

dōTERRA® | 2019
International
YEAR IN REVIEW

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



Brazil | Wild Orange

dōTERRA® Introduction

dōTERRA is an integrative health and wellness company known throughout the world as the trusted leader in essential oils. Since our founding in 2008, we have sourced, tested, manufactured, and distributed CPTG Certified Pure Therapeutic Grade® essential oils and essential oil products through sustainable sourcing practices. With a vision to change the world one drop, one person, one community at a time, dōTERRA adheres to strict Cō-Impact Sourcing® guidelines where long-term, mutually beneficial supplier partnerships create stronger local economies and a healthier, stable supply chain. Today, we source over 100 essential oils from more than 40 countries. The dōTERRA Healing Hands Foundation® offers resources and tools to global sourcing communities and charitable organizations for self-reliance, healthcare, education, sanitation, and the fight against human trafficking. We hope you'll enjoy a look back at our 2019 highlights. 💧

Front cover: *The south of Brazil has an ideal climate for growing citrus fruit. dōTERRA works with small farmers in the area to provide the highest quality citrus essential oils, including Wild Orange.*



Contents

- 2 Introduction
- 4 Letter from the Founders
- 6 New Products
- 8 Science and Research
- 14 Co-Impact Sourcing
- 22 dōTERRA Healing Hands Foundation®
- 30 Prime Meridian
- 32 Market Research
- 33 International Offices
- 34 International Updates
- 42 Events
- 46 Performance Advocates
- 48 Social Media & Influencers
- 50 Education
- 52 Corporate Caring and Partnerships
- 58 Corporate Stats
- 59 Pursue What's Pure 2020



Pursue What's Pure

Over the past few years, we have attempted to capture a singular statement that effectively articulates the mission of dōTERRA. We were looking for a few words that really describe who we are, what we do, and why we do it. Earlier this year, we landed on something that we feel is very special—three simple words with profound meaning that speak to the heart of what dōTERRA is all about: **Pursue What's Pure.**

dōTERRA is more than just an essential oils company. Our mission is to empower through purity. From how we source our products to how we interact with others, everything we do is designed to empower someone. We empower farmers to flourish. We empower entrepreneurs to reach financial goals. We empower healing and hope. We have done this from the beginning through our relentless pursuit of pure essential oils

through pure business practices, pure intentions, and the pure love of humanity.

The pursuit of purity requires more than just conviction. It means doing what's right, even when what's right seems insurmountable. So, let's pursue together. Let's pursue healthier families and happier communities. Let's pursue being the difference that makes all the difference. Because when the pure gifts of the earth are paired with the pure love of each other, there is no telling what we can achieve.

Sincerely,

The dōTERRA Founders



New Products

Peppermint Softgels

The dōTERRA Peppermint Softgels encapsulate CPTG® essential oil in an enteric coated softgel to provide digestive relief to the lower intestines, thereby improving overall digestive health and ultimately whole body wellness.*



Turmeric Dual Chamber Capsules

dōTERRA is the first to combine CPTG Turmeric essential oil and Turmeric extract in a dual chamber capsule, creating a uniquely powerful synergy of tumerones and curcuminoids, in order to maximize the effectiveness and benefits of both compounds for a healthy inflammatory response.*



Lemon Eucalyptus

Lemon Eucalyptus is derived from a lemon-scented blue gum eucalypti plant. High in citronellal and citronellol, this oil is ideal for surface and skin cleansing.

Adaptiv™ Touch

Adaptiv Touch Calming Blend is an on-the-go solution to life's stressful moments. Feelings of restlessness, being wound-up, or on edge happen to everyone from time to time, adapt and center with the help of the Adaptiv Touch Calming Blend.



Adaptiv Calming Blend

Adaptiv Calming Blend is perfect for life's most stressful moments. Useful when a big meeting is coming up, or for other important events, Adaptiv Calming Blend compliments a centered and calm environment.

Adaptiv Calming Blend Capsules

dōTERRA® Adaptiv Calming Blend Capsules combine the soothing benefits of specifically selected CPTG essential oils with clinically studied botanicals. A supportive and relaxing formula, this proprietary blend of ingredients helps empower and encourage when adapting to stressful situations or acclimating to new surroundings.*

Black Spruce

A powerful wood essential oil, Black Spruce is known to create a relaxing atmosphere. Diffuse Black Spruce or apply to the back of the neck throughout the day to create an environment of harmony and balance.



Tamer™ Digestive Blend

Tamer Digestive Blend is a synergistic blend of oils known for their ability to ease the effects of motion sickness and stomach upset when inhaled or applied topically. Tamer, part of the doTERRA Kids Collection, is ideal for both children and adults.

Yarrow|Pom Body Renewal Serum

This luxuriously silky serum is packed with powerful bioactive compounds and skin-protecting proteins that promote the appearance of firmer, smoother, younger-looking skin.



Yarrow|Pom Cellular Beauty Complex

The Yarrow|Pom Cellular Beauty Complex combines clinically studied extracts and a powerful blend of CPTG essential oils to provide powerful antioxidant support for healthy, luminous skin with an irresistible glow from the inside out.*



Celery Seed

Celery Seed essential oil improves digestion when taken internally.* It creates a calming, relaxing and positive environment while providing cooling and soothing effects.

Citronella

Citronella is a known powerful insect repellent and an ideal companion during outdoor activities. It is soothing to the skin and creates an uplifting atmosphere.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Science & Research

PHARMACOKINETICS

What is it?

Derived from the Greek words pharmakon (drug) and kinetikos (to move or put into motion), pharmacokinetics is the study of what happens to a substance after entering a living organism. It can be divided into four steps:

- **Absorption:** process of entering the blood stream
- **Distribution:** dissemination throughout the body's fluids and tissues
- **Metabolism:** transformation within the body and resulting byproducts
- **Excretion:** removal or accumulation within the body

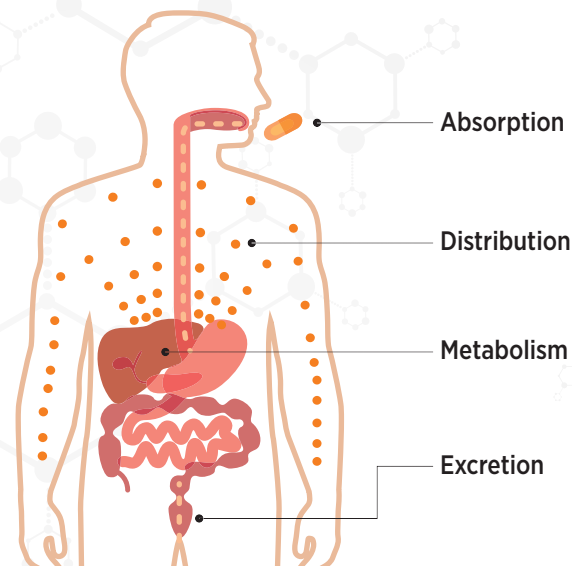
Why does it matter?

There's a vast amount of data to support guidelines for essential oil safety, but more information is needed to determine the precise amounts necessary to produce the best results. With pharmacokinetic research, dōTERRA is paving a future where essential oils, and the beneficial properties they possess, are acknowledged not just by the people who use them, but also by health and medical communities alike.



How are we doing it?

dōTERRA's scientific research team is investigating the effects of essential oils within the body. We measure the serum peak concentration, half-life determination, and bioavailability over a 24 to 72 hour period. This research will ultimately help us determine an optimal dosing plan based on the essential oil's chemistry.



PROTEOMICS

What is it?

Proteomics is the study of proteins and how they interact with the environment. It has become fundamental to our understanding of how essential oils affect the human body.

Why does it matter?

