundation USA has donated **\$48,948,660** and supported projects in **98 countries and 48 American states** and millions more via Healing Hands initiatives worldwide.



 **New Locations**

dōTERRA Healing Hands Foundation USA  
**Outgoing Donations in 2021**

**\$14.5 Million+**



- 01** Global Health  
— **\$8,928,000**

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- 02** Anti-Human Trafficking  
— **\$1,472,000**

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- 03** Supporting Children  
— **\$1,470,000**

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- 04** Disaster Relief  
— **\$939,000**

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- 05** Empowering Women  
— **\$815,000**

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- 06** Self-Reliance  
— **\$765,000**

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- 07** Clean Water and Sanitation  
— **\$116,000**

**72-Hour Emergency Relief Hygiene Kits**

Kits distributed to date by Wellness Advocates and the dōTERRA Healing Hands Foundation

**191,337**

In 2021

**55,731** Kits were distributed

**301** Wellness Advocates distributed kits

**17** Types of disasters addressed

## Three Areas of Focus

dōTERRA Healing Hands is focused on three key initiatives:

hope

**Fighting** human trafficking and victimization from all angles through the Hope Action Plan

thetmatch  
PROGRAM

**Supporting** our Wellness Advocates' philanthropic undertakings with match grants

cō·impact  
SOURCING®

**Facilitating** community development in Cō-Impact Sourcing areas

New  
**hope**  
Action Plan

*Because everyone deserves the freedom to hope, we are proud to have launched the Hope Action Plan in 2021 to fight human trafficking and victimization from all angles. Advocates of Hope are taking action in three ways:*

### *Prevent*

We prevent human trafficking and protect the most vulnerable among us.

### *Rescue*

We donate to task forces, law enforcement, and trained experts to carry out responsible rescue operations.

### *Restore*

We support trauma-informed programs and therapies to restore dignity for those who have been freed.

## 2021 Hope Projects and Anti-Trafficking

# \$1 Million+

Donated in 2021 (65% increase from anti-human trafficking donations in 2016)



## 2030 Donation Goal

# \$3 Million

annually to fight against human trafficking

# Impact Story

## CASE STUDY

### The Launch of the Hope Initiative

#### A Global Force in the Fight Against Human Trafficking

According to the Global Slavery Index, over 40 million people are victims of human trafficking worldwide—predominantly in labor and sex trafficking—and the vast majority are women and children. The dōTERRA Healing Hands initiative, Hope, is leading the fight to end modern slavery. While other efforts address part of the problem or lessen the impact of human trafficking in one area, the Hope Action Plan fights trafficking from all sides to solve the problem at its core.

Hope seeks to build sustainable, long-term solutions. The action plan uses collective impact—a model that supports groups working together to solve a complicated problem, with collective efforts creating a bigger impact than they would individually. This teamwork-focused approach encourages governments, nonprofits, businesses, and citizens to combat human trafficking together.

The Hope Action Plan employs a three-pronged strategy: Prevent, Rescue, and Restore. Each of these aspects is fundamentally important to ending modern slavery and victimization.

#### Prevent

Human trafficking is one of the most horrific outcomes of broken societal structures. To truly end trafficking, we must address its many


complicated factors. To do that, we need eyes and ears in every sector of our communities, from law enforcement and government officials to businesses and private citizens. The dōTERRA Healing Hands Foundation works with nonprofits, legislators, and businesses around the world to identify societal shortcomings and failures that make individuals vulnerable, and then develop and implement effective, sustainable solutions.

#### Rescue

It is difficult for a person to escape trafficking on their own. It almost always requires involving law enforcement or specially trained task forces, as well as investigations and interventions to responsibly extract someone from a trafficking situation and seek prosecution of the perpetrators.

On average, it costs five thousand dollars to rescue one person from trafficking.<sup>8</sup> Resources are needed to professionally train task forces and law enforcement on how to safely and responsibly perform rescue operations, investigate tips, identify victims, and extract survivors. But even after survivors are safely separated from traffickers, significant funding is needed to support arresting traffickers, reuniting survivors with family, and repatriating

<sup>8</sup> Source: Engage Now Africa - End Modern Slavery



According to the Global Slavery Index, over 40 million people are victims of human trafficking worldwide—predominantly in labor and sex trafficking—and the vast majority are women and children.

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them to their home country when applicable. Because rescue operations are expensive and require extensive, intensive training, the best way Wellness Advocates and consumers can support this part of the fight against trafficking is through donations.

## Restore

Freedom from traffickers is the first step on the road to recovery. Healing journeys are filled with physical, emotional, and financial obstacles. Survivors require attentive care from professionals trained to treat trauma, and they need a safe place to live during this stage of rehabilitation. This type of aftercare is called trauma-informed care.

On average, trauma-informed aftercare costs \$40 per day per survivor.<sup>9</sup> Costs include necessities such as nutritious food, clothing, and toiletries, as well as a clean, functional, and high-security shelter. It also includes education, vocational training, professional trauma counseling, legal advocacy, and social work for the survivor's family and community. Multiple organizations team with dōTERRA Healing Hands Foundation, including Dahlia's Hope and Lighthouse, to make high quality aftercare more available.

Trauma-informed care is especially important to prevent survivors from being trafficked or traumatized again. Restore is an essential component of the Hope Action Plan, as it helps survivors successfully navigate life and thrive after what they experienced.

Protecting the vulnerable, fighting victimization, and restoring survivors of human slavery and sexual exploitation is a top priority for dōTERRA. Over the past five years, the dōTERRA Healing Hands Foundation has donated over \$8.8 million in the fight against modern slavery.

**The entire purchase price for each bottle of dōTERRA Hope® Touch sold is donated to the dōTERRA Healing Hands Foundation to fight human trafficking and victimization. Because dōTERRA covers all the overhead and administrative costs of the dōTERRA Healing Hands Foundation, 100% of the purchase price goes directly to the cause.**



<sup>9</sup> Source: Rapha International




On average, trauma-informed  
aftercare costs \$40 per day  
per survivor.

