

# dōTERRA® | 2020 International YEAR IN REVIEW

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



Kenya | Cypress

# 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 Tested 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 Co-Impact Sourcing guidelines, which create shared value for all stakeholders in the supply chain by being at the source and intentionally implementing environmental stewardship and/or social impact initiatives, resulting in stronger local economies and a healthier, stable supply chain. Today, we source over 170 essential oils from 45 countries. The dōTERRA Healing Hands Foundation® offers resources and tools to global sourcing communities and charitable organizations for initiatives focused on disaster relief, global health, self-reliance, supporting children, empowering women, clean water and sanitation, and anti human trafficking. We hope you'll enjoy a look back at our 2020 highlights. 💧

**Front cover:** *The dōTERRA Co-Impact Sourcing Initiative in Kenya provides smallholder farmers and harvesters with stable income, regular agricultural training, and improved resources that encourage self-reliance.*





# Contents

- 2 Introduction
- 4 Letter from the Founders
- 6 COVID-19 Response
- 12 Cō-Impact Sourcing®
- 18 dōTERRA Healing Hands Foundation®
- 22 Science and Research
- 30 dōTERRA Offices
- 31 Market Updates
- 38 Pursue 2020 Global Connection
- 40 Media Coverage
- 41 Verify Markets & Awards
- 42 Corporate Giving and Partnerships
- 46 Corporate Stats



# True to our mission and values

This year has been one of uncertainty for much of the world. In addition to a global pandemic, we have seen natural disasters, financial instability, and civil unrest—and that's in addition to your unique personal challenges. Our deepest thoughts are with each of you as you navigate these uncharted times. Despite facing overwhelming circumstances, the dōTERRA family continues to adapt and thrive staying true to the mission and values that have guided us from the beginning.

The good news for dōTERRA is that our unique sourcing model has prepared us for times of challenge. Due to our long-term strategic planning with our global network of suppliers, we have not

experienced any significant outages of our essential oils, with the exception of our On Guard line in March and early April. We're profoundly grateful that we have not had to lay off a single employee throughout the world. In fact, we have been hiring at unprecedented levels to keep up with the demand from our Wellness Advocates and customers. Our operations team has been careful about planning and forecasting supply chain challenges and product needs and we're pleased to report that all is well!

When we started dōTERRA 12 years ago, it was at the beginning of one of the most challenging economic crashes the United States has ever experienced. Early on, people openly wondered what we were thinking to start our journey at the

time we did. A well-known phrase in the English language is "hindsight is 20/20," which refers to perfect vision. dōTERRA was born during difficult times, but with hindsight we can look back with profound appreciation for the tempering and galvanizing effect those times played in the formation of dōTERRA and ourselves. We believe the same will hold true for you as you continue to adapt and find balance in your life.

We look forward to a bright future as we continue to pursue what's pure together.

Sincerely,

*The dōTERRA Founders*





David Stirling



Emily Wright



Dr. David Hill



Greg Cook



Corey Lindley



Mark Wolfert



Rob Young

# dōTERRA COVID-19 Response

As the COVID-19 pandemic rapidly evolved around the world, dōTERRA responded proactively by transitioning the majority of employees to work from home. Additionally, health screenings, sanitation stations, mask requirements, social distancing efforts, and other policies were initiated on campus to keep the remaining employees safe and healthy. While many of dōTERRA's COVID-19 relief efforts are included in other sections throughout this book, we wanted to include a few highlights here. Some of dōTERRA's accomplishments include:



- The creation of a Coronavirus Command Center to provide all employees with frequent email and video updates on the evolving situation.
- The IT team installed a company-wide VPN and insured all employees had the hardware they needed for at-home work. Over 80 percent of dōTERRA employees, or approximately 2,400 people, worked from home between March and September.
- Just four days after the call to move employees home, an estimated 760 member services personnel were given the equipment and credentials needed to continue their work from home. This number increased to over 1,250 member services employees working from home, with many of them now returning to our campus to work.
- Recognizing the stress, anxiety, and other difficulties resulting from the unique challenges of the year, dōTERRA started a pay-it-forward program called the Chicken Soup Group. dōTERRA encouraged employees to look beyond themselves and serve others by nominating coworkers to the program. Over a period of six months, hundreds of nominated employees (at least one from each department) received meals, gift cards, and customized gift baskets to brighten their days during a difficult time.

## Frontline Support Kits

COVID-19 changed the lives of everyone around the world overnight. The global pandemic caused overcrowded healthcare facilities and quarantined populations. It left many frontline workers without personal protective equipment, making them vulnerable to contracting and transmitting the highly virulent virus. The dōTERRA Healing Hands Foundation®, with the help of dōTERRA Wellness Advocates, responded immediately with a matching campaign, which raised \$250,000 from proceeds of all Rose Lotion and Shea Butter collection sales. The dōTERRA Healing Hands Foundation then triple matched the proceeds for a total donation of \$750,000, which went toward cash donations and frontline support kits.

dōTERRA employees assembled 15,000 kits during a three-day service opportunity to support healthcare workers and first responders. The kits included medical-grade nitrile gloves, disposable medical masks, and other items. These kits were taken directly to frontline workers by amazing Wellness Advocates in 44 U.S. states and five Canadian provinces.