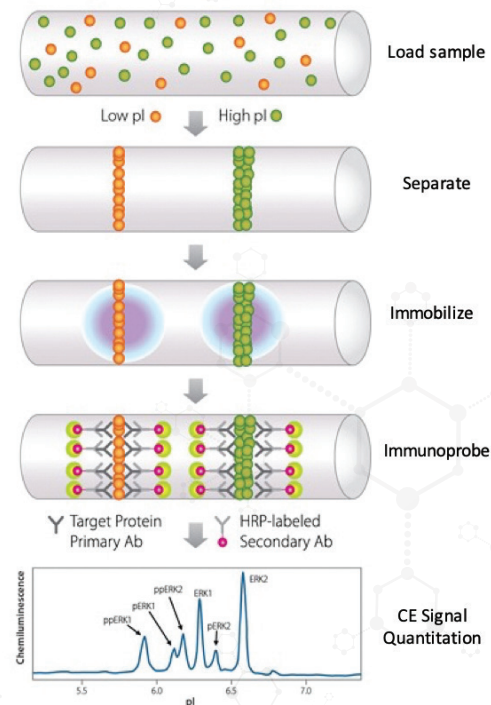
Like everything else introduced into our bodies, essential oils have biological activity. We can analyze this activity to determine an oil's effect on specific protein pathways. This has proven to be an incredibly effective method for identifying possible adulteration of oils.

How are we doing it?

Along with our research partners, we are utilizing a cutting-edge technique called Nanofluidic Protein Post-Translational Modification (PTM) Profiling. A pure oil will react much differently in a protein pathway than its adulterated counterpart. The biochemical fingerprint of dōTERRA's oils are different because they are CPTG Certified Pure Therapeutic Grade.

What are we discovering?

We are utilizing proteomic research methods to study the relationship between the quality of an essential oil and its performance in the body. We are beginning to understand that, because of their purity and quality, dōTERRA essential oils have unique biological activity compared to other essential oils on the market.



CLINICAL RESEARCH

What is it?

dōTERRA has an entire department solely devoted to conducting research specifically related to how our products affect the human organism in a real world environment.

Why does it matter?

Clinical trials are the gold standard in scientific investigation because they are conducted on human beings. These studies help dōTERRA understand how essential oils behave, as well as safety parameters and best usage practices.

What are we accomplishing?

dōTERRA has published several clinical trials, with more underway. Additionally, we have many partnerships with healthcare facilities, universities, and other research organizations. Through these efforts, we are moving essential oil research forward and gaining a greater understanding of these amazing gifts of the earth.

How are we doing it?

1 **Conceptualization**
⌚ 0-3 Months

2 **Internal Approval**
⌚ 1 Week

3 **Document Prep**
⌚ 1-2 Weeks

CLINICAL RESEARCH PROCESS



Publication

4 **External Approval with the IRB**
⌚ 6-8 Weeks

7 **Data Analysis**
⌚ 6-12 Months

6 **Clinical Trial**
⌚ 1-12 Months

5 **Recruitment**
⌚ 1-2 Weeks

dōTERRA ADAPTIV CALMING BLEND AROMATIC CLINICAL TRIAL

What is it?

An in-house clinical research study by dōTERRA scientists to assess the effects of the Adaptiv Calming Blend in an induced-stress situation.

How did we do it?

Participants in the study, 60 in all, were brought into one of two rooms and given a test consisting of math and English questions. Both rooms had a diffuser running—one room with Adaptive and one without. The purpose of this test was to induce stress in the participants; this way, dōTERRA researchers could measure the stress differences between those in the

room diffusing Adaptiv and those in the room diffusing water. In addition, participants reported their perceived stress levels after the test was finished.

Why does it matter?

Everyone encounters acutely stressful situations, such as tests, and this study will help us understand how the Adaptiv Calming Blend might help in these situations. While some of the components of Adaptiv have been studied individually for their stress-relieving benefits, this study was the first to examine the amazing effects of the oils harnessed in one blend.



ADAPTIV™ CALMING BLEND CAPSULES CLINICAL TRIAL

What is it?

An in-house clinical study by dōTERRA scientists to determine the effects of the Adaptiv Calming Blend Capsules on stress, day-to-day nervousness, and mental well-being.

How did we do it?

Seventy-nine participants were asked to take the Adaptiv Calming Blend Capsules or a placebo twice daily for four weeks straight. Once per week, they submitted two surveys which asked each participant about their overall stress and well-being. The dōTERRA Clinical Research team then used the results to assess the effects of the supplement on these parameters.

Why does it matter?

While each component of the Adaptiv Calming Blend Capsules have been studied individually, this clinical research study is the first to examine them blended into one capsule. This study will shed light on how the Adaptiv Capsules might benefit people dealing with everyday stressors.

Adaptiv Calming Blend Capsules Clinical Trial by the Numbers:

4	weeks of data collection
79	participants enrolled in the study
500	hours dedicated to designing, implementing, and analyzing this study
632	surveys collected
3,950	dollars of dōTERRA product given as compensation for participants
5,056	Adaptiv Calming Blend Capsules or placebo capsules administered
10,112	data points collected

CALMING BLEND CAPSULES IN VITRO STUDY

What is it?

dōTERRA continued its groundbreaking research partnership with Roseman University to assess the biological activity of Adaptiv Calming Blend Capsules on a microscopic level.

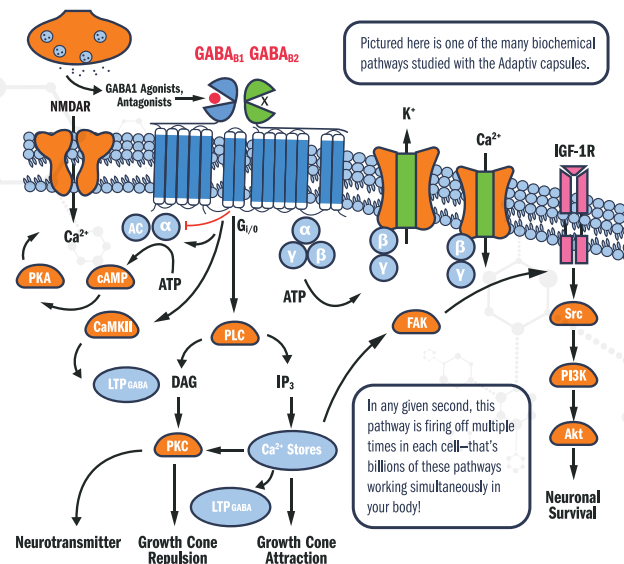
How did we do it?

Using nanofluidic proteomic profiling and molecular characterization techniques, Roseman University scientists tested the whole Adaptiv supplement as well as its individual parts.

Why does it matter?

As we've known for years, the whole is better than the sum of its parts. Roseman's results repeatedly pointed to synergistic effects between the components of the Adaptiv supplement. Even on a microscopic level, Adaptiv lives up to its name by encouraging neuronal adaptation to changing environments.

THE BIOCHEMICAL PATHWAY



Cō-Impact Sourcing®

Cō-Impact Sourcing creates shared value for all stakeholders in the supply chain by being at the source and intentionally implementing environmental stewardship and/or poverty solutions.

dōTERRA
cō·impact
SOURCING®



At the Source

Co-Impact Oil Prerequisite

Traceability

Know the people
and processes



Environmental Stewardship

- Sustainability
- Comply
- Preserve
- Reduce
- Train



Poverty Solutions

- Job Creation / Support
- Fair and On-Time Payments
- Fair Labor Conditions
- Capacity Building
- Community Development



One or Both

At the Source

Traceability

Know the processes throughout the supply chain, including use of traceability tools



People

Know and be able to trace the people involved in the supply chain—farmers, harvesters, distillers and suppliers



Process

Know the origin and method of cultivation, wild-harvesting, transportation and processing to ensure purity and quality

Environmental Stewardship

Sustainability

Ensure longevity of plant ecosystems and efficiency in production methods



Comply

Comply with national and international environmental regulations and guidelines



Preserve

Preserve native biodiversity



Reduce

Reduce carbon footprint



Train

Provide training on sustainability, compliance, preservation and reduction

Poverty Solutions

Job Creation

Create new jobs and/or support existing jobs for smallholder farmers, harvesters and other partners in the supply chain



Fair and On-Time Payments

Provide timely payments based on mutually agreed terms



Fair Labor Conditions

Ensure safe, respectful and healthy working environments



Capacity Building

Facilitate training, information-sharing, cooperatives, distillation innovations



Community Development

Implement social impact community projects funded through dōTERRA Healing Hands Foundation® and other donors