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# the match

PROGRAM

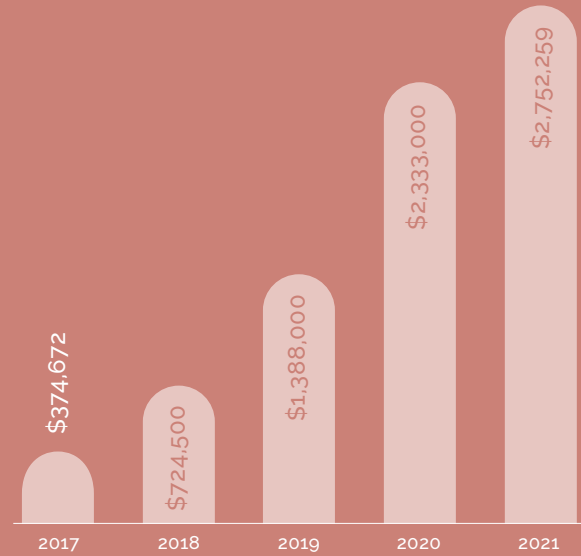


*We are continually amazed by the impact our Wellness Advocates make in their own communities and are honored to support their philanthropic initiatives through our Match Program. Through this program, Wellness Advocates can receive up to US\$15,000 from dōTERRA Healing Hands Foundation, matching their fundraised donations for approved projects.*

The Match Program encompasses the process of developing, implementing, and following up on a service project, empowering Wellness Advocates to grow into humanitarians.



## 2021 Impact



- ♥ More than **\$2.7 million in donations** in 2021
- ♥ **634% increase** in Wellness Advocates match grants in the last five years (from \$374,672 in 2017 to \$2.7 million+ now)
- ♥ Wellness Advocates, aided by the Match Program, **completed 117 projects** and changed the lives of **143,431 people**

## 2030 Goal



Complete **500 projects** annually, positively impacting **1 million people** each year

## How the Match Program Works

To receive matching funds, Wellness Advocates must be partnered with a nonprofit or social good organization. Their request should benefit a specific project (not an organization's general fund), and they need to connect with a dōTERRA Diamond (or above) project sponsor before starting.

Once a project proposal is approved, the Wellness Advocate will set up a fundraising page on the dōTERRA Healing Hands Foundation® website to collect the donations for their project. Each project is given four to six weeks to fundraise. Even if a Wellness Advocate's fundraiser does not collect the goal amount, the dōTERRA Healing Hands Foundation will still match the amount they were able to raise.

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Since 2017, Wellness Advocates have completed **417 Match Program projects**, totaling over **\$7.5 million** in combined donations.



## Match Project Areas of Focus

We're seeking to empower communities worldwide to make sustainable change by supporting initiatives that alleviate extreme poverty, improve quality of life, and ensure basic human rights.



Hope Anti-Human Trafficking



Clean Water and Sanitation



Disaster Relief



Empowering Women



Global Health



Self-Reliance



Supporting Children

## This Year

**169**

Projects Approved

**167**

Projects Paid

**117**

Projects Completed

**29% of Match Program projects** in 2021 were completed by Wellness Advocates in a dōTERRA market other than the United States. **65% of Match Program projects** in 2021 benefitted a community in a market outside the United States.

**35% of Match Program projects** completed in 2021 benefitted a community right here at home, in the United States.

Scan to apply for the Match Program



**11,616** Students

**6,033** Families

**3,777** Children

**3,528** Women and Girls

**2,750** Refugees

**10** Survivors

**10** Veterans

**115,707** Other

**= 143,431** Lives Improved

# Impact Story

CASE STUDY

Match Program Stories

## Flying Kites

Over 100 kilometers north of Nairobi, Kenya, lies the small agricultural town of Njabini. Families in this area earn one to three dollars per day on average. Schools in rural communities like Njabini are under-resourced, and children often face hunger and disease.

From 2014 to 2016, Australia Wellness Advocate Pip Best lived in Njabini while working as the program director for Flying Kites, a nonprofit organization aimed at expanding educational opportunities by upskilling teachers, investing in girls, and supporting resource-poor primary schools. These holistic and intentional programs create systemic change and help reduce barriers faced by vulnerable children.

In early 2020, the Kenyan government ordered remote learning to prevent the spread of the COVID-19 virus. Without electricity, internet access, or electronic devices, the children of farming families had no way to continue their education under government restrictions. Pip jumped into action and launched a Match Program project to provide at-home education materials for students who did not have access to technology.

Pip raised \$30,260 for Flying Kites through the Match Program, allowing them to print and distribute grade-appropriate education materials to 3,312 students and support 67 teachers.

### SNAPSHOT

**Wellness Advocate:** Pip Best (Australia)

**Sponsor:** Jo Kendall

**Project Location:** Kenya

**Project Summary:** Print and distribute grade-appropriate at-home education materials to students in Kenya who are unable to attend school due to COVID-19.

**Impact:** 3,379 people (67 teachers 3,312 students)

**Total Donation:** \$30,260

This was the third Match Program project benefiting the organization, a shining example of our commitment to invest in communities over time.







## Eliya Association

Almost 5% of the Sri Lankan population works in the billion-dollar tea industry. Many of the workers are Tamil women, who earn between two and three dollars per day. The Tamil are an ethnic minority who were brought to the island of Sri Lanka as indentured laborers in the 1800s and have been working on tea plantations ever since.

Pushpa has been a tea plucker for more than 15 years. Recognizing how easy it is for Tamil tea pluckers like herself to be stuck in a cycle of poverty, Pushpa developed an apprenticeship program to help herself and others learn skills in organic farming to rise above the oppressive industry. Her original program expanded into a nonprofit called Eliya Association. This organization empowers women with a six-month training program in farming and business management so they can pursue better working conditions and stable income.

Wellness Advocate Mallory Brown discovered Eliya Association after reading an article on tea pluckers. Mallory recalls, "When I learned dōTERRA is so

passionate about empowering women globally, especially in agricultural pursuits, I knew it was a perfect opportunity to collaborate."

Through the Match Program, Mallory raised \$14,046 to fund 14 women, who participated in the 2021 apprenticeship class. Many of the program graduates were the first women in generations to break free from working on tea plantations.

### SNAPSHOT

**Wellness Advocate:** Mallory Brown (USA)

**Sponsor:** Lisa Jurecko

**Project Location:** Sri Lanka

**Project Summary:** Support the 2021 apprenticeship class for tea pluckers in Sri Lanka.

**Impact:** 14 women

**Total Donation:** \$14,046.52



## Therapeutic Play Foundation

Trained as a licensed social worker, Wellness Advocate Nakeya Fields believes in playing as a form of self-care to improve emotional well-being. Nakeya founded the Therapeutic Play Foundation, a California-based organization that aims to promote community wellness and resiliency in under-resourced communities. The foundation uses therapeutic play—a technique aimed at improving emotional well-being and mindfulness through games, creative arts, movement, and storytelling.

Nakeya wanted to do more to provide mental healthcare to women of color and their families and contacted the dōTERRA Healing Hands Foundation®. Her project was approved, and she raised \$42,200 to establish the Maternal Health Outreach Support Squad. Through this project, the Therapeutic Play Foundation provided 11 mothers with pregnancy and postpartum support, ensuring that at-risk mothers received the perinatal care needed to successfully navigate a pregnancy.