In the early weeks of the pandemic, dōTERRA Chief Medical Officer, Dr. Russell Osguthorpe, and Kirk Jowers, EVP, co-hosted a series of COVID-19 update videos. The series gave background information, provided useful updates, answered frequently asked questions, and kept the dōTERRA family apprised of the rapidly evolving situation. The series has nearly 4 million views across dōTERRA's social media platforms.

## Donations and Aid

### Brazil

Jardim Panorama Community has changed a lot since the emergence of the COVID-19 pandemic. Made up of 708 families with an average household of five, this community occupies a steep terrain on the left bank of the Pinheiros River. Approximately 85 percent of these residents have an income of zero Reais and depend on daily work to survive. As isolation measures were adopted, the community's needs for basic assistance related to health, hygiene, and finances became even more urgent. Recognizing this, a group of dōTERRA leaders along with dōTERRA Brazil joined forces and distributed supplies to members of the community.

### China

Since the beginning of the COVID-19 pandemic, dōTERRA China has donated a total of 5.7 million RMB to relief efforts in areas most impacted by the novel coronavirus. Here's a quick breakdown of relief efforts provided by the dōTERRA China team:

- 29 dōTERRA China employees volunteered in the fight against COVID-19, logging over 323 hours
- 1 million RMB (US\$154,860) went to Wuhan Hospital
- 1 million RMB (US\$154,860) went to purchasing medical supplies like ventilators and monitors for the Shanghai medical team helping in Wuhan
- 700,000 RMB (US\$108,400) went to purchasing protective gear for local Shanghai medical staff and volunteers
- 1 million RMB (US\$154,860) went to Hubei Women's Back to Work Support (10 projects total)
- 2 million RMB (US\$309,720) product donation went to 28 hospitals in Shanghai, Wuhan Xiehe hospital, Beijing Ditan hospital, and Yunnan Wenshan Prefecture





## Eurasia, Middle East, and Africa

Since March, dōTERRA EMEA, in collaboration with its leaders, donated more than €120,000 (US\$144,408) in products across 13 different countries, supporting thousands of people on the frontline of the pandemic including hospitals and healthcare professionals. Furthermore, dōTERRA South Africa donated over 100,000 ZAR of products as part of World Against Human Trafficking Day, to help victims of human trafficking.

## Japan

When a Diamond Princess cruise ship was quarantined off the Japan coast due to the COVID-19 pandemic, our Wellness Advocates proposed that we send packages to support the crew. Together with Wellness Advocates and customers, dōTERRA Japan donated letters of encouragement and flowers, among other items.



## Malaysia

Malaysia was heavily affected by the COVID-19 pandemic. Many families and individuals lost their jobs and could not bring food to the table. In an effort to provide relief, dōTERRA Malaysia participated in the dōTERRA Healing Hands global EngageInGood campaign. We collaborated with four NGOs—Tenaganita, Refuge for the Refugees, Dapur Jalanan KL, and Liga Rakyat Demokratik—to provide relief efforts catered to affected and underprivileged communities. The campaign raised RM60,000 (US\$14,384), which was used to buy food packs for over 1,000 families and individuals. Our efforts were recognized through 14 different media mentions.



## Philippines

In May, dōTERRA Philippines partnered with six local hospitals to provide Aerosol Boxes, used to protect healthcare workers from exposure to viral contamination during airway intubation of COVID-19 patients, for frontline medical workers.



## Taiwan

To show appreciation for frontline medical staff, dōTERRA Taiwan launched a charity event and donated hand lotion to local hospitals. With the help of Wellness Advocates and employees, this dōTERRA Healing Hands initiative collected and donated 6,900 Rose Hand Lotions to 80 hospitals around the island. During Leadership Retreat, a matching program was launched, resulting in a US\$230,000 donation for COVID relief.

## United States

The dōTERRA Healing Hands Foundation® made a donation to Intermountain Healthcare in Utah to help purchase critical personal protective equipment for local first responders and medical providers. As part of the donation, dōTERRA employees, Wellness Advocates, and other volunteers assembled 5,000 support kits—ensuring that Intermountain Healthcare workers in Utah County received a PPE kit at a critical time. The kits included surgical masks, gloves, sanitizer, and other support items.





# Cō-Impact Sourcing®

**300,892**

jobs supported through  
global sourcing efforts

**1,166,409**

lives impacted because  
of those jobs

## Sourcing Guiding Principles



**Generating  
Jobs**



**Providing Fair  
and On-Time  
Payments**



**Building  
Supplier  
Capacity**



**Sustaining  
Long-term  
Partnerships**



**Ensuring  
Fair Labor  
Conditions**



**Promoting  
Cooperatives**



**Ensuring  
Environmental  
Stewardship**



**Facilitating  
Community  
Development**



The following projects, in partnership with the dōTERRA Healing Hands Foundation® (dHHF), highlight our efforts to support our growers and harvesters around the world during the COVID-19 pandemic.

## Kenya

To facilitate a safer return to school for students and to prevent the transmission of COVID-19 in dōTERRA's sourcing areas of Kenya, two elementary schools and a local water dispensary needed access to clean water. The dōTERRA Healing Hands Foundation funded the connection of water to the local dispensary. To help the students, dHHF also provided the installation of two wells, hand pumps, and washing stations to improve sanitation and hygiene.