Guiding Principle in Action: Environmental Stewardship

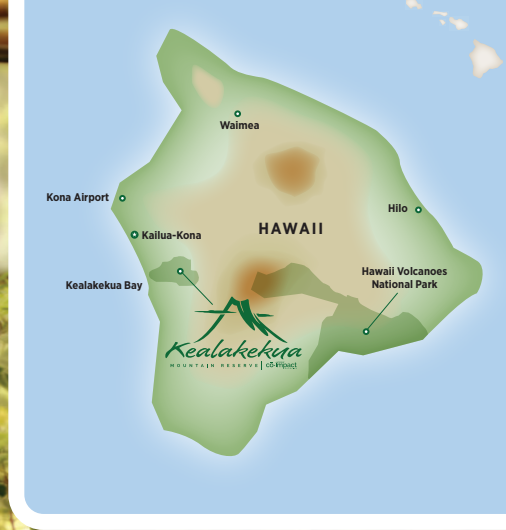
Hawaiian Sandalwood

Near the western coast of the Big Island of Hawaii, the region of Kealakekua has a history that is strongly intertwined with the many unique and endemic plant species of Hawaii, including Sandalwood. Hawaii's native Sandalwood trees have been prized for their beautiful aroma and unique properties for many years, but unfortunately the land and resources have not always been properly managed.

Kealakekua Bay was the first location of extended contact between Hawaiians and foreign explorers. Because of the abundance from both the marine bay and the nearby agriculture in the rich volcanic soil, Kealakekua, which translates to Pathway of the Gods, was a densely populated area and a center for religion and politics. In the early 1800s, shortly after European contact, the Sandalwood trade boomed between China and Hawaii, with King Kamehameha heavily involved in the enterprise. The high revenue generated by the trade caused substantial exploitation of common Hawaiians who were forced to harvest the Sandalwood from the Kealakekua region under extremely difficult conditions. Being mindful of the past and its consequences is very important to dōTERRA and the Hawaiian people. dōTERRA's involvement with the Kealakekua Mountain Reserve is an opportunity to participate in a redefined future for growing native Hawaiian trees, including Sandalwood.



Hawaiian Sandalwood forest



The Kealakekua Mountain Reserve (KMR) was formed to protect many precious native Hawaiian plants, including Sandlawood. KMR is located on over 9,000 acres of an old ranch that was degraded by prior management and experienced little regeneration of new Sandalwood on the property. Prior to the establishment of KMR, a conservation easement was established that dōTERRA is proud to further implement through our conservation efforts, ensuring a promising future for Sandalwood and the ecosystems the trees thrive. The State of Hawaii monitors the easement, including its companion management plan, which outlines forest management practices that KMR must follow to guarantee the prosperity of the forest. The Reserve has now planted over 35,000 Iliahi, Koa, and other native trees in an effort to help restore the native Hawaiian forest landscape on KMR. The goal for 2020 is to plant more than 135,000 trees on 450 acres, which will be the largest native reforestation effort in Hawaii.

dōTERRA believes that we are all stewards of the land and is committed to Conservation, Restoration, Community, and Wise-Use. As we undertake this largescale reforestation initiative, we remain focused on regenerating the native forests for today and future generations.

Native Trees in KMR Nursery

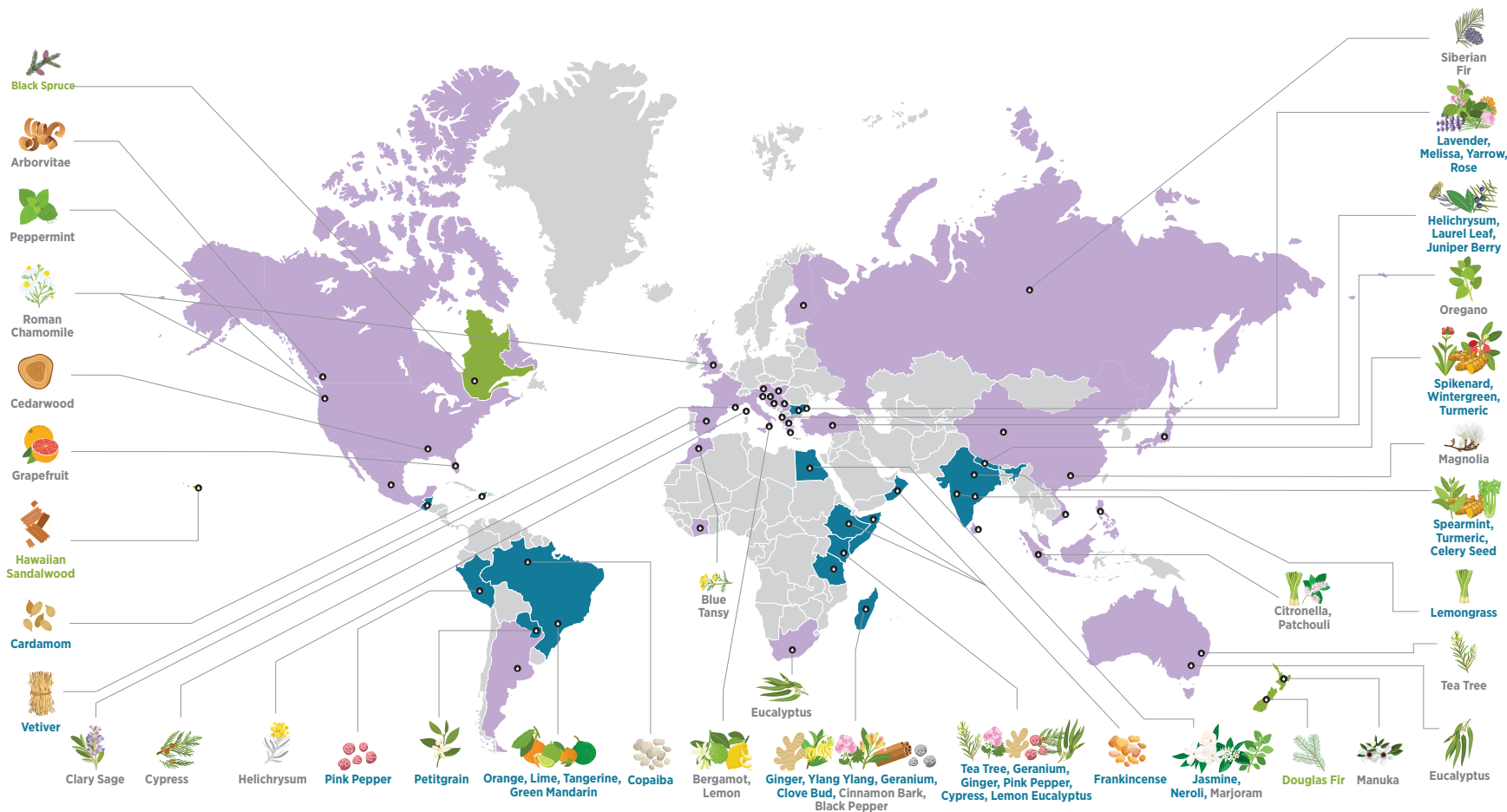


dōTERRA Sourcing



Global
Botanical
Network

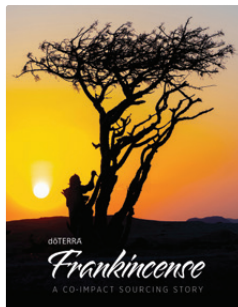
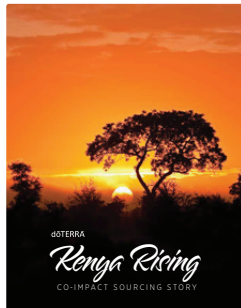
dōTERRA
cō·impact
SOURCING®



Co-Impact Sourced Oil: ● Poverty Solutions ● Environmental Stewardship

In addition to the regions noted, many oils are additionally sourced from various regions of the world.

Cō-Impact Brochures



165,000

Through our sourcing efforts worldwide, dōTERRA has supported over 165,000 jobs.

538,555

These jobs directly and indirectly benefit over 538,555 lives around the world.