### SNAPSHOT

**Wellness Advocate:** Nakeya Fields (USA)

**Sponsor:** Holly Olmstead

**Project Location:** California, USA

**Project Summary:** Establish the Maternal Health Outreach Support Squad to support the mental and physical health of pregnant and parenting mothers of color and their families in the United States.

**Impact:** 11 women

**Total Donation:** \$42,200.18

# Community Development in Cō-Impact Sourcing® Areas

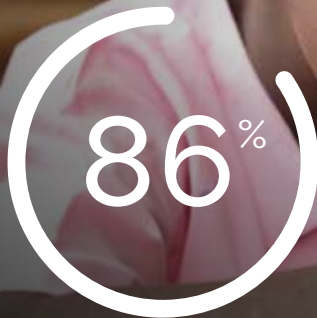
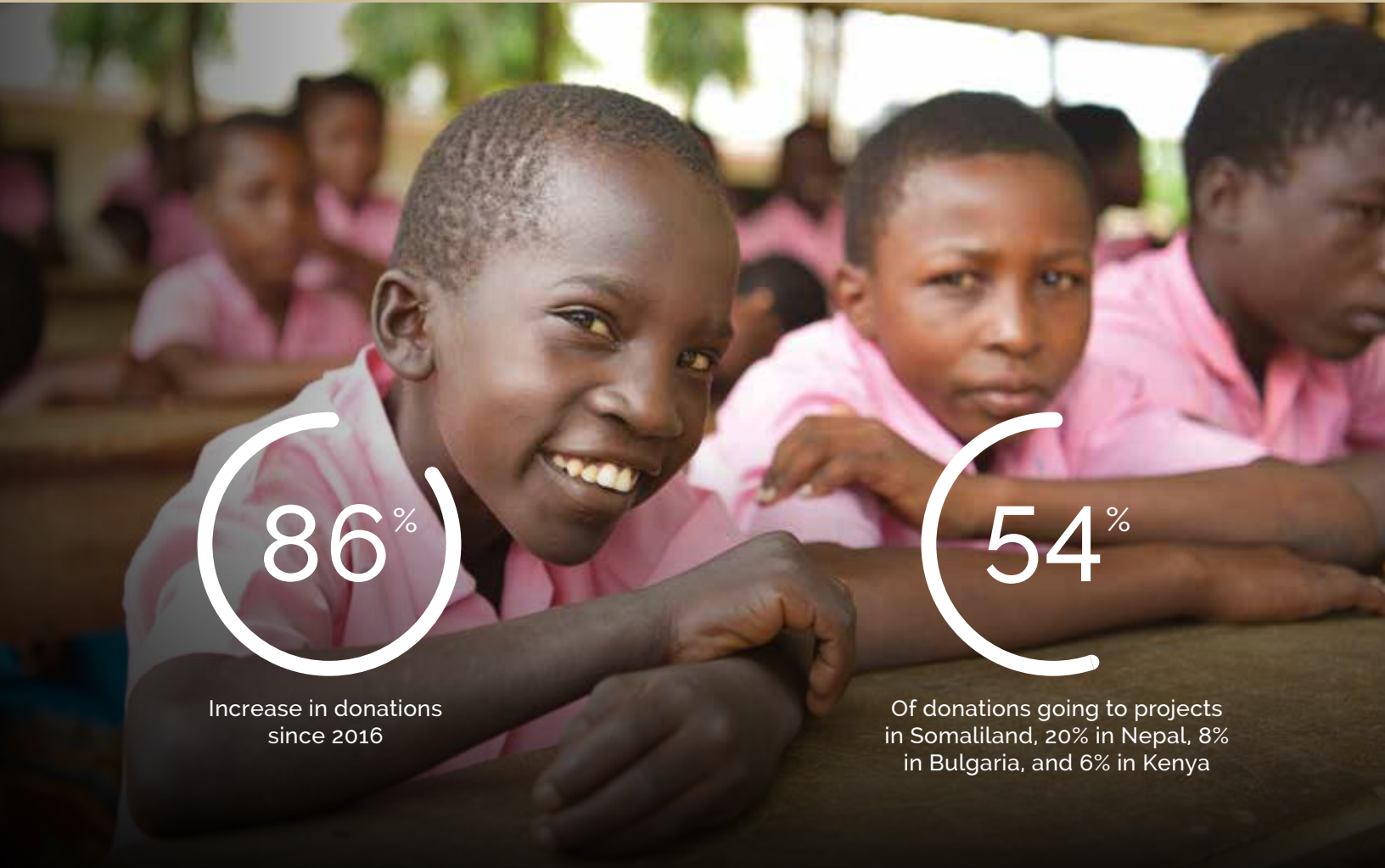
*In Cō-Impact Sourcing areas, we support development projects improving overall community health and well-being. We focus on improving and supporting infrastructure, access to clean water, medical care, and community programs that improve the lives of individuals and their families.*



The dōTERRA Healing Hands Foundation® donated over \$2.3 million to Cō-Impact Sourcing Projects in 2021.



A-Global Health (67.22%) • B-Clean Water and Sanitation (13.01%) • C-Self-Reliance (11.02%) • D-Supporting Children (6.24%) • E-Disaster Relief and Empowering Women



Increase in donations since 2016



Of donations going to projects in Somaliland, 20% in Nepal, 8% in Bulgaria, and 6% in Kenya

**600,000+**

601,750 people supported by COVID-19 relief efforts in sourcing areas

**622,500**

People supported by projects aimed at building and improving health infrastructure in sourcing areas

Scan to learn more about the dōTERRA Healing Hands Foundation



### dōTERRA Healing Hands Foundation Social Impact Projects in Cō-Impact Sourcing Areas:

- 14 safe drinking water projects
- 4 school bathroom and hygiene facilities
- 113 school and education initiatives (including 100 temporary classrooms in Nepal after the earthquake)
- 8 healthcare facilities and initiatives
- 7 community centers
- 2 foot bridges



**2030 Donation Goal**

**\$6 Million**


Improving the lives of 3.5 million people each year

# Impact Story

CASE STUDY

**Sanaag Specialty Hospital,  
Somaliland**

*dōTERRA has long been committed to empowering the residents of Sanaag, Somaliland—the region where frankincense resin harvesting is a primary source of employment. dōTERRA worked closely through its Cō-Impact Sourcing® program over several years to provide ethical livelihood opportunities to over 7,000 people. dōTERRA has additionally provided food during times of famine and has built schoolhouses in rural Somaliland regions.*



Despite these efforts, we knew that we had to do more for these communities. Through Cō-Impact Sourcing®, we asked farmers in Somaliland what their communities needed most, and it always came down to healthcare. We resolved to establish reliable healthcare in Erigavo—the capital of Sanaag and the heart of Somaliland's frankincense resin harvesting region—but the logistics were daunting. Much of the region lacked reliable water, electricity, or paved roads. International healthcare efforts in the Horn of Africa had repeatedly failed.