## Indonesia

In Indonesia, dōTERRA Healing Hands Foundation partnered with our Citronella and Patchouli sourcing partner to support local jobs with the purchase of 15 sewing machines and materials to provide women in the area access to an alternative source of income. The face masks sewn were distributed to 2,000 farmers and their families.



## Paraguay

In Paraguay, where small-scale farmers produce dōTERRA's Petitgrain essential oil, rural families who live on the edge of poverty have struggled to meet their basic needs due to the COVID-19 pandemic. With partners on the ground, dHHF provided food kits to address the immediate need of hunger, along with training and seedlings to learn self-sufficiency. Over 110 vulnerable families from 30 communities received the 30-day food kits and training.



## Guatemala

Guatemala, where dōTERRA sources Cardamom essential oil, suffered from deadly hurricanes and the devastating effects of COVID-19. Due to restrictive measures to prevent the spread of the virus, communities struggled to access food, medicine, and basic hygiene products. With dōTERRA's partners in Guatemala, dHHF supplied key emergency support to 40 Cardamom-producing communities. These efforts included basic hygiene products, food packages, and activities for economic reactivation, such as reforestation and agroforestry initiatives.



## Brazil

In Brazil, the shutdown of major cities near Amazonian communities prevented many families from selling their goods to markets. When these economic activities came to a halt, incomes fell and food instability increased. With our Copaiba partner, dHHF funded the distribution of 8 tons of food to relieve hunger, benefitting 450 families, or approximately 2,250 people, in the states of Pará and Amazonas.



## Nepal

Many medical facilities in rural Nepal lacked the necessary equipment to identify, treat, and trace COVID-19 patients. To support several medical facilities in Wintergreen harvesting areas, the dōTERRA Healing Hands Foundation, with the help of our implementing partner in Nepal, supplied personal protective equipment, including N95 masks, sanitizer, gloves, and viral transport media, which allow medical workers to safely test and care for COVID-19 patients.





## Facilitating Community Development: The Sanaag Specialty Hospital

dōTERRA sources its Frankincense resins from Somaliland, where Frankincense has been traded for thousands of years. Approximately one-third of Somaliland's population, or 500,000 people, live in the Sanaag region of Somaliland, and Frankincense harvesting is the primary source of household income. Those living in the Sanaag region have had little to no access to healthcare, forcing many to travel long distances or go without medical care altogether. As a result of limited medical care, 1 in 22 women in this region die during pregnancy or from childbirth-related causes, and 1 in 10 children die before the age of five.

For more than two years, the dōTERRA Healing Hands Foundation® (dHHF) has been working tirelessly to establish a non-profit regional hospital in eastern Somaliland, called the Sanaag Specialty Hospital. Despite setbacks due to COVID-19, the first phase of the hospital, a 45-bed facility, is scheduled to formally open by early 2021. The eight-building complex includes Accident & Emergency, Outpatient, Diagnostics, Maternity, and Pediatric Departments. The hospital also has its own fresh water source from a recently drilled borehole, as well as internal plumbing and electrical.





The hospital will be staffed by 47 personnel, including four local doctors, one medical director with surgical expertise, and many local community members who will serve their own community. By early 2021, the hospital will be fully operational, receiving and treating patients from the area, as well as conducting regular outreach initiatives with a focus on immunizations and public health education, including COVID-19 control. “I have the utmost confidence in our team to deliver high quality care in the region and look forward to seeing the impact the Sanaag Specialty Hospital will have on reducing infant and maternal mortality,” said Dr. Russell Osguthorpe, dōTERRA’s Chief Medical Officer.

Together with a network of remote health posts and outreach services, dHHF has brought critical, life-saving health services to some of Somaliland’s most remote, underserved populations, including our



cherished Frankincense harvesters. “I don’t believe it’s by coincidence that Frankincense trees thrive in some of the harshest, underdeveloped regions of the world,” says Emily Wright, dōTERRA founding executive. “The dōTERRA Frankincense story is still being written. There’s still much to be done, but I’m in awe at what has been created in the few short years since our initial visit to Somalia.”

This hospital is being completed just as the dōTERRA Healing Hands Foundation is celebrating its 10-year anniversary of empowering communities around the world. It is the largest philanthropic healthcare project that dōTERRA and the dōTERRA Healing Hands Foundation have ever accomplished and is an offering of gratitude to the communities that provide the world with the power and blessing of pure Frankincense essential oil.





dōTERRA  
*healing hands*

## dōTERRA Healing Hands Foundation® 10-Year Anniversary

Since its founding in June 2010, the dōTERRA Healing Hands Foundation has empowered people and communities worldwide to make positive and sustainable change. We launched a 10-year anniversary celebration this summer by announcing that the foundation has surpassed \$30 million in global giving and donations.

“None of this would be possible without the generosity of our Wellness Advocates, customers, and employees who have actively engaged in the foundation’s mission,” said Mark Wolfert, dōTERRA Founding Executive.





## **dōTERRA Healing Hands Foundation 10-Year Anniversary Timeline**

- 2008** First donations made
- 2010** dōTERRA Healing Hands Foundation® established
- 2011** Rose Lotion released
- 2012** U.S. nonprofit status received
- 2013** First emergency relief project in the Philippines
- 2014** First dHHF & Cō-Impact Sourcing® project in Haiti
- 2015** Wellness Advocate Match Program established
- 2016** First 2 earthquake-resilient schools finished in Nepal
- 2017** 72-hour emergency relief hygiene kits released
- 2018** 100th Wellness Advocate matching project receives funding
- 2019** \$1 million donated to matching projects in 1 year
- 2020** Celebrating 10 years of promoting positive and sustainable change!

