



Essential
LEADERSHIP
MAGAZINE


20

**Congratulations
on Reaching
Presidential Diamond**

— Conrad and Lillian Wegner

06

**Q&A with New CEO
Kirk Jowers**

A person wearing a grey hoodie is seen from the side, looking out a large window. The view outside is blurred, showing greenery and a tree. The window frame is dark, and the interior ceiling is visible at the top.

“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.”

Jack Welch, former GE chairman and CEO





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Kirk Jowers

Would you tell us about your background experiences that have brought you to dōTERRA and prepared you for the role of CEO?

In October 2014, my wife, Kristen, and I met Greg and Julie Cook at the Governor's Gala. Greg invited me to come down to Pleasant Grove and meet the other dōTERRA Founding Executives. At the time, I had my Washington, DC, law practice and a position at the University of Utah.

Greg had asked that I represent dōTERRA in a regulatory matter and potentially assist the company in establishing a government and public relations office. dōTERRA was growing so fast it was running 100 miles an hour!

I finally came down in January 2015. I met with David Stirling for almost three hours and subsequently with Emily Wright, Rob Young, Greg Cook, Dr. Hill, Mark Wolfert, and Corey Lindley. I was beyond impressed with each of them—their vision for the future and commitment to improving people's lives.

I thought the Cō-Impact Sourcing® program could truly change the world and would change the lives of tens of thousands of growers and distillers in developing countries. I was delighted when they asked me to join dōTERRA and humbled when they invited me to join the executive committee.

Nothing could have prepared me better for CEO than to be with them every Monday as we tackled every imaginable issue. Each of the executives had a different skill set and background that made decision-making both thoughtful and dynamic. They respected each other's wisdom and experiences, while also offering different take on the challenges and opportunities of the day. It was truly an Ivy League education in running a company.

I also greatly benefited from having an office amongst the executives. My top trait is Learner, so I know I nearly wore each of them out with my constant questions about essential oils, Cō-Impact Sourcing, Wellness Advocate development and compensation, and so on.

dōTERRA is an incredible place for a Learner like me because there is so much to learn about each of the essential oils and worldwide business and sourcing in almost 50 countries. I have never been bored since my first day at dōTERRA.

How did the executives prepare for the day when dōTERRA would be run by a non-founder?

The executives know no one finds greatness by doing it alone. The great ones always enable a capable team around and under them. The executives have been preparing for this moment since day one.

I have traveled with them and watched their interactions with Wellness Advocates, growers, planters, and distillers. I was in weekly committee meetings with them. The executives fostered an atmosphere where I learned how they think and understood how they made decisions.

Thanks to their generosity, patience, and persistence with me, I believe I have been prepared to know what is most important to their legacy and to the culture and growth of this company.

I should also note the Founding Executives are not going anywhere. They are still active on the board, and I am working with them on a nearly daily basis. They have given everything to create the miracle that is dōTERRA and are committed to it being a forever company. They will still inspire the field and employees in various capacities.

How do you intend to support and empower emerging Wellness Advocate leaders?

I am in awe of the Wellness Advocates. They are entrepreneurs who want to change the world. In the two years I was away from my full-time position at dōTERRA, I cofounded a company called ADDAX, which fortunately is thriving. We recently hired a CEO to replace me there so I could devote everything to dōTERRA.

Not getting a paycheck or benefits and investing money and time into your own business helped me better understand the pressures facing Wellness Advocates. It also helped me feel the exhilaration of the ups and downs of building your own company.

At dōTERRA, the first job of corporate is to be a well-run, healthy company that provides the products and support necessary for Wellness Advocates to thrive. Besides providing the necessary logistics, we also need to foster a community through events and causes that give all Wellness Advocates a place in a something bigger than themselves.

Finally, we need incredible employees who can support leaders on each phase of their journey. The needs and demands on an Elite, for example, are different than those of a Blue Diamond. Accordingly, we are working toward several initiatives to eliminate or mitigate the barriers to entry for people who want to start their journey with dōTERRA.

What role do you see feedback from the field playing into the company's strategies and initiatives?

The biggest role! The first question I ask about any new program or idea is, "What's in it for the Wellness Advocates?" I think it helps everyone focus on serving Wellness Advocates. The success of dōTERRA comes from them and the teams that they build.

There are a lot of pressures and opportunities for corporate, but at the core we are serving Wellness Advocates. dōTERRA is built on their passion, entrepreneurial spirit, and desire to help people become healthier, happier, and more independent.



When I first started leading Europe, I reached out to over 70 leaders in the first few months to understand what corporate was doing well and where we lacked. Their early guidance was (and remains) transformative in how we work to support them.

Now that I am back, I have embarked on a similar mission of getting as much feedback from the field as possible. I have come to realize that no matter how many Wellness Advocates I consult and how much they contribute to our leadership team, we still need their presence more consistently at corporate to ensure we fulfill our part in helping them achieve their dreams.

Knowing that, I am excited to enact a new program we just announced, bringing Wellness Advocates into corporate executive leadership as chief field officers. These CFOs will be fully integrated in the company's decision-making and vision going forward. We will be laying out more details about CFOs in the coming weeks.


What's your vision for the future of dōTERRA?

Growth and community. Regarding growth, corporate needs to match the excellence and devotion of Wellness Advocates. We are getting there, but I feel an incredible urgency to take the steps requested and needed by the field. We are poised for another blastoff!

To be specific, I envision dōTERRA doubling the number of Silvers and above in the next five years. To be ready for and accommodate that growth, we are making the necessary changes to attract and keep the next generation of Wellness Advocate leaders and adapt to the changes that have naturally come about since dōTERRA was founded.

Regarding community, I love how dōTERRA connects people. I am responding to this interview from the South Africa convention. People from 10 countries and every ethnicity attended. There was so much love and joy between everyone. I have also been on Cō-Impact Sourcing® Trips. Again, the Wellness Advocates and our sourcing partners became instant friends. No company creates a greater human connection than dōTERRA.

I go to sleep every night pondering dōTERRA. I wake up in the middle of the night thinking about dōTERRA. Every morning, I get up excited about dōTERRA. dōTERRA is embedded and integrated in my soul. Our amazing Wellness Advocates, employees, and executives built a great company, and I am so grateful to be a part of this next exciting stage of growth.



"Regarding growth,... I feel an incredible urgency to take the steps requested and needed by the field. We are poised for another blastoff!"

Kirk Jowers, *dōTERRA CEO*

Alena Pidgurskyy | Staten Island, New York, USA

A World of Opportunities

with dōTERRA

Alena was introduced to dōTERRA seven years ago and began building a business two years later. After another two years, she reached Diamond but couldn't fully solidify the rank. From there, she decided to go for US Founders Club 2.0. She says, "A whole new picture of the dōTERRA business opportunity opened up to me. My focus shifted to my team and helping them get the results they want."

One of Alena's most notable leadership qualities is her ability to relate to her team's struggles and provide meaningful support. Whether it's addressing the common pitfalls of comparison or learning from mistakes, she focuses on growth and resilience. "I do my best to show up for struggling leaders and offer my help, support, and belief in them. Sometimes it works and sometimes it doesn't. At the end of the day, you have to step back and let them do the work and take initiative."

Alena's own dōTERRA journey hasn't been without its challenges. At times, the pressure of balancing work and family life seemed overwhelming. "Balancing work and family life is always a problem. When things get rough—

especially when you close the month—I can't seem to separate myself from business and start bringing my work vibe into my family. I thought I was fine here until the moment my husband told me I was becoming irritable and easily annoyed, so I regrouped and noticed my behaviors."

With help from her husband, Alena realized the importance of setting healthy boundaries and prioritizing family time. That realization has been crucial in maintaining her well-being "I value time with my family and put away my phone. The separation and healthy boundaries between family and work is important, and you balance these two areas all the time."

Through it all, Alena has never lost sight of the bigger picture. "I never wanted to quit dōTERRA even in the hardest moments. These years have been transformative. I've met numerous wonderful and brilliant people. dōTERRA has taken me so many places and opened up a world of opportunities for me."

Know Your Weaknesses

Alena sees missteps and failures as part of the process—lessons to be learned. "I do my best to often analyze and find the weak spots, and then I work on improving."

One of Alena's biggest areas of improvement has been communicating with people. If she could go back in time, she would tell herself, "Improve your skills in communication and selling. The biggest one is to be clear with sales: what you sell, why you sell, and how to sell authentically."

Knowing where she struggles, Alena has transformed challenges into opportunities, leading her team with a relatable, genuine approach that resonates deeply with her mostly Russian-speaking community.





“Imperfect action is always better than perfect inaction. Start using the products and sharing your experiences right away. Learn as you go.”

Alena Pidgurskyy



Lock Arms and Withstand Anything

Joan Erfurt | Crowley, Texas, USA

Joan has cultivated a leadership style that's built on foundations of empathy, resilience, and unwavering support for (and from) her team. She adapts to and encourages the strengths of her team and works to expand her own.

Joan's journey through the ranks of dōTERRA hasn't been without its trials. She faced significant personal challenges like caring for her mother with dementia, which demonstrated the importance of flexibility and support within her business. "It was challenging, but it was also a beautiful thing to see the team rally around me," Joan recalls. This experience reinforced her desire to

manage her business on her terms, which is a significant part of what drew her to dōTERRA.

One of the critical turning points in Joan's career was overcoming self-doubt. As the youngest of eight children, Joan initially struggled to find her voice. "I knew I had a lot of knowledge and experience to share, but I felt like someone else's voice would be better than mine," she shares.

Through mindset coaching, Joan was able to shift her perspective and quickly advanced to Platinum.



Your Best Investment of Time

"Invest the time in your people. Get to know them on a deep level. Be there for them as much as their comfort levels allow. You'll make deep relationships, which will enable you to make a lasting impact on the families and communities we're endeavoring to help. When you lock arms with your people, you become a strong group and can withstand the challenges you'll face."

Joan Erfurt

"I wish I wouldn't have held back for so long before working through it. We all need some coaching! The growth you'll have after investing in yourself will surprise you."

Joan attributes much of her leadership success to her participation in Diamond Club—a commitment that required intense dedication and family cooperation. "The key to successfully locking down and doing Diamond Club within the home is to prepare the family," she says. This strategy not only facilitated her rise to Diamond and Founder 2.0 status, but it also fostered a supportive home environment crucial for sustaining her business activities.

Her advice to fellow builders is to forge deep, meaningful relationships within their teams. Joan believes that when you "lock arms with your people," you create a resilient group capable of overcoming any challenge. This philosophy has propelled her forward and enriched the lives of those she mentors.

She also recommends participating in leader programs. "I wouldn't be where I am today without Diamond Club. . . . For anyone wanting to grow, Silver Club and Diamond Club are necessary. Don't pass up the opportunity to participate. Regardless of the outcome, you will see growth!"



Diamond Club Is Your Next Step

Don't miss out on this opportunity to build an amazing team and advance in rank. The simple, effective activities encouraged in Diamond Club create habits that can help to jumpstart your dōTERRA business.



Scan here for information on Diamond Club qualifications, benefits, and FAQ



Listen to the latest podcast episodes about Diamond Club

"If you have the opportunity to participate in Diamond Club, do it! This program is a gift! There is no downside. Customers can earn free product, builders have extras to offer, and your team will grow! Don't waste time thinking about it, just sign up, you will be forever grateful!"

—Donna McDowell, Platinum

2024 Fall Program Schedule

- Qualification/Nomination Months: June–July
- Application Period: July
- Preparation Month: August
- Season Dates: September 1—November 30

Leadership programs require time and effort. Expenses may be incurred. Results vary. See program rules for more information.

#EngageInGood



Congratulations to **Bonnie Erbe**

2024 dōTERRA Healing Hands® Rose Award Recipient

We're proud to announce Wellness Advocate Bonnie Erbe is the recipient of the prestigious 2024 dōTERRA Healing Hands Rose Award. The award was presented during Leadership Retreat to recognize Bonnie's outstanding dedication to empowering communities through philanthropic endeavors.



Get involved in the Match Program!

The dōTERRA Healing Hands Rose Award is given to those who demonstrate exceptional commitment to giving back and engagement with dōTERRA Healing Hands, striving to foster health, safety, and self-reliance globally. Bonnie is a shining example of the spirit of #EngageInGood.

Over the past two years, Bonnie has undertaken four Match Program projects, each contributing to causes aimed at improving lives in her community. Her initiatives centered around preventing domestic violence, supporting survivors, and refurbishing a men's homeless shelter. With these initiatives, Bonnie has positively impacted over 7,850 individuals in her home state of Michigan!

The Match Program—a cornerstone of dōTERRA Healing Hands—enables people to amplify their impact by providing up to \$10,000 in matching funds to projects that align with the foundation's mission to promote health, safety, and self-reliance worldwide.

Bonnie's unwavering commitment to social good is a testament to the transformative power of personal action. Her receiving the 2024 dōTERRA Healing Hands Rose Award not only celebrates her achievements, but it also serves as a call to action for others to engage in meaningful philanthropy and make a difference in the lives of those in need.

See solicitation disclosures on page 95.



Marcia Friaca | Champions Gate, Florida, USA

Where Do You Want to Go?