The dōTERRA Healing Hands Foundation® and its local partners committed over \$4 million to establish the Sanaag Specialty Hospital, a nonprofit regional hospital located in Erigavo. Together with a network of integrated health facilities and outreach services, we are able to provide sustainable, quality healthcare services to the most remote, underserved populations in the country.

The Sanaag Specialty Hospital officially opened its doors in May 2021. The nonprofit regional hospital offers quality accessible healthcare in a region with over 600,000 people. Sanaag provides accident and emergency care, maternity and neonatal care, an operating theater for surgical procedures, pediatric care, diagnostic services, and community outreach programs. As part of the hospital's community outreach, there is a strong emphasis on maternal-child health, including training, health outpost personnel, day clinics, and ambulatory response for emergencies.

Edna Adan Ismail, celebrated activist and healthcare pioneer, has dedicated her entire life to improving infant and maternal health in Somaliland, including through opening her own hospital in Hargeisa and a college to train midwives.

Ms. Ismail personally helped train the Sanaag Specialty Hospital staff, which now functions as a sister hospital to hers in Hargeisa. Together, these hospitals are jointly able to care for a much broader area of Somaliland.

The hospital currently employs over 100 staff, including a chief medical officer, senior medical officer, and doctors specializing in general and trauma surgery, obstetrics, gynecology, internal medicine, and child and infant care. The support staff includes trained laboratory technicians, anesthetists, radiologists, pharmacists, and nurses. Hospital and lab equipment meet the highest international standards and include an ambulance, three ultrasound machines, three incubators, and portable X-ray machines, among other pieces of technology.





“If an area ever needed a hospital, it is where dōTERRA built it for my people—over half a million people are in Sanaag who had no hospital. And for that I am grateful. And on behalf of my people, I say thank you to dōTERRA.”

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Edna Adan Ismail



The maternity ward is now operational, and because of the team's excellent outreach, every month has seen an uptick in maternity care provided. In October 2021, the hospital staff launched an antenatal care (ANC) and maternity education campaign for rural Somaliland women. A total of 389 patients have attended the weekly events. As a result, the hospital delivered 10 infants in January 2022, including their first twin delivery.

Initially, dōTERRA believed we could offer healthcare services to over 600,000 people who previously did not have regional access. Once the hospital opened, we found our area of care was much larger—over a million people travel great distances to Sanaag.

**"Prior to the opening of the Sanaag Specialty Hospital, people had to travel over 12 hours to reach medical help—if they could afford the**

**journey at all. Now, Sanaag provides a full-service hospital, pediatric care, pharmacy services, and community outreach services, among other medical care. This first-class facility allows us to face the region's high infant and child mortality rate. We have an amazing and dedicated medical team that is already seeing success and making an impact in the lives of Somalilanders."**

*—Dr. Osguthorpe, dōTERRA Chief Medical Officer*

We are so grateful to our Wellness Advocates and customers who sustained this work. We also gratefully acknowledge our partnerships with the Ministry of Health, Ministry of Planning, Response-Med, and various NGOs over the last four years. The dōTERRA Healing Hands Foundation and local partners—Jibriil Foundation and Asli-Maydi—funded the construction of the hospital to bring primary and secondary healthcare services to the remote region.





## Sanaag Specialty Hospital Impact (As of January 2022)

**4,498** patients seen

**4** satellite clinic locations launched

**15,360** diagnostic tests conducted

**8** individuals provided with plasma (for the first time ever in Somaliland)

**5** at-risk mothers and infants delivered via C-section

## Ali's Story

Ali is a 15-year-old boy from Shumux Shumux, a mountainous village approximately 80 kilometers northwest of Erigavo. While carrying a heavy bag of rice, sugar, and oil over his shoulder, he suffered a fall. What started as a mild pain in his knee began escalating over the next few days.

About 10 days later, his older brother took him to a small clinic in Erigavo, where he learned that he had a fracture in his upper femur. However, the clinic did not have the resources to treat the fracture. Ali and his brother returned home to raise the money needed to travel to Hargeisa (the capital city of Somaliland) in hopes of finding care.

After almost six months of trying unsuccessfully to raise money, Ali was referred to the Sanaag Specialty Hospital and made the trip back to Erigavo by truck. Emaciated from months of bed rest, Ali was finally able to undergo a successful surgery. Within a week, he was mobile with the aid of a walker and was released home after a few days of physical therapy. We are pleased to share that Ali is recovering well.



“Don't ever underestimate the capacity of a human being who is determined to do something.”

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Edna Adan Ismail

## The Future of Sanaag Specialty Hospital

The hospital has been a vision of ours for more than four years, and its completion represents the passion, determination, grit, and hard work of so many people and organizations. We cannot thank everyone enough for their contributions. The Sanaag Specialty Hospital will be a powerful force for good in the lives of individuals and families living and working in the region for generations.

Despite these profound impacts, we refuse to slacken our pace. Indeed, in December 2021, dōTERRA Healing Hands invited Wellness Advocates globally to fundraise with dōTERRA, raising an additional \$2.5 million to ensure the hospital's continued operational excellence and provide its medical staff's salaries in perpetuity.



Scan to learn more about how dōTERRA supports the Sanaag Specialty Hospital



# Sustainability



# Sustainability

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*dōTERRA translates as “gift of the earth” from Latin, and since day one, we have taken care to act as stewards—protecting the earth’s precious resources. If we cannot source an essential oil sustainably, we simply do not source it at all. We know that our commitment to sustainable sourcing and environmental stewardship are two primary reasons our customers both love and trust us.*


Over the past three years, dōTERRA has made a concentrated effort to pivot from air to ocean freight. Airfreight volume has decreased by 19%, while ocean freight volume has increased by 130%. By consciously pushing more volume via ocean travel, we have significantly reduced our carbon emissions.

In 2021, dōTERRA also overhauled our shipping materials to increase the use of recycled materials and remove single-use plastics.