One hundred percent of all dōTERRA Healing Hands Foundation donations go directly to aid because dōTERRA donates all administrative costs and overhead, currently valued at over \$3 million annually, to the foundation.

### **The dōTERRA Healing Hands Foundation supports global initiatives in seven main areas:**

- Anti Human Trafficking
- Clean Water & Sanitation
- Disaster Relief
- Empowering Women
- Global Health
- Self-Reliance
- Supporting Children



# LAUNCHED

[Who we are](#)[What we do](#)[Get involved](#)[Questions](#)[Contact](#)[Donate](#)[Login](#)[Home](#) / [Get involved](#)

## Get involved #EngageInGood

Help us make a difference  
to lives around the world.



### How you can get involved...

#### Connect

Use our resources to help you determine what philanthropic work you're already doing in your community, and show you how you can build on it.

[Help spread the word](#)

#### Distribute

Personally distribute dōTERRA products or emergency relief hygiene kits to affected areas and share your impact.

[Help distribute product](#)

#### Fundraise

Inspire your friends and community to donate towards dōTERRA Healing Hands Foundation instead of giving.



#### thematch

Fundraise for a nonprofit project of your choice and have dōTERRA Healing Hands Foundation match your fundraising efforts.



## FOR 10 YEARS,

the dōTERRA Healing Hands Foundation® has been working to empower individuals and communities worldwide to make positive sustainable change.

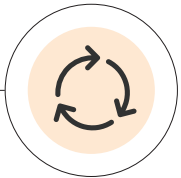
Now, at our 10-year anniversary, we're shifting gears. Our focus going forward is to empower Wellness Advocates to get involved and #EngageInGood with us to create increased positive and sustainable change, at home and abroad.



# HOPE



The HOPE Model is a comprehensive model to fight human trafficking through prevention, rescue, and aftercare.



**Anti Human  
Trafficking**



**Supporting  
Children**



**Clean Water &  
Sanitation**



**Empowering  
Women**



**Self-  
Reliance**



**Global  
Health**



**Disaster  
Relief**



## Prevent

Each one of us can prevent human trafficking in our communities through education and protecting our most vulnerable.



## Rescue

Join us in supporting task forces, law enforcement, and trained experts who have dedicated their lives to human trafficking rescue operations.



## Aftercare

Those who have been trafficked need safe and comprehensive trauma-informed care. Join us in supporting those who are on their journey to self-sufficiency.





# Science and Research

2020 has been another banner year for dōTERRA Science. A lot of time and effort has been spent in both expanding existing and developing new research partnerships. Along with continuing in-house research, this year has provided exciting news to share.

## National Center for Natural Products Research (NCNPR)

Based at the University of Mississippi's School of Pharmacy, NCNPR is a world-renowned facility focused on researching the potential of natural products to benefit human health. dōTERRA is taking advantage of this amazing partnership to push the boundaries of current essential oil research in three primary areas:

- **Chemometrics**—the use of mathematical models to address scientific problems. Using chemometrics in the study of essential oils will allow dōTERRA to extract the maximum amount of relevant information from the analytical chemistry data that we already collect. With the help of NCNPR, we can use data more effectively than ever before.
- **Pharmacokinetics**—the study of what a living organism does to a substance is very important in the world of essential oils, as it helps us understand the behavior of essential oil in the human body. This research, in collaboration with NCNPR, is helping dōTERRA gain important information on the absorption, distribution, metabolism, and excretion of essential oils. This helps us develop more effective products and evidence-based usage models.
- **Purity testing**—possibly the single largest issue in the essential oil industry is purity. Adulteration or oils that are entirely synthetic are becoming more difficult to detect with conventional analytical testing. NCNPR and dōTERRA are working together to develop more sophisticated and accurate analytical testing methods to further demonstrate that CPTG® essential oils are the purest and most efficacious oils in the market.



## European Partnerships

While a lot of details cannot be shared at the moment, dōTERRA has also begun collaborating with a well-known research institution in Europe. Currently this partnership is focusing their efforts on expanding the previous dōTERRA studies on Copaiba.



## Roseman University of Health Sciences Studies

The collaboration between Roseman University and dōTERRA has already resulted in several peer-reviewed publications, but it is just getting started. Previous publications focused on proteomics, research investigating the proteins that are produced within a specific organism. Currently, this partnership has a number of studies in the works that involve pharmacokinetics and pharmacodynamics, how the body reacts when exposed to certain compounds (such as essential oils).



## St. Elizabeth's Hospital

With the construction of the Complementary and Alternative Medicine wing underway, the partnership with St. Elizabeth's hospital in Edgewood, Kentucky, has become an amazing opportunity to research the use of essential oils in a medical setting. Currently, dōTERRA and St. Elizabeth's are collaborating on a study involving the use of Lavender essential oil.