1,014,071

Total lives impacted through sourcing and social impact projects.

Guiding Principle in Action: Poverty Solutions



Helichrysum ready for harvest

Albania

According to the World Bank, over the last 30 years, Albania has transformed from one of the poorest countries in Europe to an upper-middle income country. While this is encouraging, the economic growth in Albania has not been equally distributed. Rural areas continue to lag behind urban centers, and vulnerable groups still do not have adequate access to health services, education, social care, and child protection (UNICEF, Albania Annual Report 2018).

The World Bank has identified that access to regional and global markets, along with export and market diversification, can increase equitable economic growth across the country. This is where dōTERRA's sourcing of essential oils produced in rural areas in Albania becomes valuable.



Due to Albania's long, dry summers, Mediterranean climate, and rich soil, Helichrysum grows beautifully on the hills near Tirana, Albania's capital city, and Koplik, near Lake Shkoder in northern Albania. As a valuable plant, Helichrysum offers farmers a higher profit margin than other traditional crops. In addition to Helichrysum, dōTERRA also sources Laurel Leaf, Juniper Berry, and Vitex essential oils from Albania, which contribute to creating and sustaining jobs in these rural areas.

Farmers in Albania usually have to trust that they will get a good price for their crop after unknown transportation costs and last-minute quality assessments are considered. They also don't know what kind of "discounts" a buyer might apply. In contrast to these common

practices, farmers contracted by dōTERRA's distillation partner know the price they will receive for their raw material from the very beginning. There are no surprise discounts. Additionally, our partner also offers farmers multi-year contracts—something that is uncommon in the region. These three to five-year contracts absorb price fluctuations and allow farmers to plan for the future. Because of these fair and reliable practices, the number of farmers growing Helichrysum for our partner in Albania has grown from 15 contracted farmers in 2015 to more than 340 in 2019. Most of these contracted farmers are women.

In addition to providing contracted jobs to farmers in rural Albania, the dōTERRA Healing Hands Foundation® has also contributed

to improving school bathrooms in farming communities. Most rural schools in Albania lack an indoor bathroom and those with an indoor facility rarely have enough toilets, running water, or even separate facilities for boys and girls. Without proper bathrooms, many students, especially girls, drop out of school, contributing to the existing gender gap in education. The dōTERRA Healing Hands Foundation completely renovated school bathrooms for three farming communities in Albania, which has already resulted in increased school attendance for girls. We continue to identify new social impact projects for the dōTERRA Healing Hands Foundation to fund in these Cō-Impact Sourcing® communities.



Helichrysum ready for distillation



Empowering



A group of six smiling children of various ethnicities are shown in a close-up shot. They are outdoors in a natural, slightly blurred background of green grass and earth. The children are of different ages and are all looking towards the camera with joyful expressions.

Communities

From the very beginning, dōTERRA Founding Executives had the vision of bringing healing and hope to the world by providing global communities with the tools needed to become self-reliant. Their vision to "establish a pattern of giving" carries forward every day.



Convention

MamaBaby Kit

Thank you to the many Wellness Advocates that helped us prepare and assemble 1,100 MamaBaby Kits at the annual dōTERRA Together Convention this year! Because of your service, mothers all around the world have a new start and hope for a better life.