“By being a present, authentic service leader and believing in your team members more than they believe in themselves, you get to know them on a personal level and create a space for them to grow. You’re there for them as a leader more than you’re there for you!” —Marcia Friaca

Marcia's story with dōTERRA began with a vision of empowering their own lives and creating a meaningful difference in the lives of others. She achieved this vision by focusing on the oils and core values and mission of dōTERRA, which resonate deeply with her personal beliefs. “Through my journey with essential oils,” Marcia says, “I regained my balance and found a profound sense of empowerment by building an incredible business. I’m a proud dōTERRA Wellness Advocate who’s helping expand well-being in the world.”

Along her journey, her resolve was tested by significant roadblocks. One harrowing challenge was when Marcia had to rebuild an entire team from the ground up—a daunting task that took three years of dedicated effort. “The situation was particularly difficult. But in my years of building a business, I’ve chosen to focus on empowering and educating my team on the mission and culture of dōTERRA.”

Even when things or people didn't come through, Marcia hasn't abandoned that viewpoint and approach because

she knows what works for her and where she wants to go. Marcia advocates to other dōTERRA leaders and members. “From the bottom of your heart, you need to know where you want to go with your dōTERRA business and why.” Marcia believes that sense of direction will maintain your momentum more than anything.

Her leadership philosophy centers on being patient and authentic, which has allowed her to connect deeply with her team members. She emphasizes the importance of listening and adapting to the needs of the team and overall community. Marcia says, “Being patient and vulnerable are my superpowers. I love connecting with people from the heart and demonstrating that we can all be stronger, even in the face of adversity.”

Marcia is building a successful business, and she is also nurturing a community rooted in mutual growth and a shared sense of direction. Her leadership has proven that, with resilience and dedication, any challenge can be transformed into an opportunity for empowerment.





Business Building Guide

Business Resource
Spotlight

What is it?

The Business Building Guide, commonly referred to as the BBG, includes helpful checklists, worksheets, scripts and more—everything you need to achieve the rank of Elite and beyond, while also increasing your confidence in your role as a Wellness Advocate. This guide was created by top leaders to help you find success and stay focused on the essentials.



What can I expect?

Some of the business-building activities you'll learn in this guide are:

- + Preparing to launch your business
- + Setting goals and making a Names List
- + Utilizing tools to reach Elite rank
- + Inviting people to learn more
- + Presenting with the Natural Solutions class handout
- + Learning what to say at your class or one-on-one
- + Enrolling successfully
- + Onboarding and supporting new customers
- + Holding a Wellness Consult to help people take advantage of Loyalty Rewards
- + Finding builders
- + Launching new builders
- + Placement Strategies

Where can I find it?

Printed copies are available for purchase. You can download it online and use digitally and/or print it yourself.



**Access it
online here**



"The single most helpful tool in a new builder's dōTERRA toolbox is the Business Building Guide. No matter where you're at in your business there is practical application from every page. It's your training manual from day one to Presidential and beyond. It's the most powerful teaching tool that dōTERRA offers. And the best part is, you can download it free!"

Nicole Moultrie, Presidential Diamond





Congratulations on Reaching Presidential Diamond

Conrad and Lillian Wegner | Blain, Pennsylvania, USA

**“Don’t let fear paralyze you.
Open your mouth and share
with love. You never know who’s
waiting for you.”—Lillian Wenger**

Tell us about your journey to Presidential Diamond. What's the biggest lesson you've learned? What've been the biggest hurdles you've had to overcome?

One of the biggest lessons we've learned is hard things and difficult situations will grow and strengthen you in ways you never could've imagined.

“For my thoughts are not your thoughts, neither are your ways my ways,” declares the Lord. “As the heavens are higher than the earth, so are my ways higher than your ways and my thoughts than your thoughts.” (Isaiah 55:8–9).

God has taken us on a path we never dreamed we'd traverse. And through it all, he was good and made a way when we didn't see a way through.

What advice would you give to someone trying to reach Presidential Diamond?

Enjoy the journey. Each step has beauty, growth, and unique life lessons. Enjoy the process now, no matter where you're growing. For us, it was essential that we committed our business to God.

How do you and your spouse work together in the business?

We each work in areas where we're most talented. Conrad is a pro at scheduling, planning, and keeping the office running smoothly. I thrive when I'm teaching classes and connecting with others.

What advice do you have for couples working together?

Communication is key. We've found taking time weekly and daily to discuss our schedules, commitments, and obligations has helped keep us on the same page. Trust me—our lives aren't perfect, and we get off track. That's when we know that taking time to visit our schedule is so important!

We also like to annually revisit our goals for where we see ourselves in one, two, five, and more years. Doing so helps us stay focused on what's really important to us and our family. Revisiting those goals throughout the year helps us refocus and reflect on what direction we're heading.

How have you learned to balance running your business and taking care of your family?

I'd say delegation. And I don't mean delegation so I can be lazy. I mean delegation so I can spend time on things that really matter.

Delegating can feel hard sometimes. We often deal with limiting beliefs: “I'm the only one who can do it,” “It'll take me too long to tell someone how to do it,” “There's no one available to help me,” and so on.

"During periods of growth, there are times when it's uncomfortable. But those times can be when the most progress is made."—Conrad Wenger

While delegation is hard, it's so worth it. Find those small things that take up your time and delegate them. I'm so grateful my basic office tasks can be completed by a brilliant and capable assistant who does better than I ever could! Now I can pour my time into my team who needs and wants support, mentorship, and strategy. I'm freer to focus and dream, knowing that other tasks are handled.

Another thing I'd suggest is working on healthy boundaries. Creating boundaries that protect family time at meals, in the evenings, and on weekends was so important to us. Our family enjoys traveling, and our children are always delighted when we can have a family outing. Including children in activities like filling up samples or preparing for classes can be both helpful and enjoyable.

Some people don't want to reach Presidential Diamond because of how much work and stress seems to go into it. What are the benefits of this rank? Why should someone else want to reach it?

You have no idea what incredible opportunities are waiting for you in the Presidential Diamond journey ahead of you. Presidential Diamond isn't just about you growing as a person—it's about your leaders growing and blooming.

At this stage, what motivates you to continue building your business?

It really feels like it's only the beginning. Watching our team keep blooming where they are—gracefully growing and bravely reaching toward their potential—is absolutely beautiful.

It's also exciting to know we can reach and guide so many more people—giving them hope for their health, sharing the business opportunity, and opening avenues for change they may never have imagined.

We continue to build so we can continue to be grown and sharpened into the plan and purpose God has called us to.

In what ways has your dōTERRA business changed your life?

This business has changed our lives in many ways. The rich friendships we get to experience every day, the beautiful team we call friends, and the people we collaborate and grow with are truly humbling. It's all been a beautiful gift. "O Lord my God, you have performed many wonders for us. Your plans for us are too numerous to list. You have no equal. If I tried to recite all your wonderful deeds, I would never come to the end of them" (Psalms 40:5).



Empowering Women in India | Providing Education through the Match Program

Life is difficult for many women in India. Widespread discrimination means they can struggle to pursue an education and career. In certain rural areas, some young girls are forced into marriage.



Seeing these struggles, Wellness Advocate Harmony Slater decided to act, completing a dōTERRA Healing Hands® Match Program project. Working with Yoga Gives Back, she fundraised money to provide 300 scholarships and build a community

digital center in West Bengal. An estimated 900 women benefited from her efforts—and that's just the beginning.

Beyond the immediate impact of her Match Program project, Harmony and her efforts will have ripple effects for generations to come. Now these women will be able to pursue an education, opening doors of opportunity. Women are now empowered to support their families and communities, sharing what they've learned by helping illiterate villagers access online banking and teaching computer skills to underserved students.

When asked how she's been impacted by the Match Program project, Harmony shares, *"India is a place that's close to my heart. I personally have been forever changed because of my connection to this country through my yoga practice."*

"India is where my spirit feels at home, and my heart breaks for so many women there who work so hard to support their families yet barely make any money, have limited or little access to education or basic resources, and are often victims of abuse and inequality."

"My life has been blessed by India in more ways than I can express, and supporting the work of Yoga Gives Back is an opportunity to share this light with the people—my sisters—who reside in the country of my heart and who truly need assistance."

To learn more about the Match Program and how you can make a difference in communities you love, visit <https://doterrahealinghands.org/get-involved/the-match-program>. Funds are available for qualifying humanitarian projects that further the dōTERRA Healing Hands mission to empower people worldwide to be healthy, safe, and self-reliant. If you have questions about the Match Program, please contact hhsupport@doterra.com.

See solicitation disclosures on page 95.

the match
PROGRAM

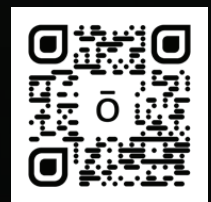


Reclaim

dōTERRA® | convention
pursue what's pure® | 2024

**Join us September 18–21 at
convention in Salt Lake City, Utah!**

You'll rediscover your innate strength, forge deeper connections with your dōTERRA community, and shape a healthier, more hopeful future through dōTERRA products and commitment to wellness.



**Get your
tickets today!**



You'll Never Regret Attending Convention

"Attending convention with my team strengthens our sense of community simply because we have fun! We make so many memories that carry with us throughout the rest of the year. There are countless hours available to brainstorm and share ideas or even find solutions to common struggles. This time together helps us feel unified and energized to go home and implement fresh new ideas to go along with brand-new products!

"Convention is the best way you can fully immerse yourself in the dōTERRA difference, all wrapped up in one event. You get to experience a little of everything in the most powerful ways. The science, straight from the scientists. The research, straight from the doctors. The heart and vision of the company, straight from the owners. The aroma, straight from the bottle.

"In my nine years with dōTERRA, I've never regretted attending convention! In fact, every time has been better than I imagined. Sure, you can livestream most of the content. But you can't livestream connection. You can't run into dōTERRA executives or medical experts and ask them questions and grab a selfie. There's a certain thrill that's missed when you're not there in person."

Heather Reed, Blue Diamond

Kate Kanoe Welch | Wailuku, Hawaii, USA

Be Brave, Not Perfect

Kate's success as a dōTERRA leader stems from her willingness to put herself out there, genuinely investing in people and fostering strong, empathetic relationships. Throughout her nine years with dōTERRA, Kate has faced many challenges, from the loss of her mother to navigating the impacts of the Maui fires. Yet her resilience and dedication to her community have only been strengthened.

One of Kate's most poignant leadership moments came during the recent tragic Maui fires, in which her father lost his home of 15 years. Kate reflects, "This is a home where my children and I spent holidays and time with Grandpa, caught lizards, created art, and enjoyed our Sunday beach time."

Kate rallied her team to support the community, living the dōTERRA mission of helping the world heal. Her team, along with her larger team Essential Island Living, helped distribute over 8,000 emergency hygiene kits and supported the dōTERRA Healing Hands Foundation® Maui initiative, showcasing the powerful impact of unity and immediate collective effort. These initiatives and response strengthened Kate's belief in dōTERRA. "These actions embody a company that cares deeply about the well-being and resilience of the communities it serves."

Kate's approach to leadership is deeply personal. She understands that each team member has unique challenges and motivations. Her philosophy of "being brave, not perfect"—introduced by fellow leader Bailey King—has become a guiding principle for her team. This mindset shift has not only empowered her leaders, but it's also infused her business practices with authenticity and compassion.

Having to balance demanding full-time roles as an educator, mother, and Wellness Advocate, Kate has mastered the art of setting clear boundaries and maintaining effective communication with her team. "I do my best to check in with my leaders in both their businesses and their lives." Her leadership is a testament to the power of empathy, resilience, and unwavering support, making her an exemplary figure in the dōTERRA community.

Kate's journey with dōTERRA demonstrates the importance of community, resilience, and genuine care, proving that effective leadership goes beyond business—it's about creating a legacy of service and bravely being a force for good.



Meet People Where They Are

A simple truth Kate has come to see is people are on unique journeys. "I've met leaders who've grappled with a wide range of challenges and experiences. One of my leaders showed tremendous growth over the years. But there was a point when she stepped away from the business, but then a couple of years later she returned with a clear vision for why she wanted to start anew."

Kate will always wholeheartedly support those on her team, no matter what. She knows an effective leader always leads with love.



Lindsay Norman | Burlison, Texas, USA

Don't Overpay the Dumb Tax

Lindsay joined dōTERRA with a wealth of business experience, but she also carried the scars of past burnouts and setbacks. "After my first 10 years building a business, I was so burned out. My body was flaring, my motivation was nonexistent, and my brain was numb. I felt like I simply existed each day. I was emotionally disconnected from life." She was even uncertain whether what she'd built was just from luck rather than her own skills and talents.

However, she believes those times are not wasted, not even seasons of discouragement and doubt. "The years of plateauing, burnout, and a shrinking business—God used all that to prepare me for the gift of building a business with dōTERRA. Because of those hard years, I have perspective and grit, as well as boundaries and priorities I won't waiver on. I also continue to learn that God is trustworthy in the good times and the hard ones."

So when Lindsay joined dōTERRA, she was determined to approach her business differently. She embraced a philosophy that effective leadership is about creating environments where builders feel supported and are encouraged to thrive on their own terms. She focused on creating a culture of multiplication and building a business that aligned with her values—peace over chaos, health over exhaustion, her faith in God over success.

A pivotal element of Lindsay's leadership has been her ability to learn from past mistakes, which she refers to as the dumb tax. "Whether I pay the dumb tax or someone else does, we just don't want to overpay taxes. What I mean by that is I want to learn from my mistakes and other people's mistakes."

Her experiences taught her the importance of embracing obstacles and learning the gift of resilience, lessons she can offer her team. "With leaders, I try to leave space

for the struggle. It's part of development. What we learn in the struggle is what prunes us for future fruit." By fostering a culture of understanding and patience, her builders navigate their challenges without fear of judgment, creating a space where they can find their path to success.