# Sustainability Efforts

## In the last 18 months




New carton design decreased corrugate by **60%** (saving 26 million square feet corrugate)



Saved enough energy to run an average American home for **126** years

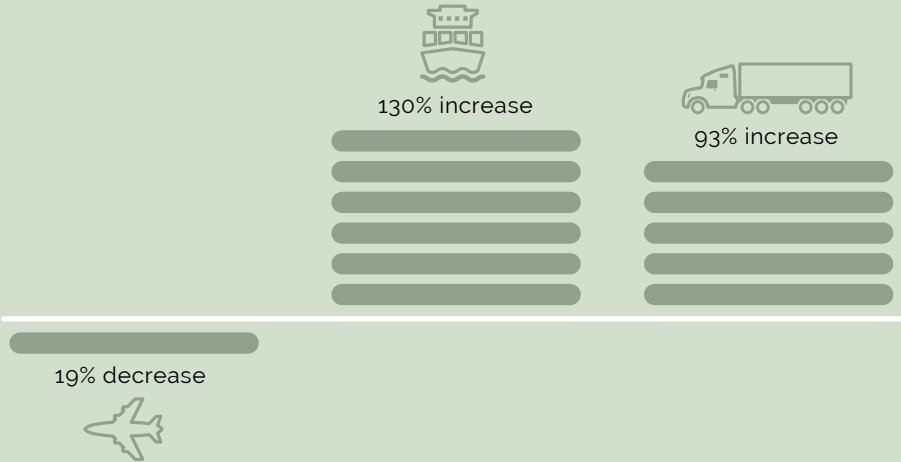


Used 2.6 million pounds of recycled paper void fill per year, saving **283,000** pounds of plastic void fill per year



Saved **978** trees by not using 8 x 11 packing slips

In the last three years, our overall volume of shipments increased by 75% to support our rapidly expanding international business. Despite this growth, we drastically optimized our international shipments towards ocean and ground transportation, to further reduce our carbon footprint.



## 2021 Transportation Volume (by weight)



In 2021, we successfully reduced our total volume of international shipments sent by air to 17%, its lowest level since dōTERRA expanded outside of the United States.



All of these changes have significantly reduced our carbon emissions, and we are committed to making more progress in this area each year. **Our goal by 2030 is carbon neutrality.**

# Impact Story

CASE STUDY  
dōTERRA abōde

*At dōTERRA, we have an unwavering commitment to sustainability and are proud to stand behind our new line of home care and cleaning products. The intention behind dōTERRA abōde is two-fold: a healthy home and a healthy planet—and we have diligently incorporated this approach into formulas and packaging. The abōde line was created with sustainability in mind and reflects our commitment to remove plastic from our supply chain, reduce our carbon footprint, and find innovative solutions to challenging environmental questions.*





## Safe, Nontoxic Formulas

Our dōTERRA abode line features a line of pure, natural, and nontoxic cleaning products to safeguard homes, with concentrated formulas that are both simple and effective. The abode® family includes a multipurpose surface cleaner, liquid dish soap, dishwasher and laundry pods, and a combination of handwash and lotion. Each of these products feature dōTERRA CPTG Certified Pure Tested Grade® essential oils.

A growing body of research indicates that exposure to synthetic cleaning products can be harmful. But a clean home is not reliant on harsh chemicals. Accordingly, the abode line is free from harmful chemicals and toxins such as parabens, formaldehyde, PEGs, dyes, synthetic fragrances,

and plastic fillers such as silicones and petroleum-derived ingredients.

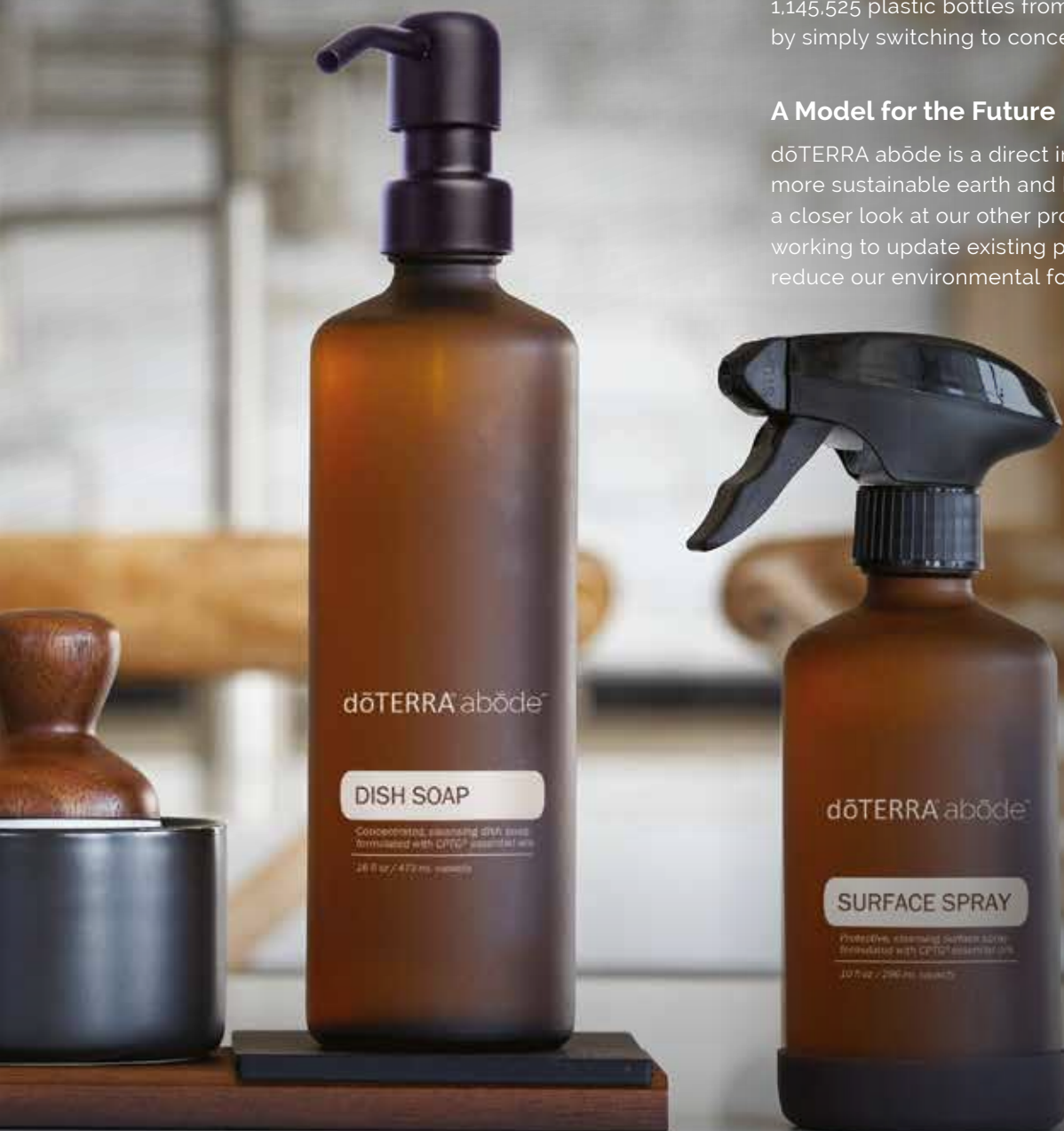
## Eco-Conscious Packaging and Distribution

When creating dōTERRA abode, we took a close look at our formulas and our packaging. By choosing glass, aluminum, and post-recycled materials, we significantly reduced our use of single-use plastics. Additionally, the abode line utilizes a refill model, with glass dispenser bottles that can be reused again and again.