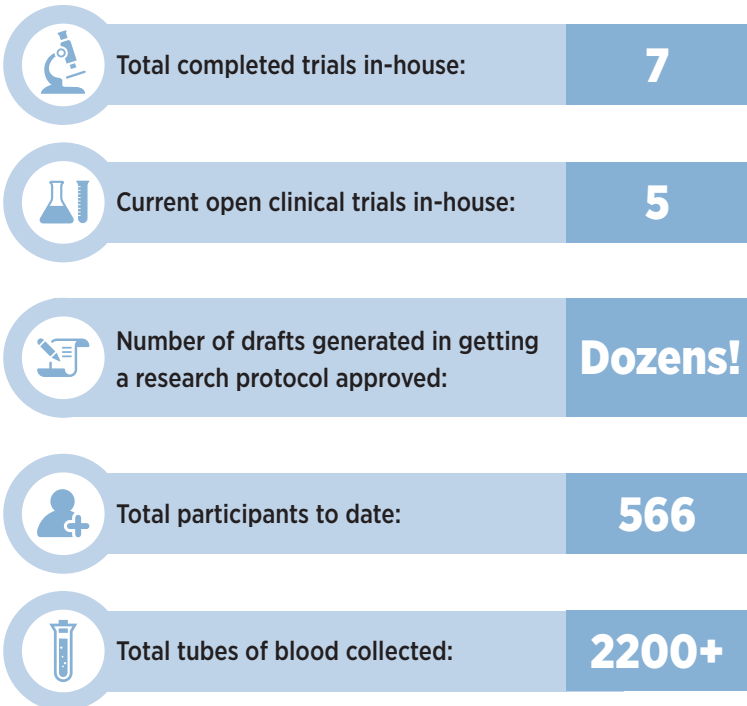


## In-House Research

Large clinical trials can cost millions of dollars, and even small-scale ones can run into six figures, which is one reason why they are so limited in the world of essential oils. But, as the leader in essential oil science, dōTERRA continues to make significant investments in clinical research. While previous research was generally the result of collaboration between dōTERRA scientists from multiple departments and often outside research partners, dōTERRA now has a dedicated department solely focused on clinical research. Led by Dr. Nicole Stevens, this team has been busy moving into a permanent physical location and working on a number of studies that should be published in the near future. Conveniently located across the street from the dōTERRA global campus in the Prime Meridian Healthcare (PMH) building, the new clinical research facility provides the perfect opportunity for collaboration with the PMH medical professionals in planning and conducting research protocols. Pharmacokinetics continues to be a focus, with on-going studies involving Lavender, Turmeric, and a few other popular essential oils and botanical compounds.

## By the Numbers:

The sheer volume of work that dōTERRA's in-house clinical research team has already completed and is currently working on is remarkable:



Clinical research isn't the extent of the science being produced at dōTERRA. Earlier in the year, a collaboration of dōTERRA scientists from three departments published a systematic review in *Evidence-Based Complementary and Alternative Medicine* that explored the current breadth of research regarding essential oils and their effects on the endocannabinoid system. Additionally, there are other reviews and *in silico* studies that this group of dōTERRA researchers hope to publish in the future. The details of this research are available to everyone, published in open-access, peer-reviewed journals and discussed on the dōTERRA Science Blog. The publication process can be very long, but we are excited to share our results, so follow the dōTERRA Science Blog for the most up-to-date information.





## The dōTERRA Microbiology Lab

### Disk Diffusion Test

#### What is it?

The Disk Diffusion Test is a qualitative technique used to evaluate the antimicrobial activity of essential oils. The test begins by swabbing a microorganism onto the surface of an agar, and then placing a filter paper disk with the essential oils to be tested on the surface of the agar. The size of the zone of inhibition, or prevention of the microorganism growth around the disk, is measured after overnight incubation.

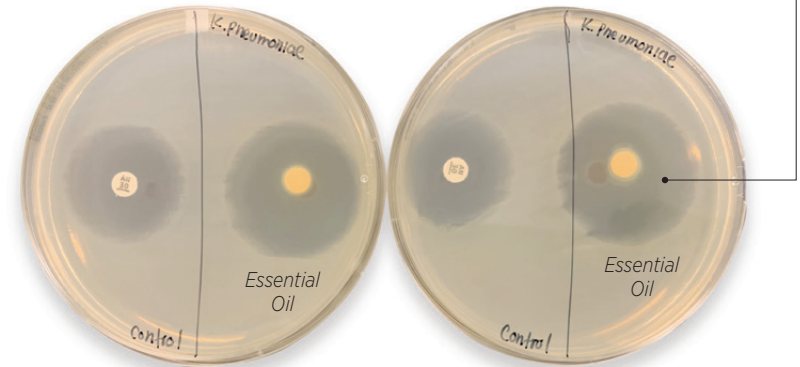
#### Why does it matter?

There is increasing demand for compounds to treat antibiotic-resistant pathogens, and essential oils have gained interest. Essential oils are traditionally known to have medical benefits and some of them have shown antimicrobial activity. Performing this test on dōTERRA's oils gives an idea as to which ones could have antimicrobial activity.