Project by the Numbers

9,200 Wellness Advocate volunteers

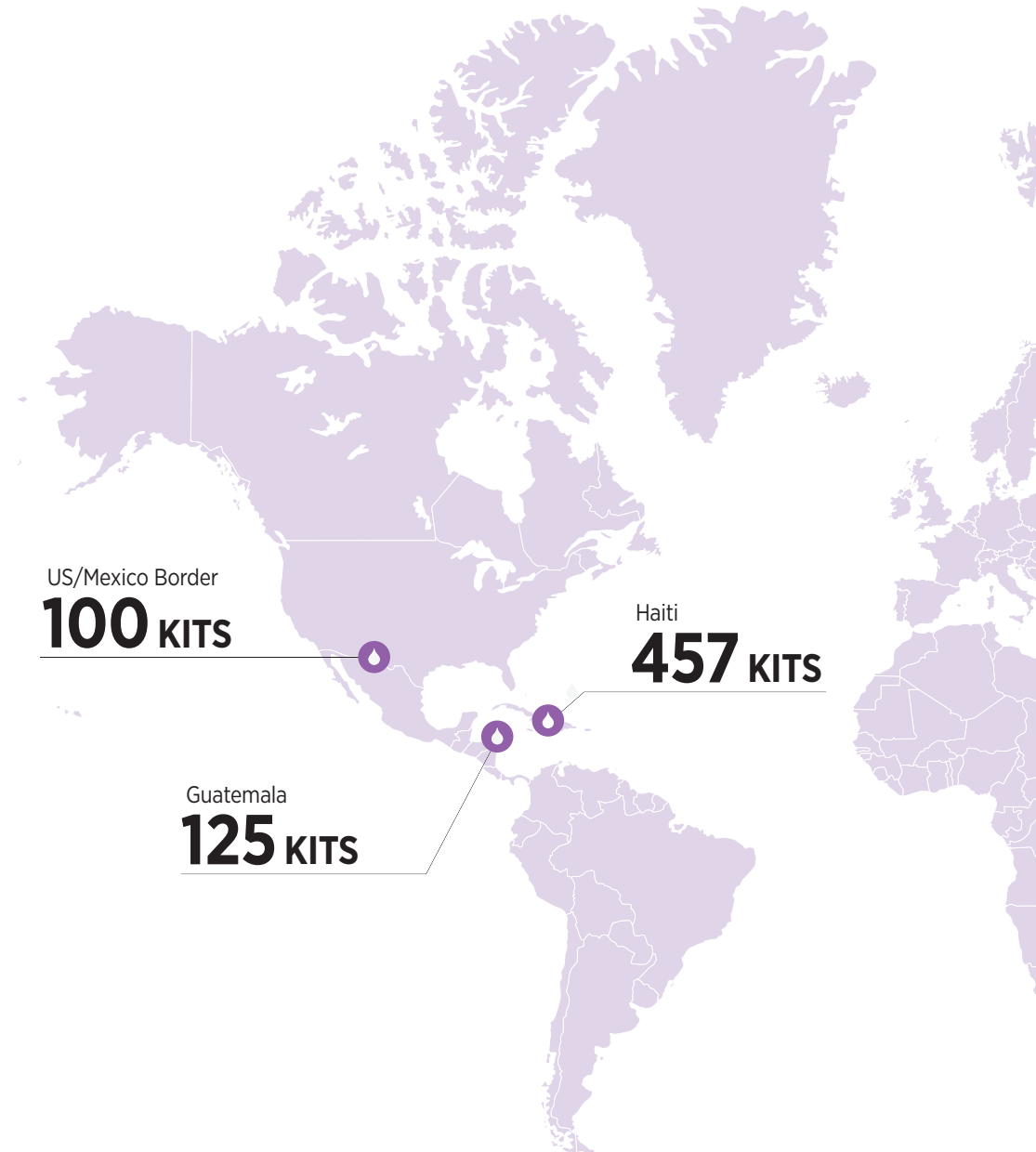
1,454 hours of service

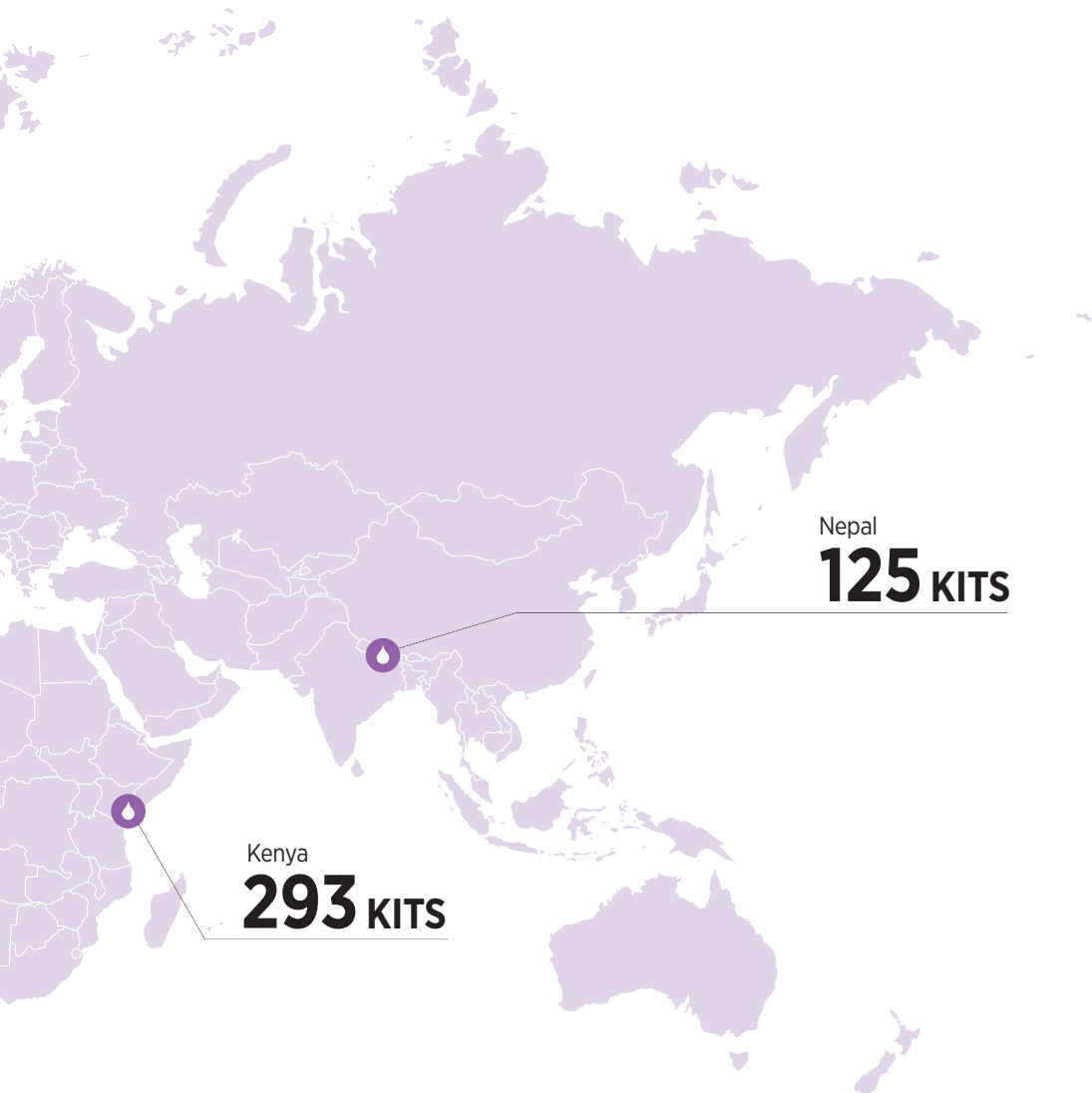
1,277 baby blankets tied

1,100 kits assembled

5 countries received kits*

**MamaBaby kits and baby clothes were distributed with the help of Haiti Health Initiative, MamaBaby Haiti, CHOICE Humanitarian, and Global Immersion Project.*





Take & Make Kit

Wellness Advocates who attended convention also had the opportunity to add a personal touch to the baby clothing included in the MamaBaby Kits. With your help, dōTERRA Healing Hands Foundation® decorated 7,250 articles of clothing! 3,300 of these were added to the MamaBaby Kits, and the rest were distributed by Baby2Baby along with socks and beanies.

Together we donated

3,950 decorated baby clothes

177 quilts to United Way

175 pairs of socks

90 baby beanies

50 quilts to Peace House

Emergency Relief

The dōTERRA Healing Hands Foundation® supports those affected by natural disaster and other disadvantaged populations with the most basic living amenities. In most cases, Wellness Advocates orchestrate the distribution efforts of our 72-hour emergency relief hygiene kits.

30,011
kits distributed in 2019



Wellness Advocate Matching Grants

With the shared vision to empower individuals and communities worldwide, Wellness Advocates and the dōTERRA Healing Hands Foundation raise funds to complete projects. These combined efforts empower our dōTERRA family to be the difference that makes all the difference.

#engageingood

#empoweringchange

#dhhf

#dhhftogether

164

projects approved in 2019

*dōTERRA Leaders Jason and
Kamille Breuer deliver product for daily
hygiene to a community in Haiti.*



Collaboration

Partnerships for global impact empower people around the world through community development projects. dōTERRA Healing Hands Foundation® partnerships advance the fight against human trafficking, empower individuals with financial solutions, and offer access to healthcare resources and educational opportunities.