Lindsay's journey is a powerful reminder that leadership and success can be birthed from failure. It underscores the transformative potential of embracing one's past, learning from it, and moving forward with purpose and passion. "I will never look back on those hard years with regret, but rather with gratitude for what they planted in my life for the future."

Creating a Space for Success

As a business builder, Lindsay learned early on not to own her leaders' successes or failures. "When I did that," she says, "I found myself on a leadership rollercoaster—always at the mercy of others' circumstances and emotions for how my business was doing.

"As I experience more and more the highs and lows of leadership, I find that by creating a culture and environment where leaders can enter, get equipped, have clarity, build with confidence, and gain vision, they can build a business and thrive." Lindsay's goal is to create a space for her team to achieve their goals and dreams and then get out of their way!



Holly and Jon Orgill | Lehi, Utah, USA

Failure Isn't an Option

Holly Orgill is a beacon of resilience and dedication, walking a path that's been fraught with challenges that tested her resolve but ultimately strengthened her leadership. It took over eight years of actively building for Holly to reach Diamond. Through her journey, she faced many setbacks, sacrifices, and doubts that could've derailed her dreams. "In those eight years, I never missed a convention or Leadership Retreat. I attended most of the events of my upline. . . . Continuing to show up without rank advancing or results was really hard," Holly recalls.

But deep down, she knew the obstacles wouldn't stop her. "I told myself, Failure isn't an option. Even through the ups and downs of my journey, giving up wasn't going to be part of it. I just kept showing up and doing my best." This relentless commitment showcases key characteristics of Holly's leadership: steadfast, hopeful, and unwavering.

Holly's perseverance has been crucial in her leadership success. She knew a woman who initially chose not to join her dōTERRA team, but Holly knew she'd be a fantastic builder. Instead of giving up, Holly maintained the



Don't Require—Inspire!

Holly knows most lessons stem from doing something wrong initially and desiring to improve for next time. Throughout her career, she's embraced the philosophy of leading by example and uplifting those around her. "One leadership lesson I have learned while building my dōTERRA business is that it's better to inspire than to require," Holly says.

This approach has shaped her path to success and empowered her team members to embrace their roles passionately. "If you want people to step into leadership in a bigger way, show them how. If you want team members to enroll more, bring on new leaders, show up to events, live the dōTERRA lifestyle, and celebrate others. It all starts with you. Inspire others to be their best selves by constantly trying to become better yourself."



relationship: "I just told her I was saving a spot for her and would be ready if she ever changed her mind." Eventually, this potential builder came around. "If I had burned that relationship and become bitter or discouraged because she originally told me no, I would've lost an incredible friend and dynamite business partner."

Holly's advice to fellow leaders is to not abandon your dreams when faced with challenges. "One of the lessons I learned is you have to be refined to lead. You must go through challenges to become the best version of yourself, and that doesn't come without resistance.

These challenges help you to see how capable you are—what you would never have discovered if you gave up or didn't push yourself." She knows such times of trial aren't fun, but they're necessary for growth.

Holly believes in the power of seeing things through, a lesson she hopes to pass on to her team, her children, and the dōTERRA community at large. Her journey highlights a key principle: true leadership is about inspiring others to find their path to success while steadfastly walking your own.



blog



Healthy Living

A Healthier, Happier
You Awaits





What is it?

the blog is a thoughtfully curated collection of essential oil education posts including DIYs, recipes, articles on healthy living, and product spotlights. Choose from hundreds of posts, perfect for sharing online or in a class.

What can I expect?

- + **DIYs including:** How to Make Your Own All-Purpose Cleaner, Oil Balancing Face Mask, Sun Protecting Hair Spray, and Grapefruit Perfume.
- + **Recipes including:** Aromatherapy Play Dough, Cinnamon Almond Granola, and Wild Orange Power Bites.
- + **Articles on healthy living including:** Improving Your Quality of Sleep with Dr. Natalie Underberg, Tips for Using Topical Essential Oils with Dogs and Cats, and Back to School Oil Essentials.
- + **Product spotlights including:** How to Use dōTERRA Veggie Caps, Fun in the Sun...with Mineral Sunscreen Protection, and Hydration Innovation: Unleashing Vitality with dōTERRA MetaPWR Recharge®.



Where can I find it?



Access it
online here

"The dōTERRA blog is one of my favorite tools to use as a Wellness Advocate. It has been the best resource when I am creating content. It helps me know how to speak compliantly and gives me great ideas for things I can share with my online audience"

Mandy Sommers, Blue Diamond

Gulistan Sifuentes | Plymouth, Minnesota, USA

Empowering with Why

Gulistan has carved out a distinguished role as a dōTERRA leader by fostering a culture of support, appreciation, and direction in her organization.

Her leadership journey is characterized by an earnest commitment to personal and overall growth, guiding her team through challenges with a reliable example of grace and empathy.

Her business is deeply rooted in the idea that a leader's strength lies not just in business acumen but also in her ability to know herself and her motivation and then inspire and uplift others. She believes in reaching out proactively

to support her team, particularly during their growth phases, which may not directly benefit her own progress. "I truly try to put their interests first." This has established a foundation of trust and loyalty within her team, enhancing collective success.

Facing the inherent challenges of any leadership role, Gulistan recalls the early days when she and her first team members embarked on their dōTERRA journey together. "People were following me because of my energy and Why, not because of my knowledge of the business, I think.



"It really does not matter what your initial position is. What matters is a clear direction and appreciation from both sides," she says. This mindset has allowed her to transform potential obstacles into opportunities for strengthening her team's cohesion and resilience.

Beyond helping her team members achieve their goals and dreams, Gulistan is motivated by her family's support and the tangible benefits they've experienced through dōTERRA products, which have touched her deeply and greatly reaffirmed her Why.

Her advice to other builders is to remain genuine and committed to their personal reasons for joining dōTERRA. By empowering her team to recognize and embrace their unique Whys, Gulistan ensures motivation and commitment naturally ensue, leading to genuine success and fulfillment.

Gulistan's story is a compelling template for how empathetic leadership—grounded in proactive support and empowering motivation—can lead to personal and professional growth beyond your greatest expectations. She says simply, "Take dōTERRA seriously if you want to grow, educate, and change worlds."

Roxanne and Philip Weaver | Newville, Pennsylvania, USA

The Authentic You

"We don't need any special credentials or exceptional talents to be able to share health and wellness with others. Go share with the world—someone is looking for answers!" —*Roxanne Weaver*



Roxanne has built a thriving dōTERRA business grounded in sincerity, authenticity, and a deep commitment to holistic living. Roxanne's journey is defined by her steadfast approach to overcoming adversity through faith and simple, pragmatic ways to handle any challenges she faces.

Reflecting on her path, Roxanne recalls times of doubt when the balance between work and family seemed unsustainable. "Absolutely there were many times we felt like giving up and saying this just isn't for us. But God continued to show up and bring those small miracles, showing us He truly cares about us and our business."

Roxanne's leadership style is deeply personal and relational. She emphasizes the importance of being genuine and teaching from the heart—qualities that have made her stand out in the wellness world. "Simply be yourself and teach classes from your heart! Just be yourself," Roxanne advises, underscoring that authenticity is more impactful than trying to replicate what others are doing. This approach has allowed her to connect profoundly with her community and team, fostering a supportive and encouraging environment.

Her commitment to personal and professional growth is evident in how she supports her team members, in both good times and in their moments of need. "I've learned to simply be there, supporting and cheering them in any way I can!" This nurturing aspect of her leadership has led to significant personal and team achievements, further solidifying her role as a pivotal figure in her community.

Roxanne inspires current and aspiring builders to remain true to themselves and to handle their work of sharing dōTERRA products with heart and resilience. As she looks forward to the future, Roxanne is excited to continue and positively impacting more lives. "dōTERRA has been a huge blessing, and we look forward to whatever the future has in store for us!"



“What you do has far greater impact than what you say.”

Stephen Covey, *author, businessman and speaker*





Tatiana Grant | Sarasota, Florida, USA

From Burnout to Balance



“Mom guilt is a huge deal for me. My daughters are my reason why I do this business. . . . Knowing that my business allows me the flexibility to be there for them and be present in their lives motivates me to push through the challenging moments.”

—Tatiana Grant

Tatiana personifies resilience and dedication in her journey to empowering others in their health and wellness paths. Faced with the daunting task of balancing her roles as a mother, homeschool teacher, and business leader, Tatiana experienced significant burnout. “I felt overwhelmed—like I was failing in all areas,” she recalls. But it was through these challenges that she discovered the importance of self-care and setting boundaries, which is a lesson that’s profoundly shaped her leadership style.

Focusing on flexibility and personal connection allows Tatiana to effectively lead her team. She keeps up on her self-care and sense of balance, which regularly revitalizes her energy and provides a model for her team to emulate. “I started delegating tasks, saying no to commitments that were not serving me, and making time for activities that nourished my mind, body, and soul,” she explains. This approach helped her overcome possible burnout and ensured she remained a present and supportive figure for her daughters and her team.

Tatiana’s leadership style is also characterized by her willingness to adapt and support her team members’ individual strengths. A significant turning point in her career came when she encouraged a builder to pursue social media and in-person classes, which weren’t her strengths. It wasn’t until she expressed her desire to try something different—pursuing other markets—that her business took off.

This experience taught Tatiana the value of flexibility and open-mindedness in leadership: “Embracing the diversity of talents and approaches within my team has not only led to their personal growth but has also driven overall success.” Now, she embraces diverse strengths, because she knows they lead to innovation and success.

To those building businesses with dōTERRA, Tatiana emphasizes establishing strong relationships with customers and team members. “It isn’t just about selling products. It’s also about creating a community of loyal customers and dedicated team members who believe in your brand and are willing to support you in your business goals.” Her commitment to providing exceptional customer service and personal engagement has created a stable foundation for her business.

Tatiana is a powerful example of the importance of a personal, authentic approach to leadership. Her journey has inspired and impacted many within the dōTERRA family, showing that true success comes from dedication to your values.

Among the



Scan to peak
behind-the-scenes

Birch Trees

Cō-Impact Sourcing® Trip Highlights

Diamond Club winners traveled to the majestic woods of Kane, Pennsylvania, this spring to visit the birch forest and distillery, where Birch essential oil is sourced!

It was an amazing opportunity for Wellness Advocates to experience the Cō-Impact Sourcing model firsthand and see the commitment dōTERRA has to sustainability. The trip was filled with laughter, education, and community.

Testimonials

“Witnessing firsthand the origins of the products, touching the natural ingredients, and learning about the distillation process has been an incredible experience. The Sourcing Trip can transform your understanding of essential oils. It's educational and an opportunity for personal and professional growth. It's where knowledge is exchanged and bonds are formed.”

Renata Rivera, *Diamond*

“Being part of the Diamond Club Birch Sourcing Trip was a game changer for my business. Not only did I meet other leaders and pick their brains about what they're doing, but I also talked with staff about programs and other resources available to use—tricks and tips. I love having a reward at the end of Diamond Club. It creates momentum in my business and a team goal to unite around.”

Val Hoeger, *Gold*

Images not directly associated with quotes

Leadership programs require time and effort. Expenses may be incurred. Results vary. See program rules for more information.





“This was my first Sourcing Trip, and I loved the whole experience. There's something really empowering about seeing firsthand how our essential oils are distilled and the commitment dōTERRA has to purity and full transparency. You don't want to miss out on the Sourcing Trip opportunity!”

Kari Boll, *Platinum*



“The dōTERRA Birch Sourcing Trip was an unforgettable journey into the heart of nature. This experience deepened my appreciation for the dōTERRA commitment to the planet and its people. I came back with a wealth of knowledge and a renewed spirit. Join the journey and transform the way you see the world!”

Audrey Laforge, *Blue Diamond*



“The Birch Sourcing Trip was a wonderful chance to see just how seriously dōTERRA is committed to sustainability. Smelling the fresh essential oil in the air and seeing the source was an incredible experience. Attending this Sourcing Trip is worth every ounce of effort that Diamond Club requires.”