There are also large opportunities to minimize packaging and unnecessary shipments. We opted for concentrates where possible to reduce packaging and shipping size and avoid transporting water. This next year, we anticipate removing 1,145,525 plastic bottles from our supply chain by simply switching to concentrated handwash.

## A Model for the Future

dōTERRA abode is a direct investment in creating a more sustainable earth and has prompted us to take a closer look at our other products. We are actively working to update existing products to further reduce our environmental footprint.



# Impact Story

CASE STUDY

Cork Manufacturing Facility



## Announcing Our European Manufacturing Headquarters in Cork, Ireland

*dōTERRA is a complex and dynamic company, with customers in 86 countries and essential oils sourced from 47. As the world leader in the global aromatherapy and essential oils market, we are committed to being a leader in reducing our overall carbon footprint.*



Thanks to the Cork headquarters, we reduced the carbon emissions of our shipments by 2,064 metric tons in 2021 and reduced shipping times from the United States to Europe by 45 to 90 days.



In order to improve both our efficiency and environmental impact, we opened the dōTERRA European Manufacturing Headquarters in October 2020. The 95,000-square-foot facility in Cork, Ireland, includes a warehouse for shipping and receiving, as well as a fully functional laboratory to test essential oils. Similar to the main manufacturing facility in Pleasant Grove, Utah, essential oils from our direct sources around the world are received and quality-control tested before they are packaged and shipped

to fulfillment centers. The Cork facility manufactures and distributes products to the European market and will increase capacity for additional markets, including the Middle East and Africa.

In 2021, the facility produced 3.8 million bottles of 96 different essential oils—including Peppermint, Lavender, Wild Orange, Eucalyptus, and Rosemary. The facility added 20 additional jobs and has a total of 45 employees.

# Impact Story

CASE STUDY

**Kealakekua Mountain Reserve, Hawai'i**

*'Iliahi, or Hawaiian sandalwood, has been overharvested for hundreds of years. This overharvesting, combined with the overgrazing of native forests, has prevented the regrowth of these and other endemic trees. As dōTERRA grew, we realized that if we wanted to continue offering Hawaiian Sandalwood essential oil in a sustainable way, we needed to do it ourselves. In 2018, we developed the Kealakekua Mountain Reserve (KMR) as a wholly-owned subsidiary of dōTERRA.*



This almost 10,000-acre reserve on the Island of Hawai'i was established to conserve and protect the native forest and undertake an ambitious reforestation effort to rebuild and regenerate this delicate ecosystem.

## Prioritizing Conservation

Utilized as a cattle ranch since the 1800s, the uplands of Kealakekua are now a 9,627-acre reserve, protected by a conservation easement. dōTERRA, through the Kealakekua Mountain Reserve (KMR), actively works with the Hawai'i Department of Land and Natural Resources (DLNR) Division of Forestry

and Wildlife to ensure the conservation values of the land are preserved and protected.

An 'iliahi tree can grow to over 30 feet tall and be connected to many other trees and plants, together supporting its healthy development. It is a hemiparasitic plant, meaning that it can produce some of its own carbon through photosynthesis, but it needs a host for some of its nutritional needs. It gains these by connecting to the roots of other plants to receive water and other essential nutrients. Because of this, reforestation efforts at KMR include 'iliahi and various native Hawaiian trees, such as koa, a'ali'i, and hoawa that also serve as hosts for 'iliahi.

On the reserve, only dead or damaged trees are collected for essential oil production, allowing healthy 'iliahi trees to grow to full maturity. And for every tree that is sustainably harvested, we are planting 120 more.

**Sandalwood essential oil can be extracted from all parts of the tree, with the highest concentrations found in the heartwood. Once harvested, wood is chipped and steamed to extract the essential oil. The distillery completed in 2021 produced 421 kilograms of essential oil. Production is expected to reach over 650 kilograms in 2022.**

## Supporting Groundbreaking Research

KMR is also involved in research efforts conducted by the Tropical Hardwood Tree and Reiteration Center—a partnership between Purdue University and the University of Hawai'i. Currently, a PhD

candidate living on-site at KMR is conducting three studies related to 'iliahi—some of which are the first of their kind.

## Supporting Community Initiatives with Hiki Ola

Working closely with dōTERRA and the Kealakekua Mountain Reserve, Hiki Ola is a nonprofit organization dedicated to native Hawaiian forest engagement and education. dōTERRA is proud to support community initiatives by both partnering with and learning from local leaders, including Director Keli'ikanoe Mahi.

Hiki Ola currently leases 115 acres on KMR to run environmental and cultural educational programming with public schools within three miles of KMR. Hiki Ola primarily works with students from lower socioeconomic backgrounds to provide stewardship and educational opportunities, career exploration, and increased accessibility to the large private mountain landscape and reserve. The Hiki Ola program includes field trips to KMR, seedling and planting projects, and virtual class activities focused on conservation and land management.



## The Barton Family's Experience

As volunteers at KMR, the Barton 'ohana enjoys having the opportunity to expose their children to stewardship and service on the mountain reserve. The Bartons have participated in many initiatives, including Hiki Ola, A Hu Nui, and a three-day youth gathering to increase outdoor opportunities during remote learning restrictions.



"One of the things that makes this place so special is the people that work here. They teach us about the plants and the things that we're doing so we can learn as well as serve. We have done everything from taking seeds out of pods and repotting growing trees to cleaning and planting out in the forest. Each time we go, the time just flies by as we spend it laughing, telling stories, and sharing in the work of nature. We are so grateful to be a part of this wonderful place here on our island we call home."—Vaina Barton



## Future Impact

Since KMR was acquired in 2018, it has become one of the largest native tree nurseries in the state, and dōTERRA was awarded a 2021 [SEAL Environmental Initiatives Award](#) for its reforestation work there. With over 1,000 acres of replanted land in just three years, we plan to exceed 1,500 acres in 2022. Growing at scale means supplying native tree seedlings that otherwise wouldn't be available for additional restoration work. This year, we also expect to grow 200,000 seedlings on the reserve for both KMR and landscape restoration across the state.

In partnership with Hiki Ola, we have also been awarded a United States Department of Agriculture (USDA) grant to provide assistance for socially disadvantaged and underserved farmers to better access the federal farm bill. Farmers primarily come from native Hawaiian and Pacific Islander communities, and we will provide awareness, application support, and additional resources to source federal funds. We aim to provide education to more than 200 farmers and are looking forward to assisting with a number of applications.