Fight Human Trafficking ▼

Operation Underground Railroad

3,214 survivors rescued

1,743 perpetrators arrested

848 operations completed

24 countries

25 states

Rapha International

8,455 Individual Counseling Sessions

3,216 Medical visits

135 girls currently in restorative care

92 girls successfully reintegrated

4 Safehouse Campus locations:
2 in Cambodia, 1 in Thailand, 1 in Haiti

3Strands Global Foundation

171 survivors and at-risk individuals served

500,000 estimated number of students
educated through PROTECT

22,000+ mobilized by the annual Break
Free Run





Financial Solutions ▲ ►

Mentors International

19,453 loans given

11,917 jobs created

29,942 families impacted



Health & Education ◀ ▼

Days for Girls International

1,531,987 women and

girls reached

141 countries



Prime Meridian™

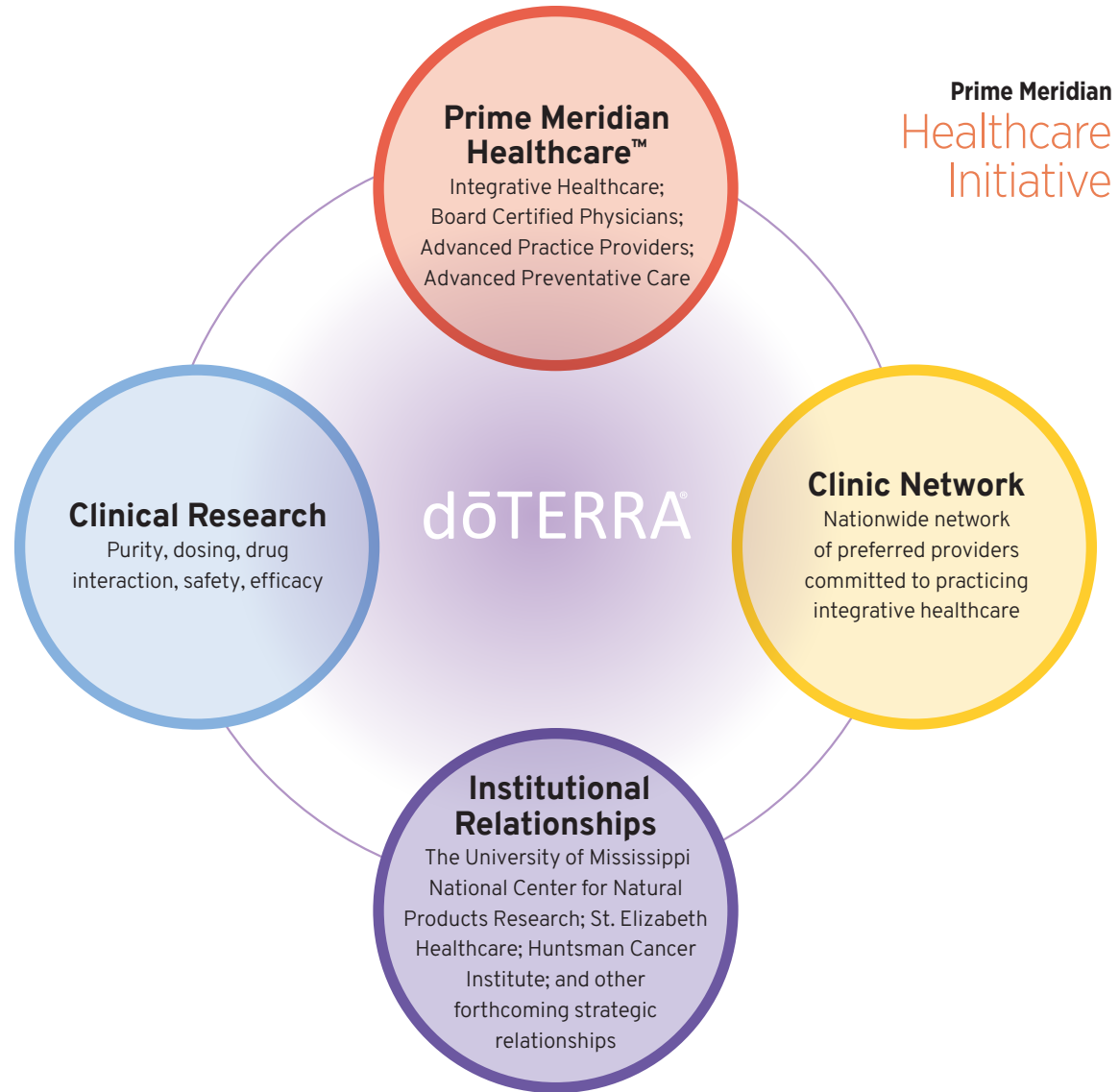
Medical Complex

This year we opened the 41,000 square foot Prime Meridian medical complex. Located across the street from the dōTERRA campus, it is currently open to dōTERRA employees and will open to the public in 2020. We also celebrated our 1-year anniversary in St. George, Utah and announced a paired offering with Zion Health, a national healthshare company. We hope to make similar offerings available to all current and future locations.



Prime Meridian Health is a prevention-focused healthcare model that integrates evidence-based medicine with natural and complementary therapies to reverse the course of chronic illness and reduce the dependency on prescription medications.

Our physicians at Prime Meridian Health are committed to providing a patient-centric healthcare experience and improving the patient-physician relationship. This is accomplished by delivering transparency, satisfaction, and improved health outcomes for both the patient and physician. Prime Meridian Health is your partner to achieve the health you want and the care you need.



Market Research

In 2019, ConsumersAdvocate.org conducted a blind test to determine the purity of 33 essential oils from 11 companies. The report recognized dōTERRA as one of three companies whose test results came back 100% pure.



100% pure—dōTERRA's test results showed no markers for adulteration



600+ Hours of research



42+ Sources used



11 Companies vetted

ConsumersAdvocate.org is an independent consumer-oriented research firm. Their mission is to generate helpful, honest, and accurate information to match consumers with companies that meet their needs.

International Market Offices



● New dōTERRA Office or Building

International Market Updates



Australia and New Zealand



- Welcomed 4,500 participants to Convention with a focus on education and incorporating essential oils into everyday life.
- Biggest ever Leadership Retreat with over 1,000 leaders joining us on the Gold Coast, including our first two Double Diamond leaders.
- Took our Diamond Club winners on a sourcing trip to see Tea Tree sourcing and ran a special sourcing trip for our New Zealand Wellness Advocates that visited our Douglas Fir Operations.

Brazil



- Compared to the same period since opening in mid 2018, sales grew 230% and enrollments grew 86% in 2019.
- Dr. Hill launched the AromaTouch Technique® with a training for over 400 eager members in April and provided world class essential oil training to 3,300 attendees at our first annual convention in October.
- Brazil showed huge homegrown leadership gains in 2019 with 2 new Presidential Diamonds, 2 new Blue Diamonds and 9 new Diamonds.
- Our first Diamond Club was a success: 68 of our top leaders participated, 47 graduated and 12 rank advanced—driving an incremental 5,152 enrollments and nearly 1 million PV in volume.

Canada



- Pioneered a brand new format for the Post-Convention Tour, achieving record attendance and offering on-site sales of Canadian PCT Kit and Convention Swag for the first time ever.
- Launched a new cross-market, tri-lingual online shopping environment for more than 170,000 customers.
- Achieved one new Double-Diamond, two new Double-Blue Diamonds, one new Presidential Diamond, nine new Blue Diamonds, 17 new Diamonds, and 340 other leadership rank advancements.

China



- Our 2019 Sales Executive Club (SEC) was bigger and more successful than ever with 376 participants. In addition, over 14,000 activities were held which resulted in over 49,000 new customers. During the four months of the SEC, one in four participants advanced in rank.
- On June 6, 2019, we launched our first ever “Essential Oil Day.” We were pleased to see a very positive reaction to all events with over 32 million views online and over 5,000 face-to-face participants.
- In April 2019, we were excited to launch our very own app in China. This new resource has proven very popular, and exceeded expectations with over 120,000 downloads so far.

Europe



- Celebrated the grand opening of the Munich Office on June 13, 2019.
- Participated in 10 dōTERRA Healing Hands projects, five partner projects and five Wellness Advocate-led projects.
- Increased engagement with members via three Europe-wide tours, hosting 25,000+ guests across 86+ different cities, nearly 5,000 people attending the annual Discover Convention in Dusseldorf, Germany.
- Helped leaders to empower change through our largest Leadership Retreat in Amsterdam, an incentive trip to Bulgaria and the most successful European Diamond Club to date with 250 participants.

Hong Kong



- Celebrated our 6th Anniversary on April 24 with 450 participants.
- Launched our official dōTERRA website!

Japan



- Welcomed 5,500 participants to the 2019 Japan Convention and over 3,000 participants to the Post-Convention Tour.
- In July 2019, we hosted a Cō-Impact Sourcing® Trip to Bulgaria with 40 participants from Japan.
- Celebrated incredible growth with over 2,000 people coming to our Product Center every month.

Korea



- dōTERRA Korea continues to experience excellent growth. In 2019, we held over 120 corporate DIY and essential oil classes with around 6,000 attendees.
- Expanded our product offerings with 12 new essential oils, 5 new personal care products, and 4 new supplements.
- dōTERRA Korea won the 2019 National Brand Awards in the Natural Essential Oils category and sponsored the 21st Seoul International Women's Film Festival.

Latin Markets



- Celebrated the opening of the Colombia market on September 2.
- Held the first ever Latin Markets Cō-Impact Sourcing Trip to Guatemala.
- Experienced record growth in Mexico, Costa Rica, and Guatemala.

Malaysia



- In 2019, we achieved solid growth in enrollments and yearly sales growth. Our leadership is stronger than ever, with seven Blue Diamonds, one Presidential Diamond and one Double Diamond.
- In April 2019, we started a new dōTERRA Healing Hands initiative with Tenaganita, a human rights organization. This initiative supports one of the group's recovery projects to empower victims of human trafficking and help them develop new skills in order to rebuild their lives.
- Last year, dōTERRA Malaysia collaborated with National Autism Society of Malaysia (NASOM), and granted their wish of buying a new van for the children. The check was presented on April 27, 2019 during an Anniversary event.

Philippines



- dōTERRA Philippines is now officially open! We held our Grand Opening event on November 8, 2019 with more than 20 overseas Diamond and above leaders in attendance and over 1,500 participants.
- Held our first educational events during February, March, and April.
- On July 15, 2019, dōTERRA Philippines received its first test order and officially opened the Will Call center in October.

Russia



- Continued to experience exciting leadership growth, including our first Blue Diamond.
- Hit record sales.
- Opened Russia's Diamond Club.

Singapore



- Celebrated 4th Anniversary of “Discover dōTERRA Singapore” on April 26, 2019 with a record attendance of 1,300.
- Hit record sales.
- Held our first-ever Singapore Founders’ Luncheon on February 27, 2019 to celebrate and recognize the hard work and dedication of our leaders.

Taiwan



- Experienced double-digit growth for the ninth year in a row and held island-wide expositions with record-breaking numbers.
- In order to serve our Wellness Advocates and customers better, we expanded our Taipei office and opened a new office in Tainan.
- In Taiwan, as a dōTERRA Healing Hands project, dōTERRA donated five essential oil books and 15 eBooks to the National Taiwan Library and authorized their translation into Braille. This was a pioneering work for enhancing aromatherapy education for the visually impaired.

together. | 2019 Global Convention

ATTENDANCE

30,000+

LIVE STREAM
PARTICIPANTS

16,000

LARGEST dōTERRA GALA EVER:

10,000+



Convention Sustainability

We're continuing to improve and increase the sustainability of the dōTERRA Global Convention, through conscious efforts with our partners in Salt Lake and support from dōTERRA Wellness Advocates who attend.