Marcie Auvil, *Gold*

Spring 2023 Winners

Kate Barber
Claudia Bolanos
Katrina and Matthew Potter
Becky and Kevin Ward
Yun Wang
Isabelle Richard
Vanessa Davila Cesar Garcia
Elena Sazontova
Jayden Almeida
Erin Paschell
Renata Rivera
Ashley Wood
Michelle Whitley-Smith
Bellia Jackson
Kari Boll
Alicia Torres Lisabeth
Brittany Miles
Gina Cho
Liyan Chen
Kara Kading
Mabel Law
Tilena Szepesi
Lindsay Norman
Diane Sanders
Dale and Sandy Pocernich
Shawn and Amanda Roberts
Rachell Reid
Geneviève Chartrand
Audrey Laforge
Marie-Helene Carrier and Yann Gauthier
Valérie Dion
Danielle Yeager
Kelly Honorato
Kim Horne
Jonathan and Bre Vargas
Lili Meadows
Brooke and Blane Layton
Kelly Carpenter
Jillian Beardall
Tatiana Seara
Marzena and Slawomir Krysiak
Kirk and Julie Brown
Ashley Sanger
Lisanne Côté

Tatiana Grant
Allie Boyd
Brian and Dani Flynn
Tricia Weiss
Suzanne Blatock
Angelica Sepulveda
Grace Yunhua Jiang
Anne Marie and Michael Lamers
Tarana Nabizada
Adiari Tineo
Mike and Alisha Mattheis
Elena Starkey
Cathi Russell
Jamie Peterson
Jessica Carter
Marie-Michèle Delisle
Dayana Alonso
Gena Rasmussen
Angela Melton
Val Hoeger
Rebekah Coakley
Jeanneth LaBarre
Lynn Wang
Donna McDowell
Keleen Lambert
Fanny Zaldumbide
Jennifer Martin
Shontele Torkelson
Krisa Stewart
Pascale Brassard
Bobbi Ogle
Jerrie Lynn Vedvei
Lucy Saucier
Jenni Parish
Ning Dai
Julia Murza
Chantale Bilodeau
Michelle Renzitti
Brian and Krista Dove
Jennifer Shell
Ying Zhang
Jackie Pearce
Anastasia Vera
Karen Grant
Tina Hoover
Alena Pidgurskyy
Jacob and Geri Chandler

Luz Viviana Garcia and John Cortes
Vivien Chou
Nicole Chase
Drs. Jake and Christi Shuppe
Preston and Tena Pettis
Simon Siu and Elex Diep
Holly Orgill
Dr. Ashley Anderson
Maggy Lokken
Allen and Amy Bauer
Maranatha Parke
Kimberly Lee
Ted and Alisia Nelson
Mason and Bonnie Haycock
Lynda Couture
Amy Hazen
Karen Jansen
Kristi Corless
Lexian Zeng and Yvonne Huang
Sally Hsu
Alison Deutsch
Mélanie Jacques
Christina and Mike Garcia-Carreras
Amanda Goold
Joe and Nina Carpenter
Susan Jaeger
La'Nette Sapp
John and Christina Womble
Kim Duncan
Maira Aguilar
Douglas and Julie Taylor
Daphne and Darrin Clark
Crystal Zook
Maripier Authier
Paul and Stephanie Fritz
Linda Qin
America Aguilar
Kenneth and Hope Clark
Cindy Vallone
Whitley Foster
Christina Peters and Michelle McVaney
Marisa Caccamo

Xiaohong Wei
Rachel Laughlin
Vivian Shih
Zhenjie Zhong
Elizabeth Giles
Katrina Lotts
Annik Boily
Elizabeth Mundarain
Tricia Doran
Raquel Barros
Gary Zhou and Laura Wang
Amanda and Kevin Rahija
Andrea James
Paula Ramos Morrissey and Timothy Morrissey
Neidy Medina
Jonathan and Emily Paulsen
Gabriel Velloso and Lais Ferreira
Suhong Zhong
Sandra Richard
Kimberly Pike
Michel Francoeur
Paula Andrea Velasquez
Alexandra Echeverry
Andrea Manus
Leika Garcia Gesualdo
Kristel Ramirez
Valeria Rodriguez
Kevin and Keshia Sheets
Kris Hapgood
Lori Bourgeois
Marie-Pier Trepanier
Chasity and James Dedman
Julie Schondel
Ekaterina Hawthorne
Joana Magnani
Jennica Miller
Erin Maus
Édith Lamontagne
Gulistan Tagirova
Carmen Perlaza
Janae and Claudio Arancibia

Fall 2023 Winners

Tonya Merritt
Isabelle Richard
Tim Crain
Michelle Flach
Geneviève Chartrand
Maria Lucia Ribas
Belliaminowa Jackson
Lisa Walker
Wadson and Danille
Miranda
Amanda Stowell
Lindsay Norman
Marie-Helene Carrier and
Yann Gauthier
Brittany Miles
Dr. Janet Roark
Roxann Vaneekhoven
Eden Lee
April and Steve Ewaka
Catia Gorman
Sophie Lemay
Jamie Peterson
Man Yee Fong
Val Hoeger
Donald Cottam
Valérie Dion
Dale and Sandy Pocernich
Jennifer Owens
Diana Kagarmanova
La Tribu Esencial
Lisanne Côté
Lison Guérette-Capony
and David Mondor
Jerrie Lynn Vedvei
Annik Boily
Pascale Boucher
Kristel Ramirez
Jackie Pearce
Veronica Schreyer
Shari Hamlin
Lynn Wang
Kathryn Lauren
Cathi Russell
Weiwei Han
Wei Lin Lena
Maple Feng
Alexandra Echeverry

Leanne Sandau
Marcie Auvil
Wenjun Gu
Xiu Hong Zhang
Heather Beach
Sylvie Theriault
Kathy Goulet
Lauren Hanson
Jennica Miller
Jena Ritchie
Elena Sazontova
Alena Pidgurskyy
Shontele Torkelson
Nicole Chase
Amy Hazen
Margaret Raitt
Julia Murza
Tilena Szepesi
Oksana Marchenko
Yuliia Dolinina
Kara Kading
Kaley Shawley
Ning Dai
Erin L. Schinzel Paschell
Kelly Mallinson
Rachell Reid
Amanda and Rodney
Gilreath
Donna McDowell
Marisa Caccamo
Jing Xian Chen
Julie Meredith
Jarom and Maria
Bernhardt
Yadira Loya
Philip and Roxanne
Weaver
Brenda and Eudoxio
Duran
Susan Jaeger
Valery Casillas
Michelle Whitley-Smith
Kimberly Pike
Vanessa Davila Cesar
Garcia
Grace Zheng
Kimberly and Amon
Martin

Aysegul and Osama Abu
Amrieh
Megan Vos
Pascale Brassard
Tiffany Bragg
Melanie Boutin
Rebekah Coakley
Melissa and Michael
Barton
Karen Grant
Marzena and Slawomir
Krysiak
Lexian Zeng and Yvonne
Huang
Dr. Jake and Christi
Shuppe
Elena Starkey
Ramona Laird
Jessica Carter
Liyen Chen
Anastasia Vera
Anara Tulendiyeva
Danielle Fleurant
Nicolle Amboni
Amy Snow
Alessandra Garcia
Douglas and Julie Taylor
Grace Yunhua Jiang
Hiram Perez
Maria Luisa Ocampo Parra
Ying Zhang
Lili Meadows
Renata Rivera
Shawn and Amanda
Roberts
Chantale Laberge
Kriquett Howells
Brian and Dani Flynn
Laura Faulkner
Neidy Medina
Brian and Krista Dove
Linda Pountney
Joana Magnani
Darren and Rosie
Gremmert
Stephanie Poe
Nataliya Gonzalez
Paula Andrea Velasquez

Michelle Bailey
Holly Orgill
Luana Azeredo
Toni Bunting
Jenni Parish
Lisa Jurecko
Elizabeth Giles
Paula Sherrill
Angela Pijanowski
Kelly Honorato
Lynda Couture
Robin Fowler
Deb Wright
Latisha Longoria
Tricia Doran
Vivien Chou
Ashley Wood
Cindy Raquel Bezerra dos
Santos
Teresita Ruiz and Raul
Ortiz
Pam Parkinson
Julie Schondel
Meredith Reilly
Erica Dolan
Mapuana Mergel
Maria Vignand
Sally Hsu
Kimberly Ureta
Yinong Chong
Kathy Houle
Jeanneth LaBarre
Dr. Ashley Anderson
Maria Ramiro
Karlel 'Ewalani Crowley
Dayana Alonso
Daniela Tavares
Amanda and Kevin Rahija
Xiaohong Wei
John and Christina
Womble
The Oil Hub
Alexander and Ivana Rizik
Wilmarose Orlanes
Kari Boll

Maximize Your Business with **Refer** *a Friend*



Jamie Peterson, Platinum

"I started implementing Refer-a-Friend from the start. This program naturally opens your cold market and introduces you to new networks. We're all only one referral away from a new customer or business partner. It also helps identify any customers who may be open to earning additional income with dōTERRA. Once a customer sees how easy it is to earn dōTERRA dollars, they naturally want to keep sharing referrals!"

"The best way to get started is by asking your loyal customers to host a class and share referrals. These loyal customers have products they love and can share easily. Who doesn't want an opportunity to get credit on your account for a dōTERRA shopping spree?"

"The dōTERRA dollars can be applied to any product, which includes limited-time offers, BOGOs, sales, tax, shipping, and more. dōTERRA dollars are more powerful than points, and you can use them on anything!"



Kim Pike, Silver

"I love Refer-a-Friend! It's a great way to be gentle with people when you're inviting them to share dōTERRA products. It's also effective for giving people a feel for the business and to see if they're interested in committing to becoming a builder."

"This program is an amazing way to grow your business and expand your network. My advice is to go through the process of authenticating the account and ensuring your customer knows how to use the code."

All it takes is three easy steps:



LOVE

Love dōTERRA products? You already share your favorite products with friends, and now you can be rewarded!



SHARE

Share your link with friends via email, text, or social media, telling them about dōTERRA and your favorite essential oils.



EARN

Earn dōTERRA dollars. You receive 20% of their first order in dōTERRA dollars, which you can spend at doterra.com.



Tracy Wang, Diamond

"What I love about this program is it's so easy! Even a new Wholesale Customer who doesn't understand the dōTERRA compensation plan yet can easily use the link to share.

"My team likes to turn the Refer-a-Friend link into a QR code so people can easily scan it when they're interested in purchasing products. I also like to help Wholesale Customers make promotion cards with their link to send out via mail or email."



Michelle Renzitti, Gold

"This program offers an incredible opportunity to reward our customers for referring their friends. I'm dedicated to maximizing its benefits whenever possible. When enrolling someone new, I immediately introduce them to the program, whether through hosting an in-person event or a wellness workshop. I aim to excite them about earning money toward their health and wellness products each month. I encourage all customers to explore the referral link in their Back Office and share it with friends and family.

"The program has strengthened my business by providing constant motivation to host classes or online parties. I appreciate how it allows us to reward Wholesale Customers for referring their friends and family, providing a fantastic introduction to the business.

"I recommend using this referral program to attract new people to your business and inject momentum into your operations. Network marketing thrives on expanding into our friends' networks, and this tool offers an excellent avenue to do just that."



Get started!

dōTERRA®

Business Tools and Resources



Business Training



Empowered Success Webinar

Get relevant training for building your dōTERRA business. Learn from top leaders the first Monday of every month.



Register now



Business Building Certification Course

The dōTERRA Business Building Certification was created using established, teachable methods taught by top leaders. Filled to the brim with scripts, tips, and tools from some of the most effective leaders in the business, use this complementary course to onboard your new builders.

Free to Wellness Advocates



Take the course



Building Your Business with dōTERRA Podcast

Subscribe for bite-sized business advice from top Wellness Advocates. You'll get concrete ideas on how to successfully enroll new customers, take advantage of one-on-ones, deal with no-show classes, and much more.



Listen now



Business Advancement Team

If you don't have an upline to guide you, we're here to provide answers to your questions. The Business Advancement team is committed to assisting Wellness Advocates ranked from Consultant to Premier who want to advance their businesses. They answer general questions and provide business education.

Contact Information Hours:

Monday–Friday, 8:00 a.m.–6:00 p.m.

Phone: (801) 370-2140

Email: businessadvancement@doterra.com

Printed Business Tools



Business Building Guide

Whether you're making a career change or simply wanting to earn extra money, the *Business Building Guide* is a convenient, one-stop shop for you to build your thriving business.

Access here: <https://www.doterra.com/US/en/empowered-success/business-building>

Live Guide

Assess personal wellness with the *Live Guide* and find the right dōTERRA natural solutions. Use this guide to conduct Wellness Consults for new members to help them get on LRP.

60226179 | 10-Pack

Wholesale: \$20.00



Natural Solutions Class Handout

This handout helps you effectively educate others about the natural, safe, and effective solutions dōTERRA offers.

60221533 | 10-Pack

Wholesale: \$7.00



Healthy Can Be Simple Brochure

Use this booklet alongside an oil sample to introduce future customers to essential oil solutions for some of their most common health challenges.

60225759 | 10-Pack

Wholesale: \$7.50



Living Magazine

Living is a unique and compelling lifestyle magazine that helps the reader gain a richer understanding of dōTERRA products, people, and initiatives. Utilize this resource to reignite your customer base by teaching continuing education classes based on the relevant and powerful articles.

60227993 | Wholesale: \$3.00

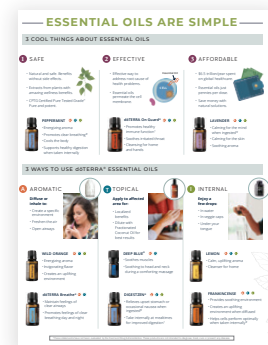


Class in a Box

With more products than ever before, the new Class in a Box kit will help you hold effective classes and one-on-ones while giving potential customers impactful essential oil experiences. Save time and money and set yourself up for success with this simple kit. This kit includes:

- 10 Wild Orange 5 mL oils to use as enrolling and booking incentives
- 1 pack of Deep Blue® Rub Samples, 1 pack of dōTERRA On Guard® Protecting Throat Drops, 1 pack of dōTERRA On Guard® Natural Whitening Toothpaste Samples, and 24 1/4 sample drams to make sampling convenient
- 50 *Essential Oils Are Simple* class handouts
- 10 *Live* Guides to hold simple Wellness Consults and boost LRP

60224536 | Wholesale: \$45.00



Essential Oils Are Simple Tear Pad

No matter your rank, this class is easy to teach and gives your customers the information they need to get started with essential oils right away. This convenient tear pad has 50 class handouts.

