

# dōTERRA Earnings Claim Guide



When dōTERRA started, our goal was to get an oil in every home. This remains our goal. dōTERRA remains the leader in essential oils and owes its success to our awesome Wellness Advocates who continue to help us grow. Many Wellness Advocates join dōTERRA to simply enjoy dōTERRA products while others participate in the dōTERRA business opportunity. For those Wellness Advocates that talk about the business opportunity, it is important to understand rules to follow regarding claims about the potential financial benefits of distributing dōTERRA products. For these purposes, we will generally describe these kinds of claims as “earning claims.” If an earnings claim is made, it is important to remember (1) you must have a reasonable basis for the claim at the time the claim is made; and (2) you should have documentation that shows the claim is true at the time you made the claim. To help you in your journey, following are some Do’s and Don’ts, frequently asked questions, and examples.

## Do’s

- Lead with dōTERRA products as opposed to the business opportunity
- Reference dōTERRA Opportunity and Earnings Disclosure when presenting or discussing dōTERRA business opportunity
- Talk about dōTERRA business opportunity with truthful statements and be able to substantiate your claim
- When talking about earnings, remember to account for expenses when discussing your earnings
- Consider words, images, and context to assess the overall takeaway message
- Include relevant limitations and qualifying information in an earnings claim

## Don’ts

- Don’t promise income or minimize work involved
- Don’t make written or visual lavish lifestyle claims
- Don’t make misleading statements
- Don’t minimize the dōTERRA Opportunity and Earnings Disclosure
- Don’t make extraordinary earnings claims

When promoting dōTERRA with an earnings claims, quickly ask yourself:

1. Are the statements made truthful and do I have evidence to substantiate?
2. Are the statements typical for most Wellness Advocates?
3. Do I provide an appropriate disclaimer and reference the dōTERRA Opportunity and Earnings Disclosure for more information?

If the answer is yes to all, then you are doing a great job.

## Do's



“Since I started my dōTERRA business 5 years ago, I have worked consistently putting time, commitment, and effort. I have used my best strategic business skills and gone out of my comfort zone to find others who are working alongside me in this. It wasn't easy and it took time. I know not everyone in this business is successful, but I just reached the rank of Diamond and dōTERRA is now my full-time job. I love that I get to do something I'm passionate about on my own schedule. Message me to learn more about dōTERRA's robust compensation plan. See dōTERRA Opportunity and Earnings Disclosure.”



“Finding success in dōTERRA, join me! See dōTERRA Opportunity Disclosure”



“So happy for this business opportunity. #dōTERRA, #potential, See dōTERRA Opportunity Disclosure”

## Don'ts



“My dōTERRA business retired my husband from his 6-figure job to be home full time with all of us. We love having all the time freedom and financial freedom to raise our kids together. #neverworkagain”



“Who else cleaned-up this week? So glad my dōTERRA earnings paid for everything this week!”

## Q&As

Following are some frequently asked questions that provide additional guidance:

### **What is an earning claim?**

A claim that expresses a range of actual or potential earnings, income, or profits, that may be earned by a Wellness Advocate. Remember, pictures (e.g. expensive car or home), charts, hastags (#cantpaymybills, #unemployed) or phrases (e.g. “replacement income”, “quit your job”, “be set for life”) may be an earnings claims if they portray a certain level of earnings—even if a monetary earning range is not expressly stated.

### **What substantiation is needed?**

An earning claim should be supported with documentation that the earning communicated in the claim is accurate as to the individual or individuals depicted in the claim. The claim should be always be truthful and non-misleading.

### **When do I need to use the dōTERRA Opportunity and Earnings Disclosure?**

If you make an earnings claim, the dōTERRA Opportunity and Earnings Disclosure should be used. Additionally, if your earnings claim is extraordinary, please do not make the earnings claim.

### **What is the link to the dōTERRA Opportunity and Earnings Disclosure:**

<https://media.doterra.com/us/en/flyers/opportunity-and-earnings-disclosure-summary.pdf>

### **Where do I place the dōTERRA Opportunity and Earnings Disclosure?**

The citation to the dōTERRA Opportunity and Earnings Disclosure should be clear and conspicuous and located near the earnings claim. The visibility and reference to the dōTERRA Opportunity and Earnings Disclosure should be clear and presented in a manner that a person sees it.

### **Can I hyperlink to the dōTERRA Opportunity and Earnings Disclosure?**

Yes, but a hyperlink should also be accompanied by qualifying language to ensure that the net impression is of the claim is truthful and not misleading. The hyperlink should be also be obvious, appropriately named, located near the claim, and link the potential customer directly to dōTERRA Opportunity and Earnings Disclosure.

### **What if I can't make an appropriate disclosure due to space limitation in social media?**

A claim requiring a disclosure statement should not be made on the social media platform.