2019 Sustainability Efforts

7,787 lbs

of materials were donated to local partners, including the Utah Arts Alliance, Habitat for Humanity, Mandalorian Mercs, Rocky Mountain Elementary School, Boys & Girls Club of Utah, Utah Childrens' Theatre, and many others.

33,424 lbs

of materials recycled

- ◆ 26,904 lbs of cardboard
- ◆ 2,510 lbs of mixed recyclables
- ◆ 3,800 lbs to the anaerobic digester

Other changes we made to be more sustainable at convention this year:

- ◆ Created all the free standing signage on a paper-based material, rather than foam core
- ◆ Converted convention lanyards from six different types to two types, creating less need for overages
- ◆ Offered the Leadership Book digitally, rather than printed
- ◆ Changed the Gala format from sit down dinner to buffets, creating less food waste

1,518 meals

donated from the 1,821 lbs of food rescued through Utah Food Services.

130,662 lbs

of carbon reduced

- ◆ Equivalent to **143,728** car miles avoided or 1,568 trees planted for 10 years.

U.S. and Canada Events



130

Corporate events with
some repeat locations.

Cō-Impact Sourcing® Events

Nepal



China, Taiwan, Singapore, Malaysia,
and Korea market leaders



Canada market leaders



U.S. market leaders

Bulgaria



Japan market leaders



U.S. and Canada market
leaders

Guatemala



Australia and New Zealand
market leaders



Latin America market leaders

Kenya



China market leaders



U.S. market leaders



U.S. and Europe market leaders

Performance Advocates

dōTERRA Performance Advocates are elite athletes and performers who rely on dōTERRA products to do what they love more effectively, improve their overall health and wellness, and to stay at the top of their game. Now over 20 strong, meet the Performance Advocates who joined the dōTERRA team in 2019.



Donovan Mitchell

Embodying a rare combination of authenticity and explosive athleticism, Donovan Mitchell catapulted into the NBA spotlight as a Rookie on the Utah Jazz during the 2017-18 Season. He led the league in rookie scoring with 20.5 points per game and was named Western Conference Rookie of the Month for four consecutive months. He also won the 2018 NBA Slam Dunk Contest, and an ESPY for Best Breakout Athlete. In his first two seasons with the Utah Jazz, he led the team to post-season play.

Off the court, Donovan is known for his interest and passion for lifting others and giving back to the community. Inspired by the special relationship he has with his mother, Nicole, and sister, Jordan, he launched a new foundation, SPIDACARES,

in March 2019. The foundation is dedicated to empowering women from all walks of life, and seeks to positively impact communities by leveling the playing field in health, education and athletics for children and their families.



Olivia Moultrie

In January 2019, at 13 years old, Olivia Moultrie became the youngest team-sport athlete in the history of modern American sports to become a professional. Olivia has produced a number of “firsts” in her young career. When she was 10 years old, she became the first female in the 10-year history of the US Soccer Development Academy to play in what was the boys’ only league. One year later, she became the youngest soccer player ever to accept a full scholarship offer and became the youngest girl ever called in by US Soccer to a Youth National Team. At 12, she was part of the US Youth National Team that won CONCACAF gold in the U15 division. Today, she is training daily with the Portland Thorns and continuing to compete with US Youth National Teams as she pursues her goal of one day winning a World Cup and being recognized as the best female player in the world. Olivia has been featured in multiple Nike campaigns, Sports Illustrated, ESPN the Magazine and numerous other publications.



Nneka Ogwumike

Nneka Ogwumike's mission is to inspire others to discover their greatness with an open heart, enthusiasm, integrity, courage, and compassion. A proud first-generation Nigerian-American and Texas native, Nneka was the first overall pick of the Los Angeles Sparks in the 2012 WNBA Draft. As the current President of the WNBA Players' Association (WNBPA), she is an advocate for equality and opportunity, leading the group in its renegotiation of the WNBA's Collective Bargaining Agreement. She is a six-time WNBA All-Star, three-time All-WNBA selection, three-time All-Defensive WNBA selection and was the 2012 WNBA Rookie of the Year.

Regarded as an athletic, versatile and consistent performer, Nneka has excelled both domestically and internationally, winning a Euroleague Title with Dynamo Kursk (Russia) and playing professionally in Russia, China, and Poland. She has been prolific as a winner with Team USA, most recently as a member of its gold medal 2018 FIBA World Championship squad. A graduate of Stanford University with a BA in Psychology, Nneka led the school to four consecutive Final Four appearances.

Ashley Hess

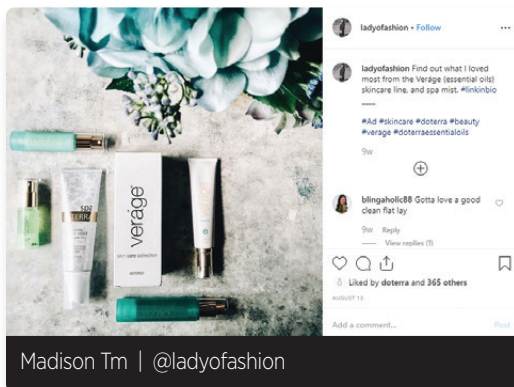
Nashville-based singer/songwriter, Ashley Hess captivates and enamors audiences across the globe. She recently finished as a Top 14 Finalist on the 2019 season of American Idol, where she won over the hearts of Katy Perry, Luke Bryan, Lionel Richie, as well as fans worldwide. She uniquely intertwines Pop with R&B, backed by an emotional connection that draws people in. Her raw performance is contrasted with her infectiously goofy personality that shines through on and off stage and provides a balance that makes her relatable. Her undeniable talent and infectious charm have allowed her to share the stage with national acts such as Jason Mraz, Andy Grammer, Dan Reynolds of Imagine Dragons, Us The Duo, and more.

Ashley has been using dōTERRA for over six years. "Essential oils are my secret weapon! They are a huge part of both my pre- and post-performance routines." Some of her go-to products include Peppermint, Wild Orange, dōTERRA Motivate®, dōTERRA On Guard® products, dōTERRA Breathe® Drops, dōTERRA Serenity®, PastTense®, Lemon, and Deep Blue® Rub.



Social Media/Influencers

In 2019, we received a lot of love from bloggers, actors, singers, athletes, and celebrities around the world, reaching over 120 million people through 600 posts from over 500 influencers.



Kindness Campaign ▼

True to dōTERRA's mission of changing the world one drop, one person, one community at a time, dōTERRA launched a 15-day Kindness Challenge leading up to Convention. Participants were encouraged to perform one act of kindness each day. The campaign generated over 270,000 unique acts of kindness and culminated in a keynote address by Leon Logothetis of *The Kindness Diaries*.



International Women's Day ▲

During the week leading up to International Women's Day on Friday, March 8, dōTERRA celebrated and honored the women of the world. The campaign included videos and images of sourcing partners, employees, Wellness Advocates, and Performance Advocates.

Education

- Launch of the Online Oil Oasis reaching over 1 million views
- Reached more than 3.5 million views of Discover Solutions pages
- Over 400,000 unique downloads of dōTERRA eBooks
- Launch of the new education podcast Essential Oil Solutions with dōTERRA
 - Over 10,000 subscribers to the podcast
 - Over 900,000 unique downloads
 - 2019 MarCom Gold Award winner
 - 2019 AVA Digital Gold Award winner





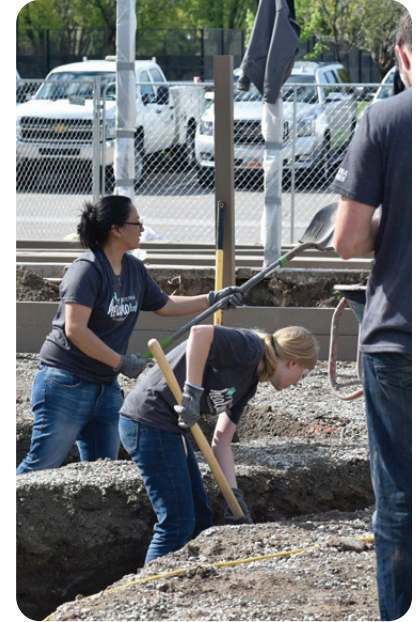
Empowered Success

- Launch of the dōTERRA Empowered Success Sales Guide and Certification Course.
 - Over 28,000 Wellness Advocates signed up for the Sales Certification Course.
- Launch of the new Empowered Success Podcast: *Building Your Business with dōTERRA*.
 - Over 2,000 subscribers to the podcast
 - Over 100,000 unique downloads
 - Downloaded in over 100 countries
 - 2019 MarCom Gold Award winner
- Nearly 10,000 Wellness Advocates attended the Empowered Success Business Training held at Convention.