Zone of inhibition  
of microbial growth  
demonstrates  
promising results

**Fig. 1: Positive Results Example**

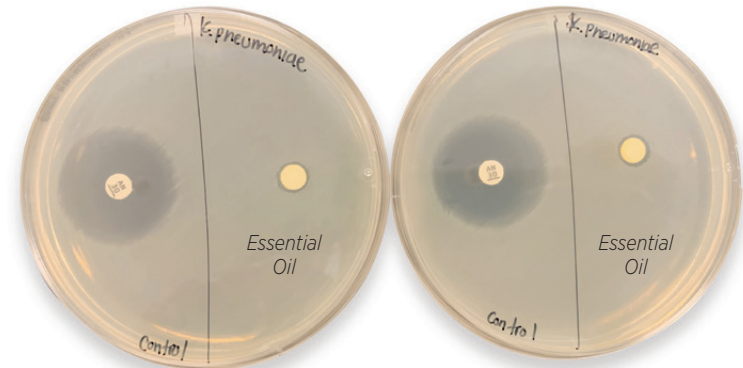


### How are we doing it?

In the microbiology laboratory, the team is testing essential oils using the disk diffusion test to identify oils with a potential antimicrobial activity against *S. aureus*, *E. coli*, *P. aeruginosa*, *K. pneumoniae*, and *S. sonnei*, comparing the results against an antibiotic used as a control. If an oil demonstrates promising results shown by a zone of inhibition of microbial growth around the disk, further testing will be performed to determine the Minimum Inhibitory Concentrations (MICs).

Some essential oils give promising results against the microorganisms tested, as shown with Oil 1 (Fig. 1), while others, such as the example of Oil 2 (Fig. 2), may not demonstrate microbial growth inhibition in these tests.

**Fig. 2 Negative Results Example**





# International Market Offices





# Market Updates





## Australia and New Zealand

- Launched our first three oils as part of the much anticipated Therapeutic Wellness Range.
- Announced a new Cō-Impact Sourcing® partnership on the East Cape of New Zealand, which will bring sustainably grown Manuka essential oil of the highest quality to the world.
- Christmas campaign boasted a beloved Koala diffuser, which sold out in under three days. A portion of each sale was donated to the Foundation for National Parks and Wildlife to support bushfire recovery and restore habitats.
- Donated over a half a million dollars to dōTERRA Healing Hands Australia and New Zealand initiatives to support people and communities experiencing poverty or distress.



## Brazil

- In 2020, Brazil's sales volume grew five fold and enrollments grew six fold.
- Brazil's third Diamond Club has 330 participants and we anticipate a graduation rate of more than 90 percent.
- Exciting new products launched in 2020 including DNP, Green Mandarin (sourced in Brazil), Turmeric, Zendocrine®, and Adaptiv®



## Canada

- Achieved one new Double-Presidential Diamond, one new Double-Blue Diamond, two new Blue Diamonds, 12 new Diamonds, and 156 other leadership rank advancements.
- Contributed humanitarian donations for diverse causes across the country, including COVID-19 relief to hospitals and first-responders, flood relief, disabled persons services, and anti human trafficking efforts.
- Launched more than 15 new products, including the wildly successful Wellness Essentials Program.
- Had 6,167 attendees registered for the first-ever virtual Convention, PURSUE 2020 Connection.

## China

- This year, the dōTERRA China Convention was an exciting live online event. It featured product training, messages from our founders and management, and highlighted dōTERRA's wonderful culture. At the peak attendance, we had approximately 250,000 online viewers at the same time. Many of our wonderful members were also able to participate in groups and many teams held smaller events over the next two months.
- In September, we visited nine cities and interacted with over 1,800 of our most important leaders. These events gave us the chance to provide information and celebrate the accomplishments of many of the attendees. We hosted five mini Recognition Gala events in the major cities. It had been so long since we were able to meet face to face and these meetings provided some memorable and emotional experiences for all that attended!
- This year, dōTERRA China launched a new rose collagen drink. This product has proven to be very popular and effective to our customers in China. In fact, the enthusiasm was so high that we had a very difficult time keeping the product in stock! Special thanks to all those involved in launching and making this product a success.







## Eurasia, Middle East, and Africa

- dōTERRA EMEA opened multiple facilities in 2020 to keep up with the exciting momentum as the region surpassed an incredible \$300 million in revenue. This included a newly expanded UK corporate office space, a European Call Center in Budapest, and a fulfilment center in Poland. A brand-new Manufacturing Facility in Cork, Ireland, also opened to shape a more sustainable and environmentally efficient future in how products are refined, bottled, and distributed to the region's 380,000+ customers. Development also continued at Bulgaria's Terra Roza distillery providing 6,000 square meters of prized rose garden.
- Europe embarked on a brand new eCommerce website rollout, providing a fresh and rejuvenated shopping experience. User-friendly features allow members to access in-depth product information and manage loyalty orders.
- As the world shifted online, multiple event milestones and records were achieved, including the digitalization of the Europe Convention, Leadership Retreat, and seasonal tours. This included an incredible combined 25 hours of educational content, across 20 languages, reaching over 50,000 online attendees.
- Leadership continued to flourish with Europe's largest ever Diamond Club of 550 participants and Israel's first Diamond Club, Founder's Club, Diamond, and Blue Diamonds. Russia became dōTERRA's fastest growing market and South Africa launched over 40 new products. All of this culminated in EMEA's most successful month to date in October.