We also aim to provide primary leadership in developing a carbon crediting program, so smaller landowners contributing to forest restoration work can have access to carbon markets. In 2021, we focused efforts on developing a program, identifying potential landowners to work with, and researching potential barriers for entry and participation.

**"Producing 'iliahi first requires a commitment to restore the natural habitat that previously existed on this land, and to do so in a way that reveres the remarkable host culture of the Hawaiian islands. dōTERRA and our partners have embarked on the largest reforestation effort in the State of Hawaii, which will help 'iliahi and other native Hawaiian species thrive here once more."**—  
*Greg Hendrickson, KMR General Manager*

## 2030 Goal



**Plant over 1 million trees by 2030 to help restore native forests in Hawai'i**



# Science





# Science

*dōTERRA takes great pride in supporting the health and well-being of millions through our pure products and pure business practices. We are committed to advancing the field of holistic health and providing life-saving healthcare in overlooked regions. We are proud of the role we play in increasing access to healthcare and related resources, and this is the type of transformative leader we strive to be every day.*

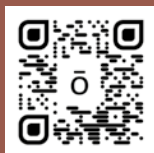
We choose to source nature's most powerful essences differently and set the standard for the rest of the health and wellness industry.

**"80% of essential oils sold in retail or through online shopping sites are adulterated in some way."**—Dr. Prabodh Satyal

Consumers trust that they can apply essential oils externally and internally, yet far too many companies adulterate their products with chemical compounds that are of synthetic origin or unlabeled sources. Other forms of adulteration cut the essential oils with fillers that decrease their efficacy. Ultimately, when an essential oil is adulterated or contaminated, it becomes less effective and can even be dangerous.

Purity is the first priority when sourcing dōTERRA® essential oils. Not all essential oil companies choose to enforce high testing standards for their products. In fact, many companies skip vital steps in the testing process in order to save money or time.

Scan to read more about the dōTERRA Certified Pure Tested Grade protocol



To ensure that each bottle of essential oil is pure and free from contaminants or synthetic fillers, dōTERRA is proud to have created the CPTG Certified Pure Tested Grade® protocol. This quality testing process includes eight main steps to guarantee that dōTERRA essential oils are pure, unadulterated, and safe for use. The CPTG® process includes rigorous examination of every batch of essential oil, along with third-party testing to guarantee transparency.

dōTERRA begins the CPTG testing process shortly after distillation, when each essential oil is reviewed for its chemical composition. The dōTERRA production facility carries out a second round of testing to ensure that the essential oils distilled and tested during the first round are the same ones that arrived at our facility. A third review of the chemistry of the essential oils is conducted as they are packaged into the bottles before they are shipped out to consumers.

**In 2021, dōTERRA invested in new, state-of-the-art equipment for the dōTERRA science lab. We now have a triple quad GC/MS, allowing us to see even the most microscopic contaminants.**

**CPTG TESTING REGIMENT**

- Organoleptic testing
- Microbial testing
- Gas chromatography
- Mass spectrometry
- Fourier-transform infrared spectroscopy (FTIR)
- Chirality testing
- Isotopic analysis
- Heavy metal testing

**Radical Transparency**

dōTERRA is so confident in the purity of its essential oils that we transparently print a unique quality ID on each single oil bottle to allow consumers to view the contents' GC/MS test results from an independent, verified third-party lab.

**Potency**

dōTERRA essential oil quality starts long before the seeds are planted. We partner with experienced farmers who receive additional training, which allows for proper preparation of the soil, seed selection, and other technical support. dōTERRA and our sourcing partners often provide prepayments to farmers so they are equipped to grow and harvest at optimal times with the right inputs for essential oil quality. Harvesters will not be rushed to harvest prematurely for payment. dōTERRA collaborates with farmers and distillers every step of the way, ensuring that we are getting the best quality of essential oil.

**Cutting-Edge Research and Partnerships**

The dōTERRA team of expert scientists and research partners has revolutionized the essential oil industry through state-of-the-art testing and unrelenting innovation.

The committed scientists at dōTERRA continue to push the boundaries of rigor in essential oil testing. They are responsible for breakthroughs in sourcing, evolving models of use, and state-of-the-art testing procedures. dōTERRA has pushed aromatherapy tradition into the twenty-first century and remains the unmatched industry leader in innovation.

**Detecting adulteration in essential oils is notoriously difficult. Sophisticated chemists are able to hide evidence of adulteration, making it almost undetectable on a normal GC/MS run by a regular analytics lab. Spotting the synthetic chemical compounds requires a thorough understanding of which biomarkers should be in each essential oil at what levels, and which synthetic markers should not be in the essential oil at any level. It takes decades of experience, plus an extensive essential oil library and database, for a scientist to accurately detect sophisticated adulteration in a given product. dōTERRA is the only company in the essential oil industry doing research at this level of complexity and consistency.**



dōTERRA employs more than 30 scientists and...



boasts 2,200 square feet in cutting-edge laboratory space.



Along with an impressive staff that oversees the day-to-day testing of dōTERRA essential oils, dōTERRA has assembled the industry's most distinguished group of advisors.

Our unrivaled scientific experts and advisors include the world's foremost authorities in essential oil chemistry, botany, microbiology, physiology, research science, nutritional science, and nutraceuticals.

The dōTERRA mission hinges on discovering and developing the world's highest-quality essential oils, and we stay at the forefront of scientific advances by partnering with academic, industrial, and scientific institutions.

- + The United Natural Products Alliance (UNPA) is an international association representing more than 100 best-in-class natural products; dietary supplements; functional food; and scientific, technological, and related service companies that share a commitment to provide consumers with natural health products of superior quality, benefit, and reliability.
- + The Sustainable Herbs Program (SHP) was created to support high-quality herbal remedies, sustainable and ethical sourcing, and greater transparency in the industry.

- + The Council for Responsible Nutrition (CRN)—founded in 1973 and based in Washington, DC—is the leading trade association representing dietary supplement and functional food manufacturers and ingredient suppliers.
- + Pyrenewances is a state-of-the-art laboratory that utilizes a variety of methods to detect adulteration and confirm the purity of essential oils.

### Medical Partnerships

dōTERRA is at the forefront of essential oil science, collaborating with many of the top universities and independent facilities in the world. Our dedication to working with modern healthcare has led to growing partnerships with world-renowned medical facilities. These facilities use dōTERRA essential oils every day to improve outcomes for patients and work environments, while also helping dōTERRA to discover more effective and safe uses for essential oils as complements to modern medicine.

## University Partnerships

dōTERRA supports many clinics and universities that approach us with study proposals in the field of essential oil and related natural product research. Founding Executive Dr. David Hill and his team manage 113 relationships with leading research universities, clinical structures, and hospitals around the world.