Corporate Giving and Partnerships

dōTERRA seeks to give back to the communities where we live and work. In 2019, we supported over 830 organizations through sponsorships, project participation, and corporate partnerships. Here are a few ways that dōTERRA's Corporate Caring is delivering real impact:





dōTERRA Discovery Park

Discovery Park in Pleasant Grove, Utah, needed to be rebuilt due to age and disrepair. dōTERRA partnered with the Jimmer Fredette Family Foundation's Choose Kindness campaign and the community to help not only rebuild, but also expand the park's appeal and accessibility. The park rebuild took many months to plan and just eight days to complete. dōTERRA employees provided more than 3,000 service hours in addition to the many hours volunteered by local residents. Today, the dōTERRA Discovery Park provides enjoyment for all and is accessible to children of all abilities.



Tabitha's Way Local Food Pantry ▲

Tabitha's Way serves individuals and families struggling with food insecurity through two locations near dōTERRA's corporate headquarters. dōTERRA employees donate food and commodities through corporate food drives. Employees also support Tabitha's Way by volunteering at the pantry and at the community garden that grows fresh produce for families in need. dōTERRA employees have served over **364 hours** this year at Tabitha's Way.

EveryDay Learners ▼

Developing strong reading skills early is critical to a child's long-term education success. EveryDay Learners is a movement to strengthen communities by providing books to children to encourage reading. This year, over **125 employees** hand-delivered **6,842 books** to children at local elementary schools. dōTERRA employees spent more than **3,535 hours** reading with Kindergartners through 3rd graders.





St. Elizabeth's ▲

dōTERRA partnered with St. Elizabeth Healthcare, one of the oldest, largest, and most respected medical providers in the Greater Cincinnati region. This groundbreaking partnership includes the dōTERRA Center for Integrative Oncology, which will provide a calming space with holistic care options to complement St. Elizabeth's comprehensive medical care, including the use of dōTERRA essential oils, yoga, meditation, and a spa for patients undergoing cancer treatment.

AromaTouch Hand Technique Service Events

Throughout the year, **76 dōTERRA employees** visited senior care facilities in the community to connect with senior care residents one-on-one by administering the AromaTouch Hand Technique. Over **258 relaxing AromaTouch Hand Techniques** were given to residents by dōTERRA employees.

Corporate Blood Drives

Every two seconds, someone in the United States needs blood. dōTERRA employees donated **97 pints** to blood through the American Red Cross and ARUP Blood Services to help meet these needs.

United Angels Foundation

United Angels Foundation (UAF) supports parents and families of children with special needs. dōTERRA is pleased to help UAF in their mission through event sponsorship and volunteers. dōTERRA employees happily served at the annual Walk with Angels and supported with Sub-For-Santa efforts.



Thanksgiving Point ▲

dōTERRA continued its support of the Thanksgiving Point Institute, a unique 501(c)(3) nonprofit farm, garden, and museum complex that draws upon the natural world to cultivate transformative family learning. In addition to supporting the dōTERRA-sponsored Fragrance Garden at Ashton Gardens, Luminaria, and the Junior Master Gardner Program, dōTERRA's Science for Kids teamed up with Thanksgiving Point educators to offer five summer day camps. These camps give participants the chance to explore concepts connected to essential oils, such as the plant life cycle, sourcing, and the senses, through hands-on activities and discussions. dōTERRA employee volunteers also had the opportunity to plant some of the 280,000 tulip bulbs that will bloom in Ashton Gardens in the Spring of 2020 and will be highlighted during Thanksgiving Point's annual Tulip Festival.

Milken Wellness Garden

dōTERRA was invited to present on the power of dōTERRA essential oils and Cō-Impact Sourcing® at the 2019 Milken Institute Global Conference. This world-renowned event is focused on increasing global prosperity by advancing collaborative solutions that widen access to capital, create jobs and improve health. dōTERRA presented alongside hundreds of influential thought leaders from around the world.

UN Civil Society

In August, dōTERRA joined thousands of international representatives of non-government organizations in Salt Lake City for the 68th United Nations Civil Society Conference. Representatives from dōTERRA moderated and participated on panel discussions about ethical sourcing and the prevention of human trafficking. Since our founding, dōTERRA has put great emphasis on supporting and expanding human rights through our business operations, practices, and philanthropic initiatives.

UVU

In September, dōTERRA announced a 10-year partnership with Utah Valley University. This partnership includes a \$17.7 million donation—

the second-largest donation in the school's history. A significant portion of the donation will support scholarships, online educational opportunities, and athletic programs.

BYU

In 2019, dōTERRA and BYU athletics entered into a 5-year partnership to highlight women's athletics and other Olympic sports. This partnership includes women's gymnastics, softball, and men's and women's volleyball.

Search and Rescue Boat

With the backing of the dōTERRA Healing Hands Foundation®, Utah County Search and Rescue was able to purchase a Rigid Hull Inflatable Boat to help in support and recovery missions.

Dreamscape

dōTERRA donated over 2,800 pounds of material from the 2018 Dream Convention to the Utah Arts Alliance, a nonprofit organization with a mission to foster the arts in order to create an aware, empowered, and connected community. After receiving the donation, more than 50 Utah artists and builders used the materials to build an immersive art experience where visitors can play, explore, and of course, dream.

ICSB Conference

dōTERRA scientists Nicole Stevens and Cody Beaumont presented on a panel, "Botanical Characterization and Quality Assessment," at the International Conference of the Science of Botanicals (ICSB) at Ole Miss. In addition to being the only essential oil company invited to participate in the conference, the panel was moderated by a member of the FDA, further setting dōTERRA apart as a leader in essential oil research and testing.

Orem Library Hall Groundbreaking ▼

dōTERRA provided a monetary gift towards a new Orem Library Hall. The Orem Public Library has been serving individuals and families in the Orem community for over 75 years and currently provides family programs featuring music, drama, dance, music and movement, art, science, and film. One group that made good use of its public meeting spaces were dōTERRA's founders who met and began planning the creation of dōTERRA within its walls. The new hall, slated to open in 2020, will expand the library's capacity to offer more than 750 educational and cultural programs to the public free of charge and will include a 500-seat auditorium. In honor of the gift, dōTERRA's name will be placed on the South Lobby of the new hall.



Corporate Stats



315,300 average bottles filled per day in 2019.



Our highest production month in 2019 was March with 8,651,479 bottles filled.



80,716,782 units of essential oil produced in 2019.



Total global employee headcount: 3,778
International: 855
U.S.: 2,923



Number of U.S. employees hired in 2019: 1,221



More than 8 million Wellness Advocates and customers around the world



Shipped products to 120 countries



Lives influenced through sourcing and social impact projects: 1,014,071



Tuition Assistance Paid Out: \$265,505



Wellness Advocate matching grant projects approved in 2019: 164



Total number of hours worked on the books: 4,694,893



Number of applications processed through our recruiting system: 70,328

dōTERRA® pursue what's **pure**



dōTERRA®

© 2019 dōTERRA Holdings, LLC • Pleasant Grove, UT 84062 • 1-800-411-8151 • [doterra.com](https://www.doterra.com)

Except as indicated, all words with a trademark or registered trademark symbol are trademarks or registered trademarks of dōTERRA Holdings, LLC.