## Hong Kong

- This year, we experienced enrichment of our online training and sharing with Wellness Advocates.
- Our social media engagement grew over 40 percent in one year.
- Weekly Customer Experience Day



## Japan

- dōTERRA Japan hosted a number of successful virtual events, including Leadership Retreat (73,000 total views) and Japan Connection (over 10,000 total views).
- We broke the mold by holding two market-wide webinars, the Empower Club, every week in June and July. As part of this, we introduced a new promotion to encourage participants to enroll and receive oils for sampling the next month. This campaign resulted in the highest and second highest enrollment months in dōTERRA Japan History.
- dōTERRA Japan hosted four sourcing trips for local Wellness Advocates. The in-country trips visited dōTERRA's Yuzu and Hinoki essential oil sourcing partners and learned about sustainable sourcing practices. They also participated in a Japan dōTERRA Healing Hands project assembling hygiene kits with handwritten notes for children in orphanages.



## Korea

- dōTERRA Korea won the Korea 2020 National Brand Award for the Essential Oils category for the second year in a row.
- Korea welcomed their second and third Presidential Diamonds in the market.
- Korea hosted their first Diamond Summit, visiting the Lemon and Bergamot farms in Reggio di Calabria, Italy.





## Latin Markets

- All open markets—Mexico, Guatemala, Costa Rica, Colombia, Ecuador, and North America Latino—experienced record sales and enrollments in 2020.
- The pandemic challenged every market to innovate in the way we communicate and train. Besides dozens of training meetings through online platforms, special events were streamed live. These included Leadership Retreat, National Convention in Mexico, Camino al Éxito, Tu Vida, Tu Bienestar, Colombia Anniversary, and Ecuador Anniversary.
- dōTERRA Mexico hosted a successful online training campaign called “Wellness from Home,” taught by leaders. It had 52 capsules and over 300,000 views.
- Besides experiencing over 100 percent growth in our North America Latino organization, the Founders Club was filled and we had significant growth in our top leadership ranks, including two new Presidential Diamond leaders.



## Malaysia

- dōTERRA Malaysia continues to experience excellent growth with more than 67 percent year-over-year enrollment growth compared to the previous year.
- The dōTERRA Malaysia 1st Virtual Anniversary received great response with 6,000 tickets sold.
- Since 2019, we have collaborated with Tenaganita, a dōTERRA Healing Hands partner fighting human trafficking. We adopted two of their shelters, one in Penag and one in Kuala Lumpur, to support them in recovery and empowerment programs. In the past year, we have donated RM60,000 to support 97 women and one child that were rescued from traffickers. At the centers, rescued individuals are given lifelong learning skills such as cooking, sewing, gardening, and painting. In October, we launched another campaign where we pledged to donate another RM60,000 (US\$14,834) to Tenaganita.

## Philippines

- Expanded our product offerings with 29 new products during the challenging pandemic environment—including nine oils approved in the market for internal use, a first for any essential oil company in the Philippines.
- Successfully concluded our first Sprint Club Program with 21 finishers. The Philippines Sprint Club is an initiative aimed at supporting Premier and Silver leaders to accelerate their businesses.
- Celebrated our One Year Anniversary with a virtual event on November 7, 2020. We had a record 1,300 live views and more than 3,000 post-event views. Our first Recognition event was hosted virtually on December 5, 2020.



## Singapore

- dōTERRA Singapore celebrated its fifth Anniversary on October 17, 2020, via its largest virtual event with an attendance of 1,513.
- In October 2020, dōTERRA Singapore hit a record number of new enrollments, the highest total number since our opening.
- dōTERRA Singapore moved to a new and bigger space on January 13, 2020, at 111 Somerset Road.

## Taiwan

- 2020 was the Year of Enrollees in dōTERRA Taiwan. Both enrollments and yearly sales had beautiful growth.
- We achieved great success in our events with over 11,000 total attendees: "12 Most Valuable Online Classes" by David Hsiung, Incentive Trip, Leadership Retreat, Taiwan Convention, and Essential Oil Tour.
- A matching program launched during Leadership Retreat resulted in a US\$230,000 donation for the After School Class Project.
- dōTERRA Taiwan earned nearly 240 media exposures in 2020, including a Netflix show, *I, Myself*, with free product placement. We also launched the first essential oil picture book, *The Sky of Frankincense*, to advocate Cō-Impact Sourcing®. The book is available in more than 300 bookstores.





# Pursue 2020 Global Connection

PURSU  
dōTERRA | 2020 GLOBAL  
CONNECT



**Conducted virtually for the first time in dōTERRA's history in order to keep participants safe during the COVID-19 pandemic, PURSUE 2020 was dōTERRA's largest event ever with over 81,000 participants from 133 countries. The event used state-of-the-art technology and creative strategies to deliver an engaging and educational digital experience.**

The dōTERRA events team and dōTERRA's marketing and production group, Studiō, developed more than 22 hours of content with eight

general sessions and an additional 53 bonus content segments. Content consisted of presentations from experts and scientists, documentary-style interviews and featurettes, scientific animation and graphics, panels of experts, and polished hosts to lead viewers through the experience. The convention was translated into 12 languages, plus American Sign Language. Interactive portals allowed global viewers to ask real-time questions and participate in polls in their own languages.





To create an engaging product showcase experience, an entire floor of one of the buildings on dōTERRA's Lindon, Utah, campus was transitioned into a set, including six modern and vibrant rooms of a home. Known as dōTERRA Home, here participants could view over 100 video and graphic vignettes that demonstrated ways to use dōTERRA products in everyday life.