60221114 | Wholesale: \$5.50



Essential Leadership Magazine

Essential Leadership is a unique tool geared toward Wellness Advocates seeking information on how to build a dōTERRA business. Read about dōTERRA leaders and their journey to success and receive expert tips on leadership and business building.

Access here: <https://www.doterra.com/US/en/magazines/essential-leadership>

Digital Business Tools

dōTERRA® | Social

Social media doesn't have to be complicated. Stay on top of yours with dōTERRA Social. Create, schedule, share, publish, and approve suggested on-brand content from anywhere, anytime.



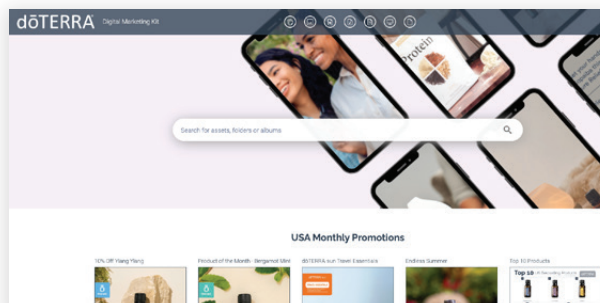
Try it out with a 2-week free trial

Digital Marketing Kit

This free kit has everything you need to market your business online. From monthly promo graphics to product videos, you have all the tools you need for professional-quality marketing.



Get started



Link Generator

Simplify the enrollment process for customers by sending them a link that is automatically assigned to your referral ID.



Learn more

dōTERRA®

Wellness
Advocate
Recognition

Triple Diamonds

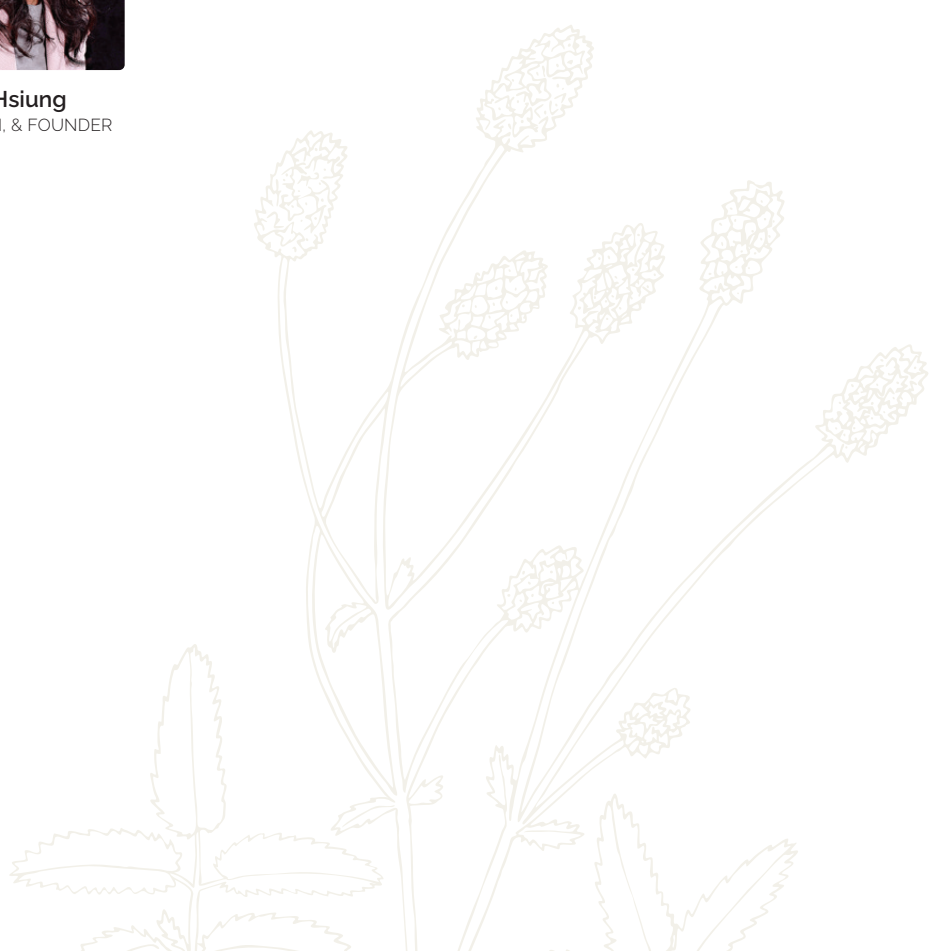


Patrick & Allyse Sedivy

Double Presidential Diamonds



David & Tawnya Hsiung
FOUNDER NAEL, TWN, & FOUNDER



Double Blue Diamonds



Andy & Natalie Goddard
FOUNDER USA & USA 2.0



Marie-Kim Provencher
FOUNDER CAN



Double Diamonds



Kenny & Rebecca Anderson
FOUNDER EUR



Matthew & Seantay Hall
FOUNDER BRA



Justin & Keriann Harrison
FOUNDER USA



Shane & Rebecca Hintze



Hayley Hobson
FOUNDER EUR & NAW



Jerry & Laura Jacobs
FOUNDER USA



Eric & Andrea Larsen



Boyd & Sandy Truman
FOUNDER USA



Sun Zhong & Xi Fuchun
FOUNDER NACL & FOUNDER

Presidential Diamonds



Paul & Delmar Ahlstrom
FOUNDER NAL & USA 2.0



Cristina Badell
FOUNDER NAL, NAW, & USA 2.0



James & Roxane Bybee
FOUNDER USA



Roger & Teresa Harding
FOUNDER USA



Melyna Harrison



Paul & Betsy Holmes



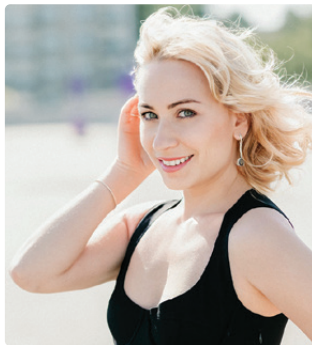
Josh & Season Johnson
FOUNDER USA 2.0



Kierston Kirschbaum



JC Lai
FOUNDER



Oksana Master
FOUNDER RUS



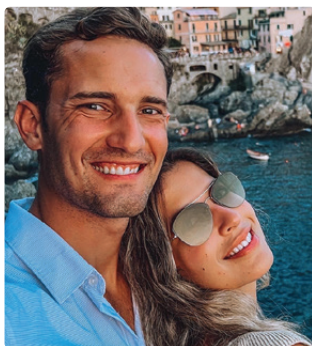
Anac & Fabiano Montarroyos
FOUNDER BRA



Christian Overton & Mark Ewen



Ange & Chris Peters
FOUNDER CAN



Giovana & Andre Reimer



Tatiana Timofeeva
FOUNDER USA 2.0



Melody & Walter Watts
FOUNDER USA 2.0

Presidential Diamonds



David & Michelle Weaver
FOUNDER USA 2.0



Conrad and Lillian Wenger
FOUNDER USA 2.0



Daniel & Amy Wong
FOUNDER NAEL & FOUNDER



Drs. Mark & Tina Wong
FOUNDER USA 2.0

Blue Diamonds



Atanaska Adams
FOUNDER USA 2.0



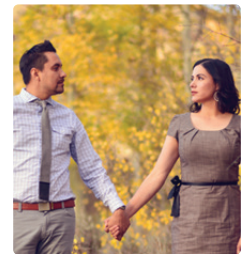
Charlotte Alcalá
FOUNDER USA 2.0 & NAL



Janae & Claudio Arancibia



Peter & Susie Bagwell
FOUNDER USA



Perla Baldemar & Jorge Tenorio
FOUNDER MEX & NAL



Alicia Benitez
FOUNDER USA 2.0



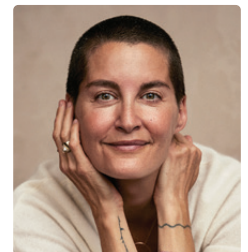
Daniel & Cristina Benitez
FOUNDER USA



Chris & Kareena Bracken
FOUNDER USA



Melody Brandon
FOUNDER USA 2.0 & NAW



Elena Brower

Blue Diamonds



Cherie & Jeff Burton



Carmen Busch
FOUNDER EUR



Anne Calhoun



Rachel & Daryl Carter
FOUNDER USA 2.0



Maree Cottam & Dirk Vanderzee



James & Tanya Cotterell



Molly Dayton



Enwei Feng
FOUNDER NACL



Dale & Tonya Ferguson



Jeanette Fila



Amy Fullmer
FOUNDER USA 2.0



Mylène Gagnon



Marc & Jenn Garrett



Ory Gonzalez
FOUNDER USA 2.0 & NAL



Nash Guglielmi



Daniela Guitart & Francesco Saiu
FOUNDER CHL



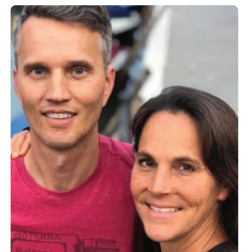
Lori & Joe Hayes



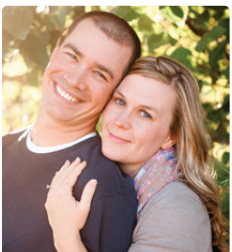
Jim & Lara Hicks



Nate & Brianne Hovey



Benjamin & Stephanie Howells Scoville



Clay & Jessica Iddings



Jeremy & Annette Jukes



Kelly King



Laura & Shawn King



Matt & Bailey King
FOUNDER NAW

Blue Diamonds



Jen Kruba



Danny & Nicole Larson
FOUNDER USA



James & Michie Layton



Tahna Lee
FOUNDER USA



Fuxian Li & Lingling Zhang
FOUNDER



Jonathan & Rachel Lynch
FOUNDER USA 2.0



Lillian Liu & Feng Song
FOUNDER NACL



Tracy & Dwayne Lucia
FOUNDER



Zackery & Stephanie Martin



Julene & Daniel Martindale
FOUNDER



Tony & Aimee McClellan
FOUNDER USA 2.0



Priscilla & Jerry Messmer
FOUNDER USA 2.0



Steve & Kimberley Milousis
FOUNDER CAN



Nate & Dana Moore



Paula Ramos Morrissey
FOUNDER USA 2.0



Jared & Nicole Moultrie



KC & Jessica Moultrie
FOUNDER USA 2.0



Dr. Martha Nessler
FOUNDER NZL



Richard & Jennifer Oldham
FOUNDER NAW



Eric & Kristen Pardue



Beth & Ryan Phillips



Lassen Aria Phoenix



Jenna & Andrew Rammell
FOUNDER USA 2.0



Heather & Matthew Reed
FOUNDER USA 2.0



Rod & Jen Richardson

Blue Diamonds



Seth Risenmay
FOUNDER USA 2.0



Rodrigo & Thaís Rodrigues
FOUNDER BRA



Daniela Romay
FOUNDER MEX



Josée Ruelland
FOUNDER CAN



Gary & Karina Sammons



Kang Shanbo
FOUNDER USA 2.0



Jeff & Diane Shephard



Terry & Lil Shepherd
FOUNDER USA



Dave & Peggy Smith
FOUNDER USA



Ryan & Dani Smith



Mandy & John Sommers
FOUNDER USA 2.0



Olga Spitzer



Jim & Tammy Stephens



Laura Stoker
FOUNDER USA 2.0



Heather Terese



Betty Torres



Gina Truman
FOUNDER USA



Kacie Vaudrey & Mike Hitchcock



Joel & Sherri Vreeman



Charles & Helen Wang
FOUNDER



Jamie & Marilou Weaver
FOUNDER USA 2.0



John & Kalli Wilson



Kelly Zhao
FOUNDER

Blue Diamonds Not Pictured:

Ronald & Lucinda Martin

Diamonds



Amber & John Adams



Katie Adams



Adrian Ahlstrom



Michelle Alavaski Bruns
FOUNDER BRA



Kevin & Nicole Almeida
FOUNDER USA 2.0 & ECU



Janel Andersen



Jared & Heather Andersen
FOUNDER USA 2.0 & NAL



Asti Atkinson Tueller



Melissa Axtell



Benton & Eliza Bacot



Lizeth Baldemar Lievano
FOUNDER MEX



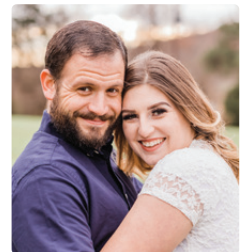
Kendra Bamforth



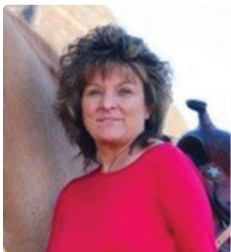
Hayley Bammesberger



Melissa & Michael Barton
FOUNDER USA 2.0



Ashley & Chris Beans



Judy Benjamin



Joy Bernstein



Janna Berry



Ken & Wendy Berry



Suzanne Blalock
FOUNDER USA 2.0



Jeremy & Micki Boberg



Ladonna Bontrager



Pascale Boucher



Jennifer Brady



Allison & Billy Brimblecom

Diamonds



Rachell Brinkerhoff



Adam & Carey
Brown



Brenda Brown



Cami Buchta



Susan & Dan Bursic
FOUNDER CAN



Claudia Calderon
FOUNDER NAL



Melissa Cannon



Kelly Carpenter



Marie-Helene Carrier
& Yann Gauthier



Jessica Champagne



Geneviève Chartrand



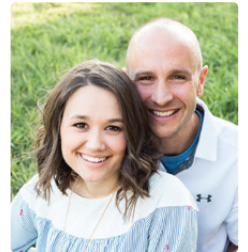
Nicole Chase



Etsuko & Rick
Chidester
FOUNDER JPN



Greg & Marti
Christensen
FOUNDER USA



Josiah & Melissa
Christoffer



Corinna Chuse
Barrus



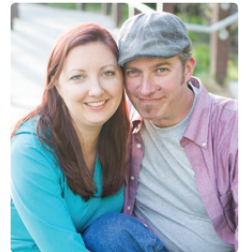
Daphne & Darrin
Clark



Marc & Romi Clark



Spencer & Brianna
Coles



Brett & Farrah
Collver



William & Kari Coody



Richard & Elizabeth
Copeland



Claudia & Gabor
Cornilliac
FOUNDER USA 2.0 & NAL



Nancy Couture



Lisa Covino

Diamonds



Vern & Jenny
Crawford



Steve & Ginna Cross



Dr. Danielle Rae
Daniel



Victor Darquea
FOUNDER NAL



Durell Darr



Mike & Lori Davis



Keith & Kendra Davy



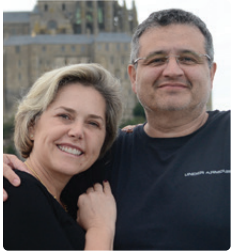
Desiree De Lunae



Chasity & James
Dedman
FOUNDER USA 2.0



Marie-Michèle
Delisle



Alexandre & Ana
Paula Delvaux
FOUNDER BRA



Robbie & Carly Dias



Véronique Dion



Erica Dolan



Fred & Carrie
Donegan



Tricia Doran
FOUNDER NAW



Curt & Tonia
Doussett



Michael & Natalie
Duerden



David & Julianne
Ellis



Dr. Melissa & Evan
Esguerra



Keith & Spring
Esteppe



Rolando & Jessica
Estrada



Cheri & Kenny Evans



April & Steve Ewaka
FOUNDER USA 2.0



Damian & Jenna
Fante

Diamonds



Tim & Beckie Farrant



Christy Fechser



Maple Feng
FOUNDER NACL



Yuwei Feng &
Changpu Yu
FOUNDER



Michelle Flach



Marlene Flax



Scott & Jill Ford



Candace Fox



Megan Frasheski



Marcia Friaca



Li & Lance Fryling



Arin & Gabe Fugate



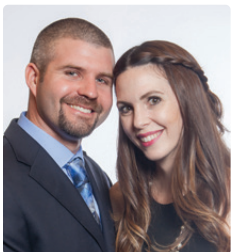
Louis Fusilier &
Monica Goodsell



Leslie Gail



Al & Maureen Garcia



Andy & Missy Garcia



Crystal & David
Garvin



Erika Garza
FOUNDER USA 2.0



Brad & Tobi Giroux



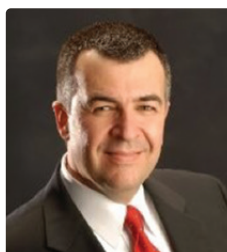
Jeff & Katie Glasgow



Thomas & Amy
Glenn



Veronique Golloher



Aparicio Gonçalves
FOUNDER BRA



Erick Gonzalez
FOUNDER MEX



Beth & Geordie
Gordon
FOUNDER USA 2.0

Diamonds



Dr. Andrew & Ruth Gough



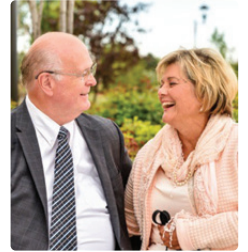
Tatiana & Dakotah Grant
FOUNDER USA 2.0



Lison Guérette-Capony



Carol Ann Guest



Kristine Hales



Suzanne Hall



Kirk & Jennifer Hamilton



Dr. Sandra Hanna
FOUNDER USA 2.0



Marty & Jim Harger



Aisha Harley



Scott & Shyanne Hathaway



Susan Helzerman



Gordon & Julie Herbert
FOUNDER USA



Ryan & Melissa Herman



Ian & Paola Herreman
FOUNDER MEX



Bryant & Brianna Hess



Jesse & Natalie Hill



Greg & Susanna Hobelman
FOUNDER USA 2.0



Bill & Jody Hoffman



Sally Hsu
FOUNDER USA 2.0



Lexian Zeng & Yvonne Huang
FOUNDER NACL



Rick & Kathy Hunsaker



BJ & Megan Hunter



Mary Hyatt



Rob & Wendy James
FOUNDER USA

Diamonds



Matt & Sara Janssen



Bebe Mcfall-Jelineo



Steve & Sandie Jensen



Donette & Tony Johnson



Kiley & Nora Johnson



Brian & Rachel Jones



Busch & Annette Jones
FOUNDER USA 2.0



Lisa & Richard Jones



Robin & Leland Jones



Kara Kading
FOUNDER USA 2.0



Jill Keiran



Dru & Gina Kiesel



Nick & Dyanna Killpack



Heidi Konecki
FOUNDER USA 2.0



Marzena & Slawomir Krysiak



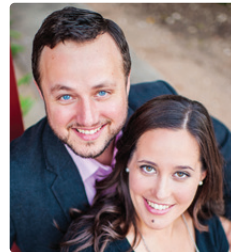
Stephanie Kutterer
FOUNDER USA 2.0 & NAW



Jon Erik & Lynn Kvamme
FOUNDER EUR



Anne Marie & Michael Lamers
FOUNDER USA 2.0



Jon & Duquesa Lamers



Dr. Kellie Lancaster
FOUNDER NAW



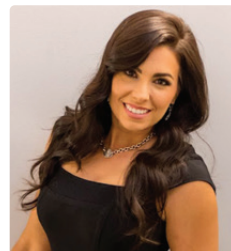
Sheena Landwehr
FOUNDER USA 2.0



Laurie Langfitt



Alisha & Jonathan Latour



Brooke Layton
FOUNDER USA 2.0



Eden Lee
FOUNDER USA 2.0

Diamonds



Arla Leins



Zach & Kylene
Lessig



Gabriel & Holly Lo
FOUNDER CAN



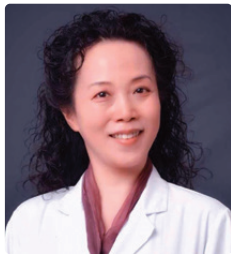
Steve & Rachel Loth



Steve & Tracy Lyman



Dr. Lisa Ma & Hiram
Perez
FOUNDER USA 2.0



Jasmine Ma
FOUNDER NACL



Jing Ma & Jinhui
Wang
FOUNDER NACL



Kaliko & Maile Maii
FOUNDER USA 2.0



Kelly Mallinson
FOUNDER NAW



Keeli Martinez



Aaron & Tonya
McBride



Keith & Keri McCoy



Sharon & Jason
McDonald



Roger & Carol-Ann
Mendoza



Becky Metheny



David & Tammy
Miller



Wadson & Danille
Miranda
FOUNDER USA 2.0



Kayla Monson
FOUNDER NAW



Andy & Tiffany
Moosman



Howard Nakata



Megan Newmans
FOUNDER USA 2.0



Jonathan & Deanna
Nichols

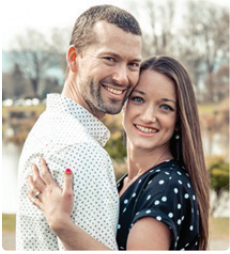


Julia Nicholson



Dr. Zia & Ky Nix

Diamonds



Austin & Amber Nordstrom



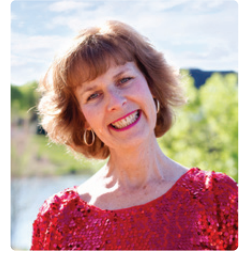
Lindsay Norman
FOUNDER USA 2.0



Adam & Tami Nuhfer



Jenni Rae Oates



Bernadette O'Donnell



John & Amanda Olsen



Holly Orgill
FOUNDER USA 2.0



Crystal Ostler



Kathy Pace



Jim Rohr & Jennifer Pansa Rohr



Dr. John & Heather Patenaude



Cynthia Patience



Christina Peters & Michelle Mcvane



Mirela Benvenuti Chaves Piazzi
FOUNDER BRA



Alena Pidgurskyy
FOUNDER USA 2.0



Victoria Plekenpol



Katrina & Matthew Potter
FOUNDER USA 2.0



Mayra & Stephen Powers
FOUNDER NAL



Kristel Ramirez



Corrie Ratzat
FOUNDER USA 2.0



Kristi Rehm



Isabelle Richard



Windi & Samuel Rifanburg
FOUNDER USA 2.0



Burke & Natalie Rigby
FOUNDER USA



Adam & Nisha Riggs

Diamonds



Kira Ritchie
FOUNDER USA 2.0



Renata Rivera
FOUNDER USA 2.0



Audra Robinson



Ivette Rodriguez
FOUNDER USA 2.0



Judy Rushing



Roger & Etsuko Rutz



Ashley Sanger
FOUNDER USA 2.0



Adrian Saran



Josie Schmidt



Tenille Schoonover



Dena Schultz



Angelica Sepulveda
FOUNDER USA 2.0



Wendy Shattuck



Larry & Nikki Shorts



Bernadeth Silva



Tom & Erin Smeigh



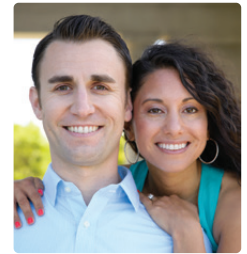
Adam & Rigel Smith



Jennifer Snell



Marcy Snodgrass



Dr. Mariza Snyder & Alex Dunks



Nathan & Mindy Spradlin



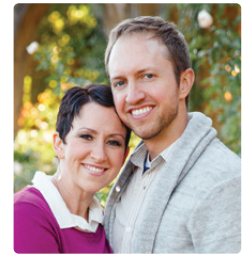
Elena Starkey
FOUNDER USA 2.0



Stefanie & Brandon Stavola



Callie Steuer



James & Chelsea Stevens

Diamonds



Victoria Strelnikova



Jeff Styba



Juan Carlos Suárez & Araceli Valencia
FOUNDER MEX



Gulistan Tagirova
FOUNDER USA 2.0



Pamela Tanimura
FOUNDER BRA



Joy Tarpley



Qun Teng



Tyler & Kristin Tigges
FOUNDER USA 2.0



Bill & Erleen Tilton



Dawna Marie
FOUNDER CAN



Shontele Torkelson



Allison Tripp



Kari Uetz



Natalie Underberg
FOUNDER USA 2.0



Mark & Lori Vaas



Karolyn Vaillancourt



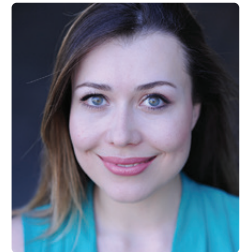
Shivangi Van Gogh
FOUNDER USA 2.0



Shane & Kristin Van Wey



Michael & Sarah Vansteenkiste



Anastasia Vera
FOUNDER USA 2.0



Eddie & Angela Villa



Kenny & Stephanie Wahlberg



Amanda Walljasper-Tate
FOUNDER USA 2.0



Eric & Sandra Wang



Li Li Wang
FOUNDER NACL

Diamonds



Yun Wang
FOUNDER NACL



Shauna Wetenkamp



**Amy & Charlie
Widmer**



Mako Wilton



Julie Winder



**Christian & Jill
Winger**



**Jared & Sheree
Winger**



**Neal Wong & Lisa
Nakamura**



**John & Jessica
Wright**



**Kevin & Natalie
Wysocki**



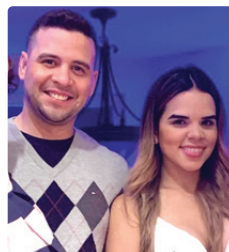
**Joey & Cachay
Wyson**



Elena Yordan



Eliza Yoshida
FOUNDER USA 2.0



Jexika Zambrano
FOUNDER USA 2.0 & NAL



Lisa Zimmer

Diamonds Not Pictured:

Joseph & Rachel Hoover
Annie Kleinsasser
Philip & Roxanne Weaver
Harper Wilson

Platinums



Elaine & Lawrence Abbott



Aysegul & Osama Abu Amrieh
FOUNDER USA 2.0 & NAL



America Aguilar



Amy Ali
FOUNDER USA 2.0



Dayana Alonso



Kelly Alvis



Ben & Jade Balden



Jillian Beardall
FOUNDER USA 2.0



Elisa Benitez
FOUNDER ECU



Paul & Lisa Bergman



Jarom & Maria Bernhardt
FOUNDER USA 2.0



Jon & Kendra Bodine



Kari Boll
FOUNDER USA 2.0



Earl & Gina Bontrager
FOUNDER USA 2.0



Dr. Jamie & Christina Boyer



Juan Brenes & Andrea Fernandez
FOUNDER USA 2.0 & NAL



Erika Butler & Rick Henrard



Nathalie Chausseau



Ali Chen
FOUNDER NAEL



Wei-Chen Chen & Hsiu-Min Huang



Mike & Rachelle Cleary



Andrew & Shannon Clough



Rebekah Coakley
FOUNDER USA 2.0



Rosie Greaney Copp



Rachel Crimmins



Shannon Cutting



Ning Dai
FOUNDER NAEL



Valérie Dion



Ashley Dunn
FOUNDER USA 2.0



Susan Dyess



Joan Erfurt
FOUNDER USA 2.0



Carolyn Erickson



Dawn Farris



Knut & Christy Feiker



Dr. Robert & Kiyla Fenell



Sherrie Ferrell

Platinums



Glenda Flynn



Halie Forre



Whitley Foster
FOUNDER USA 2.0



Aaron & Wendy
Frazier



Paul & Stephanie
Fritz



Raphaelle Gagnon



Daren & Crystelle
Gates



Brandon & Lindsey
Gifford



Anangela
Gonzalez
FOUNDER USA 2.0



Luke & Teresa
Goodlett



Jay & Debbie
Gordon



Adam & Leah
Graham



Miryelis Graterol
FOUNDER USA 2.0



Griffin Gunderson



Natalie Harris



Garth & Julie
Haslem



Ekaterina
Hawthorne
FOUNDER USA 2.0



Maria Heuser &
Terry Gassaway Jr.