Scan to meet the  
dōTERRA Medical  
Advisory Board



## Medical Advisory Board

dōTERRA has assembled a Medical Advisory Board of top experts in fields ranging from dentistry to

orthopedic surgery. dōTERRA works directly with these healthcare professionals and the larger medical community to develop and advance the use of essential oils in clinical environments.

## Providing Healthcare to Those in Need

When dōTERRA looks for sourcing partnerships, we deliberately choose locations where we can obtain the highest-quality essential oils, while also focusing on improving the individual, social, economic, and environmental well-being of the people in surrounding communities.

Accessing basic healthcare resources can be a challenge for many. From building medical clinics in remote locations across the globe to increasing access to physical and mental health resources in developing countries, we are dedicated to serving both foreign and domestic communities in need.





# Impact Story

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CASE STUDY

dōTERRA Essential Oil  
Research Campaign

*Dr. Russell J. Osguthorpe, MD, was initially dismissive of the integrative practices his patients used, including use of essential oils. “When I was considering joining dōTERRA,” he said, “I read through hundreds of research articles and found clinical trials that completely changed my mind on how essential oils can affect someone’s health.”*

**As the chief medical officer for dōTERRA, Dr. Osguthorpe’s driving passion is to validate the use of essential oils through careful research.**

Because of the work dōTERRA has done over the past 14 years, in 2021 we were able to launch a multi-year campaign with top-tier research institutions. Our early findings have been significant.

### A Duplicatable Scientific Strategy

Research institutions are demonstrating the superiority of dōTERRA essential oils and validating their use in clinical settings. These initial studies assessed Lavender’s purity, consistency, and potency and established the research methodology that will be applied to additional dōTERRA essential oils moving forward.

### Purity

Research from the peer-reviewed and published *Journal of Pharmaceutical and Biomedical Analysis*<sup>10</sup> shows that two-thirds of the lavender oils on the market are contaminated and of inferior quality.

Meanwhile, the study recognizes dōTERRA Lavender essential oil as the highest quality—the gold standard against which all other lavender oils are measured.

### Consistency

dōTERRA Lavender essential oil is consistent across multiple batches and over multiple years. The same study from the *Journal of Pharmaceutical and Biomedical Analysis* reveals that the main chemical compounds found in Lavender were highly consistent over multiple batches and multiple years.

<sup>10</sup>Mei Wang, Jianping Zhao, Zulfiqar Ali, Cristina Avonto, Ikhlas A. Khan. A novel approach for lavender essential oil authentication and quality assessment. *Journal of Pharmaceutical and Biomedical Analysis*. Volume 199, 2021, 114050, ISSN 0731-7085

### Potency

The foundation for potency is consistency and purity. Because dōTERRA Lavender is consistent across batches year to year and has a high level of purity, it’s better absorbed than synthetic counterparts currently on the market. In a study with Prime Meridian Health and the National Center for Natural Products Research, it was shown that dōTERRA’s Lavender essential oil reaches levels in the body nearly twice that of synthetics.

The consistency of dōTERRA essential oils also means that our Wellness Advocates and consumers can rely on the same dose every time they use our Lavender essential oil.

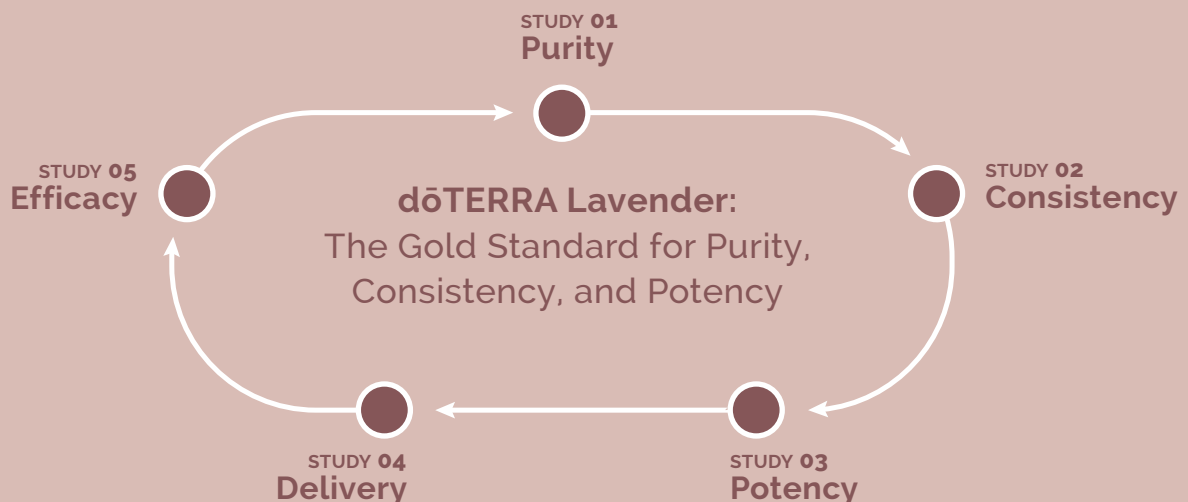
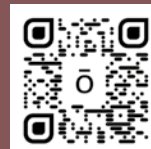
### Trusted by Researchers and Consumers Alike

The research demonstrates that the consistency of key chemical compounds in dōTERRA Lavender essential oil is similar to the consistency of ingredients in mass-produced health-related products. That consistency is key to delivering predictable, reliable results important to consumers and researchers alike.

### More Revolutionary Research to Come

The proven purity, consistency, and potency of dōTERRA are paving the way for our next phases of research and product innovation.

Scan to learn more about ongoing dōTERRA research findings



# Triple *Our Impact* by 2030

Join us! Together we can triple our impact by 2030 and continue to help the world heal, one drop, one person, one community at a time. These are dōTERRA's Impact Goals for the year 2030.



**1.2 million people empowered** with sourcing jobs

+

**3 million lives supported** by sourcing jobs

+

**5.8 million lives improved** through social impact projects

=

**10 million total lives improved**



With our support, ensure that **95% of our 270 partner supply chains** have achieved **Silver** or higher, **55% reach Gold**, and **35% reach Diamond** level on the Cō-Impact Sourcing Scorecard by 2030.



By 2030, consistently improve the lives of **more than 1 million people** via the Match Program and **donate \$3 million annually** to **prevent** human trafficking, **rescue** victims from exploitation and victimization, and **restore** dignity for survivors.



**Our goal by 2030 is carbon neutrality.** Along with a comprehensive plan to **reduce carbon emissions**, we will plant **more than 1 million trees** at Kealakekua Mountain Reserve, Hawai'i by 2030.



**dōTERRA**<sup>®</sup>  
pursue what's **pure**<sup>®</sup>

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