# PURSUE STATS



dōTERRA's largest global event ever



More than 22 hours of inspiring, educational content



Over 81,000 registrants



Viewed from 133 countries



Translated into 12 languages, plus American Sign Language



Eight General Sessions and 53 bonus content segments

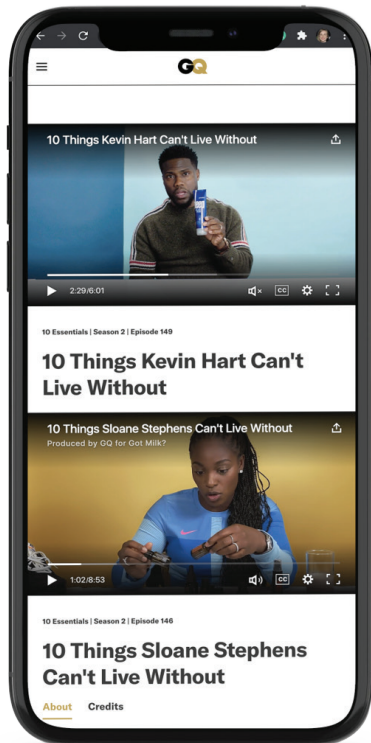


Approximately 14,000 square feet of set space



# Media & Social Media Coverage

We've received a lot of love from media this year, including over 13,000 mentions. That's the equivalent of 35 articles a day! Here are just a few highlights:



@kevinhart4real and @sloanestephens



@everydaychiffon



@jas\_blocker



@raisingthefree

VOGUE

GLAMOUR

THE OPRAH  
MAGAZINE

SELF

TODAY

BAZAAR



@govictoria



@pharrell

## Social Media Stats



1.55M



1M



176K



260K



72.7K

## Verify Markets

dōTERRA is the global leader in the essential oils and aromatherapy market, substantiated once again by Verify Markets in its 2020 market report. The report cites dōTERRA as the **“singular reason for rapid market expansion.”**



The Global Aromatherapy and Essential Oils Market was valued at \$7.7 billion in 2019



The market is expected to reach revenues of \$18.6 billion by 2026



The market is expected to grow at a compound annual growth rate of 13.4% (2019-2026)

**Verify Markets** is an independent market research firm specializing in industrial, environmental, energy, consumer products and water markets.



# Corporate Giving and Partnerships

dōTERRA seeks to give back to the communities where we live and work. In 2020, we supported over 430 organizations through sponsorships, project participation, and corporate partnerships. Here are a few ways that dōTERRA's Corporate Caring is delivering real impact.

## AromaTouch® and Pen Pal Initiative

For several years, dōTERRA employees have visited senior care facilities in Utah County to connect with residents one-on-one. Prior to the COVID-19 outbreak, 13 dōTERRA employees visited senior care facilities in the community and provided over 50 AromaTouch hand massages to residents. As the COVID-19 pandemic evolved around the world, the care facilities dōTERRA had partnered with implemented social distancing measures to protect residents and healthcare workers. In order to continue giving back, dōTERRA began a Pen Pal initiative to continue serving the local senior community. dōTERRA employees wrote over 160 letters, which were then delivered to three local senior care facilities.



## Tabitha's Way

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. This year, dōTERRA employees donated 275 pounds of food.

## 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, dōTERRA donated 5,303 books. Prior to the COVID-19 pandemic, 35 employees spent more than 70 hours delivering books and reading with Kindergartners through third graders. When in-person volunteering was banned, books were still donated and delivered to students and distributed by teachers and staff.





## Thanksgiving's Heroes

Thanksgiving's Heroes is a national nonprofit with a simple mission—rally troops of volunteers to feed thousands of families in need of a Thanksgiving meal. dōTERRA employees and Wellness Advocates showed their gratitude by nominating families, making donations, and volunteering to deliver food. In all, \$27,000 was donated, which contributed to the feeding of 2,500 families in Utah. Over 50 employees volunteered to deliver food for a total of nearly 90 service hours.



## Sub4Santa

Each year, United Way and the United Angel's Foundation solicits donations to provide relief to families in the community who are in need of extra support during the holiday season. This year, dōTERRA sponsored 18 families, which included 36 children. dōTERRA employees and Wellness Advocates donated over 580 gifts to ensure each family member received a little joy over the holiday season.





## Backpack Donation

dōTERRA donated 21,000 backpacks to 18 Utah schools and community centers. The backpacks were used to empower local leaders to sustain program activities, and supported individual students and community needs.



# Corporate Stats



## dōTERRA employees

- 3,274 U.S. employees
- 1,078 employees outside of the U.S.

**4,352** total



Cost of **free meals** provided to employees working onsite during the initial stages of the pandemic:

**\$60,070**



Dollars of “pay premium” given to essential employees who worked onsite during the initial stages of the pandemic:

**\$548,124**



Value of extra sick leave given to employees for COVID-19 related issues:

**\$365,087**



Cost of extra staff to frequently sanitize surfaces throughout the campus:

**\$12,266/month**





380,343 average bottles filled per day in 2020

---

10

Number of days that we produced over 500,000 bottles of essential oil in 2020

---



95,261,810 bottles of essential oil filled in 2020

---



Days of production: 259

---



1,166,409 Lives influenced through sourcing and social impact projects 2020



October was the highest production month in 2020, setting a new record of 10,659,615 bottles filled

3

New production lines started in 2020

531,220

December 4, 2020, was our highest producing day, setting a new record with 531,220 bottles filled



dōTERRA®

© 2020 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.