Stephne
Hilgendorf



Julie & Kaulin
Hinton



Toni & Robert
Holland



Dorothy Hostetler
FOUNDER USA 2.0



Jeffery & Miranda
Hu



Allison Huish
Jensen



Jeanese Humbert



Katie Hussong



Caroline Jackson



Tiffani Jones



Leah Karratti



Colin & Jen Kelly



Chris & Gary
Kirschbaum



Jessica Herzberg



Mike & Megan
Knorpp



Joe & Amber Kropf



Spencer & Reta
Kuhn



Audrey Laforge

Platinums



David & Lois Lane



Shara Langford



Kathryn Lauren
FOUNDER USA 2.0



Nolan & Pat
Leavitt
FOUNDER USA



Rebecca
Leonardes



Dr. Daniel & Katie
Leverenz



Heidi Luekenga



Joana Magnani
FOUNDER NAL



Suzana Maia
FOUNDER USA 2.0



Berny & Janet
Marquez



John & Jennifer
Martin
FOUNDER USA 2.0



Kimberly & Amon
Martin



Cris & Patty
Martinez



Elizabeth & Manny
Matsakis



Brittany McDonald



Dr. Eric & Tagen
McEntire
FOUNDER USA 2.0



Dr. Allie & Dave
Mendelson



Noriko Menjivar



Brittany & Jayson
Miles
FOUNDER USA 2.0



Jennica Miller
FOUNDER USA 2.0



Justin & Ashlee
Miller



Marie-Christine
Morin



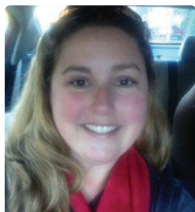
Courtney Moses



Julia Murza
FOUNDER USA 2.0



Renee Novello



Jennifer Owens



Melody Painter
Layton



Maranatha Parke



Dick Ray & Stacy
Paulsen



Christine Payne



Katee Lyn Richter



Luciana Paz



Betsy Peterson



Jamie Peterson
FOUNDER USA 2.0



Lily & Houston
Peterson
FOUNDER USA 2.0



Spencer & Laura
Pettit

Platinums



Ping Lum



Britt Pirtle



Regan Plekenpol



Dale & Sandy Pocernich



Geralyn Power & Daniel Salomons



Matthew & Rachel Primeau



Tracy Prince



Aubrey & Bobby Pruneda



Christina Quist
FOUNDER ZAF



Rachell Reid
FOUNDER USA 2.0



Christian Risenmay
FOUNDER USA 2.0



Dr. Janet Roark



James & Kelly Robison



Giulia Rogers



Brittany Roscheck



Patrick & Mandy Rowland



La'Nette Sapp
FOUNDER USA 2.0



Kevin & Keshia Sheets



Sydney & Samuel Sherriff
FOUNDER USA 2.0



Anya Shteynberg
FOUNDER USA 2.0



Drs. Jake & Christi Shuppe
FOUNDER USA 2.0



Drs. Jordan & Tracey Smith



Ashley Srokoz



Julie Stoesz



Wade & Christine Stolworthy



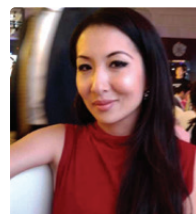
Phil & LeeAnn Stork



Samuel & Melissa Taeu



Carol Tan



Bill & Meaghan Terzis



Evan & Adrienne Thomas



Adiar Tineo
FOUNDER NAL



Sondra Verva



Carrie Vitt



Becky & Kevin Ward
FOUNDER USA 2.0



Lane & Angela Watkins



Lane & Angela Watkins

Platinums



Julie Weinberg & Meredith Kelly



Ernest Wenger



Richard & Heidi Weyland



Emili Whitney



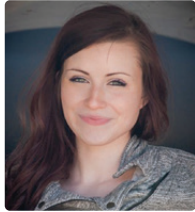
Rob & Melissa Wilson



Lara Wynn



Edward & Linda Ye
FOUNDER



Danielle Yeager
FOUNDER USA 2.0



Daniela Yordanova & Sava Savov



John & Debbie Younggren



Fanny Zaldumbide
FOUNDER USA 2.0 & ECU



Yamin Zhang

Platinums Not Pictured:

Rebecca Cox
Jessica Jeppesen
Laisa Melo

Christopher Milousis
Dawn Schween

Susie Stoltzfus
Kevin Warwood
Denise Williams



Golds



Penélope Aboites



Jennifer Accomando



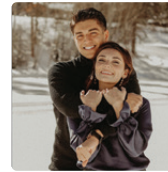
Marty & Kindra Adair



Maira Aguilar



Carlos & Anne Aguilera



Jacquelyn & Jordan Al-Hassan



Kathy & Brad Alldredge



Jayden Almeida
FOUNDER USA 2.0
& NAL



Zander Almeida



Angela Amora



Katchie Ananda



Carolyn Anderson



David & Shannon Anderson



Dr. Ashley Anderson
FOUNDER USA 2.0
& NAL



Neal & Erin Anderson



Kelly Andrews



Paula Antonini



Monika Arenas



Robin Arnold



Michelle Asmus
FOUNDER USA 2.0
& NAL



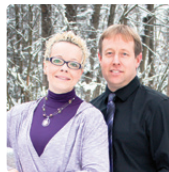
Karen Atkins



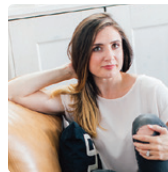
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Carol Lindsey Baker



Becky Barney



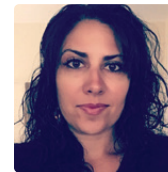
Julie Barron



Jeff & Tamarah Bartmess



Debbie Bastian



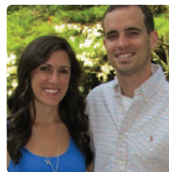
Melissa Bates



Jayna Bauer



Jeremy & Carly Bautista



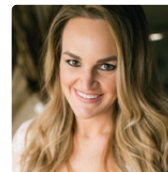
Braden & Camille Bawcom



Amanda Beach



Lisa Bearinger



Jenna Beaty



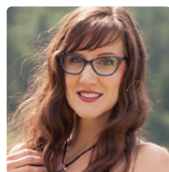
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Bree Beery



Dawn & Mark Behm



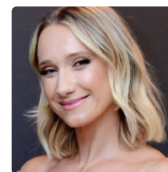
Jennifer Bejcek



Ashley & Joe Bell



Christine Bell



Bruna Bellini



Fred & Janeice Benson



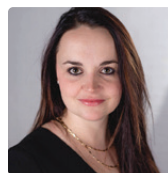
Jody Bento



Elly Bergen



Shawna Renee Bielmann



Jessyca Bilodeau



Gabe & Stefanie Birrer



Kara Blattman-Rock
FOUNDER ISRL



Annik Boily

Gold



Marie-Josée
Bolduc



Rhonda Bos



Ryan & Jessi
Boschma



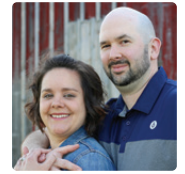
Melanie Boutin



Allie Boyd
FOUNDER USA 2.0



Joni Bradley
FOUNDER CAN



Tim & Carrie
Bradley



Tiffany Bragg



Stephanie
Braspenninx



Pascale Brassard



Tammy Braye



Mathieu Briand &
Sophie Bruneau



Don & Cindy
Brown



Patrick & Kathryn
Brown



Russ & Char
Brown



Heather Brubaker



Ruslan & Alina
Bukharin



Toni Bunting



April & Brian
Burnett



Natalia Burrus



Jared & Rebecca
Burt



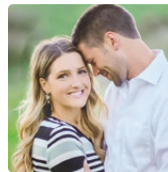
Jerry Busch



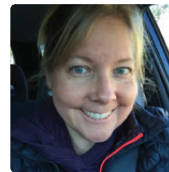
Matt & Deana
Bushman



Lisa Canipelli Gray



Brady & Michelle
Cannon
FOUNDER NAW



Dr. Mica Carew



Joe & Nina
Carpenter



Ben & Adabelle
Carson



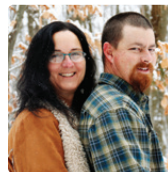
Jessica Carter



Amy & Jonathan
Carver



Elicia Casey



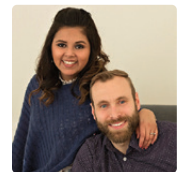
David & Andrea
Cauffman



Jacob & Geri
Chandler



Kathy Chandler



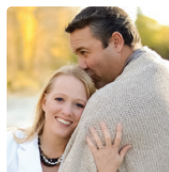
David & Ana
Chapman



Jing Xian Chen
FOUNDER NAFL



Liyan Chen
FOUNDER NAFL



Jaclyn Child



Angela Childs



Gina Cho
FOUNDER NAW



Yinong Chong



Vicky Chou



Vivien Chou



Dorothy Civitillo



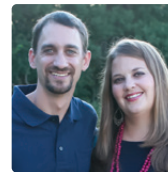
Hope Clark



Jessica & Nic
Clark



Stefanie Clark



Jodi & Jason Cobb



Pamela Cohen

Golds



Rick & Alisse Coil



Patty Colella



Carol Colvin



Matthew & Amiee
Conner



Emily Cook



Tim & Amy Cooley



Joan Coon



Kathy Cordell



Lisanne Côté



Alicia Cottam



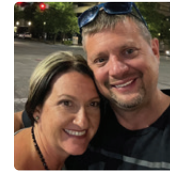
Colleen & Jeff
Cotterell



Craig & Kristin
Cottle



Andrew & Kelly
Couch



Tim & Ashley
Crain



Kent & Stephanie
Crane



Audrey Crepeault



Karlel 'Ewalani
Crowley



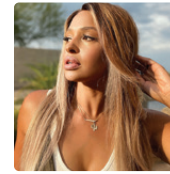
Lisa Cusano



Eric & Tiffany Dahl



Ashley Daige



Mary Darnall
FOUNDER USA 2.0



Chad & Cassandra
Daugherty



Brittany & Andy
Davidson



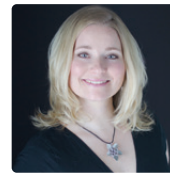
Susan Davidson



Kari Davis



Paulette Davis



Joyce Day



Emilie De Decker



Anne & Lucas de
Oliveira



Jared & Mindy
Degraffenried



Dianne DelReyes



Lona Derieux



Alison Deutsch
FOUNDER USA 2.0



Judy Diaz-
Guerrero



Sandy Dieterich



Megan Dilmore



Rodney Dodson



Megan Dorsey



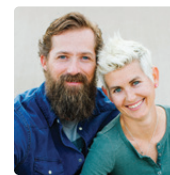
Karine Dostie



Brian & Krista
Dove



Amber & Chad
Drake
FOUNDER USA 2.0



Dave & Liz Eaton



Alexandra
Echeverry



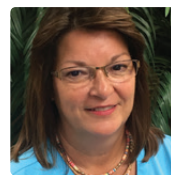
Ginny Edmunds



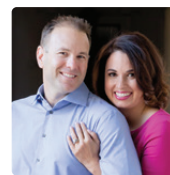
Jessica Edstrom



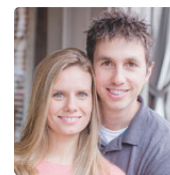
Amanda Edwards



Sheila Edwards



Andrew & Brooke
Elia



Mark & Lindsey
Elliott

Gold



Rosalie Elliott



Shaye & Stuart Elliott
FOUNDER NAW



Dennis & Mary Englert



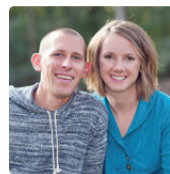
Joel & Fay Epps



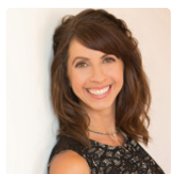
Kimberly Erickson-Nichols



Susana Escobar



Forrest & Leslie Exley



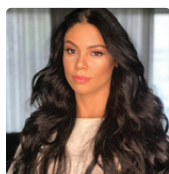
Dana Feldmeier



Daniel & Michele Fendell



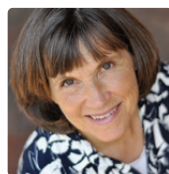
Rindy Fenlon



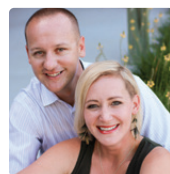
Lais Ferreira



Cate Fierro



Sharon Fila



Barrett & Cara Fines



Danielle Fleurant



Dani Flynn
FOUNDER USA 2.0



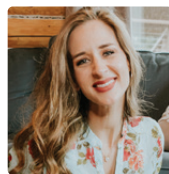
Man Yee Fong



Sandra Forst



Robin Fowler



Alanna Franklin



Cindy Franz



Lisa Anne Gafkjen



Kenny & Lindsey Gale



Hong Gao



Steve & Laura Garcia



Vanessa Davila Cesar Garcia
FOUNDER USA 2.0



Leika Garcia Gesualdo
FOUNDER NAL



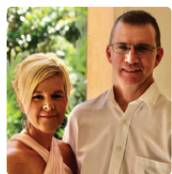
Michelle Getz



Elizabeth Giles



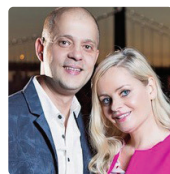
Rebecca & Brian Gillespie



Amanda & Rodney Gilreath
FOUNDER USA 2.0



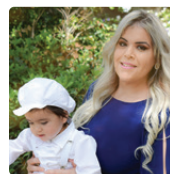
Lynn Gines



Diane Gjelaj



Carmen Goldstein



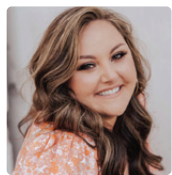
Miriam Gomez



Vanessa Gonzalez



Craig & Sheila Goodsell



Amanda Goold
FOUNDER USA 2.0



Pamela Gorgichuk



Catia Gorman



Kathy Goulet
FOUNDER NAW



Robin Graham



Melodie Grammont



Sueann Grann



Karen Grant



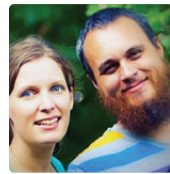
Leon Green



Darren & Rosie Gremmert



Brook Griffin



Lacey & Drew Grim

Gold



Eva Sefcova



Melissa Guthrie



Hannah Haller
FOUNDER NAW



Terese Hamilton



Shari Hamlin



Gracie Hammer



Chad & Megan
Hammonds



Rene Hanebutt



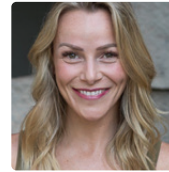
Cliff & PJ Hanks



Kara Hanks



Elyse Hanselman
FOUNDER USA 2.0



Giada Hansen



Kris Hapgood



Curtis Harding



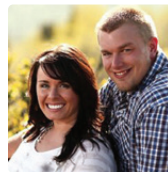
Mark & Cynthia
Harp



Jenyce Harris



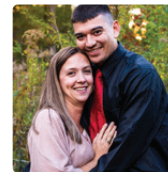
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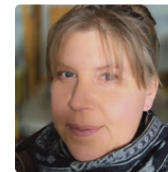
Mark & Alicia
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FOUNDER USA 2.0



Mason & Bonnie
Haycock



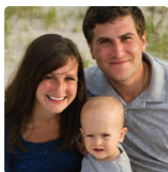
Lauren Hayden



Amy Hazen



Drs. Marissa Heisel
& Peter Kravchenko
FOUNDER CAN



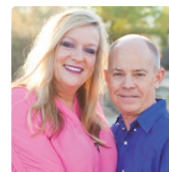
Danielle
Heizenroth



Guylaine Hélie



Deb Hellman



Paul & Teri Helms



Luciana Hess



Mike & Beth Hicks



Heidi & Bill
Higgins



Stephanie Hill



Leonard &
Danielle Hillman



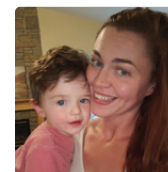
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Shaleen Hogan



Jenn Hoge



Brianna Holbrook



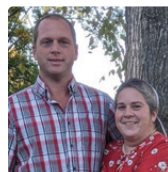
Carol Holtz



Brent & Annie
Hone



Anhee Hong



Lester & Tina
Hoover
FOUNDER USA 2.0



Kim Horne



Kathy Houle



Jeni Houston



Valerie Howard



Jacqueline
Howells



Kriquett Howells



Kelli Howie



Yuehao Huang



Amy Huffman



Christy & Reid
Hughes

Gold



Cory Hughes



Mary Amber
Hughes



John & Virginia
Hume



Art & Elane
Huprich



Dr. Kevin Hutter



Cynthia Incze
FOUNDER CAN



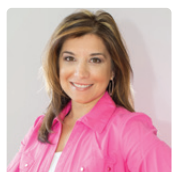
Dr. Bellia Jackson
M.D.
FOUNDER NAL



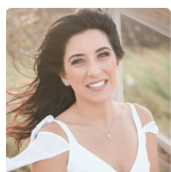
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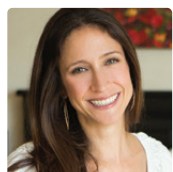
Susan Jaeger



Jasmine Jafferli



Lindsey Jafferli



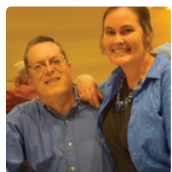
Karen Jansen
FOUNDER USA 2.0



Elyse Jarard



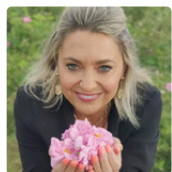
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Sarah Jensen



Jan Jeremias



Christina Jessup



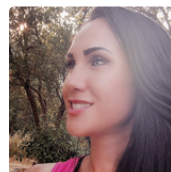
Grace Yunhua
Jiang



Yi Li Jie & Tian Li
Xing



Aaron & Jessa
Johnson



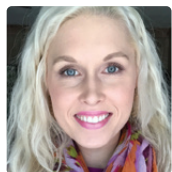
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Leslie Johnson



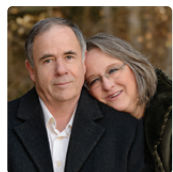
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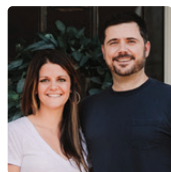
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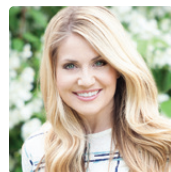
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Joos



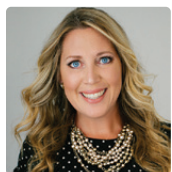
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Jordan



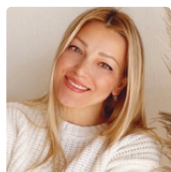
Hagan & Dena
Jordan



Jessica
Jovanovich



Lisa Jurecko



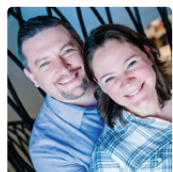
Diana
Kagarmanova



Sandy Kalisch



Jamie Kasarda



Kate Keck



Ramona & Kirk
Keller



Ashley Kema
FOUNDER USA 2.0



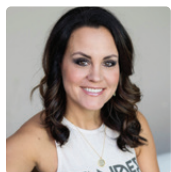
Mike & Kalli
Kenney



Tracy Keough



Sheri Keyeski



Amy Killingsworth



Laurel Kimball



Cade & Dominique
King



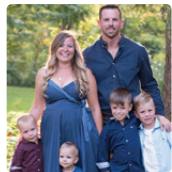
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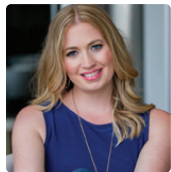
Dean & Teresa
Koerner



Azusa Kondo



Paul & Yolanda
Koole



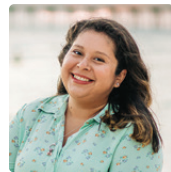
Janelle
Kottelenberg



Jody Kranig



Elaine Krishnan



Jeanneth LaBarre
FOUNDER USA 2.0

Gold



Chantale Laberge



Allen & Heidi Lafferty



Anne-Marie Lagrange



Ramona Laird



Hillary LaMay



Keleen Lambert



Garrison & Cindy Landes



Amber Landry



Jim & Carolyn Lange



Monika Lavoie



Mabel Law
FOUNDER NACL



Nicky & Mike Lawnsby



Matt & Liz Lawrence



Brianne Leah



Bob & Kathi Leale



Sarah Leale



John & Caroline Lee



Sophie Lemay



Jasmine Lemoyne



Chuck & Christina Lerosé



Aurianna Leshner



Darlene & William Levan



Chad & Jodi Lewis



Helen Man Li



Maggy Lokken
FOUNDER USA 2.0



Latisha Longoria



Katrina Lotts



Avasa & Matthew Love



Shelly Loyd



Samuel Lucia



Adele Lurie
FOUNDER CAM



Shannon Macy



Deidra Maddox



Betty Magill



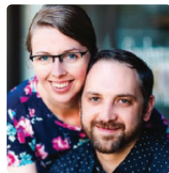
James & Cynthia Maguire



Ksu Marchenko



James & Marion Martin



Willis & Heather Martin



Mélanie Martineau



John & Patti Mason



Mike & Alisha Mattheis



Rosetta Matthews



Richard Maynard



Paul & Kristin Mayo



David & Holly Mays



Victoria McAdams



Melinda McCormick

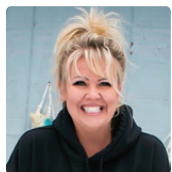


Christine McCue



Donna McDowell
FOUNDER USA 2.0

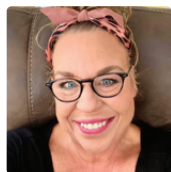
Gold



Jeanne McMurry



Jena McNabb



Lisa Meckle



Margaret Mei



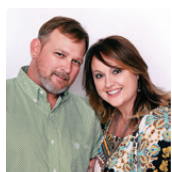
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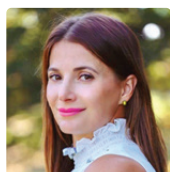
Tonya Merritt



Holly Messmer



Jimmy & Deidra
Meyer-Hager



Victoriya Midyany
FOUNDER USA 2.0



B.J. Miller & Marty
Katz



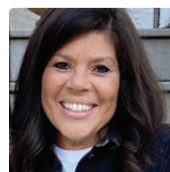
Brandon & Melissa
Miller



Holly Miller



Liu Min
FOUNDER



Lisa Mitchell



Jennifer Mixdorf



Bettina Moench



Greg & Julie
Montgomery



Deana Morales
FOUNDER USA 2.0



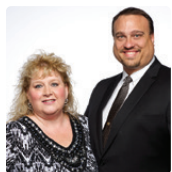
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Shirley Morhet



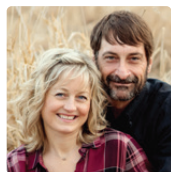
Peggy Mundell



Ethan & Justina
Nadolson



Katelyn Neil



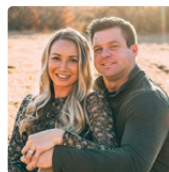
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Nelson



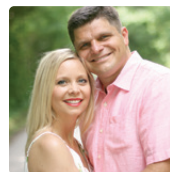
Kasey Neufeld



Lauren Newsom



Cory & Stephanie
Newton
FOUNDER USA 2.0



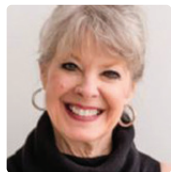
Eric & Krissy
Nordhoff



Kerry & Denise
Norris



Lisa O'Day



Bobbi Ogle



Allen & Brooke
Oliver



Holly Olmstead



Dawn Olsen



Wilmarose
Orlanes



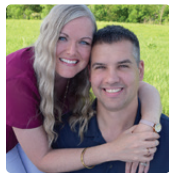
John & Kim
Overpeck



Terri Pace



Sara Palmer



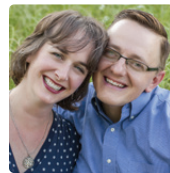
Chad & Cassie
Pals



Pam Parkinson



Janelle Parrington



Rodney & Elaine
Parsley



Erin Paschell
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John & Laura
Pasternak



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Sheen Perkins



Garrett & Mariah
Peskin

Gold



Brenda & Tim
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Preston & Tena
Pettis



Jon & Emily
Pfeifer



Malcolm & Amy
Philbrick



Angela Pijanowski



Brian & Jen Pinter



Frani Pisano &
Herb Hoelle



Stephanie Poe



Shelly Pomeroy



Linda Pountney



Traci Powell



Julie Preas



Jessica Preston



Cindy Price



Sherri Price



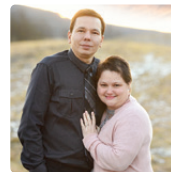
Wayne & Heather
Pulsipher



Anthony &
Francilene Quan
FOUNDER USA 2.0



Amanda & Kevin
Rahija



William & Alice
Rahn



Jacob & Abi
Raines



Marie-Hélène
Rajotte



Janet Ramer



Krista Randall



Jamie & Justin
Rathjen



Roxanne Ray
FOUNDER USA 2.0



Kelly Reagan



Tami Redmon



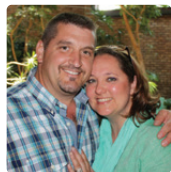
Megan Reeves



Susan Reis



Barbara Rempel
FOUNDER CAN



Milton & Tiffany
Repsher



Bethany Reynolds



Maria Lúcia Maia
Ribas



Dr. Laura Ricci



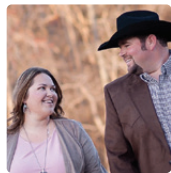
Christy Richman



Elaine Riser



Jennifer & Veron
Roberts



Shawn & Amanda
Roberts



Valeria Rodriguez



Kathy Rogalla



Jodie Rogers



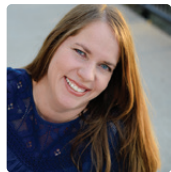
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Joan Rosenbaum



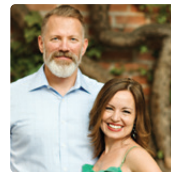
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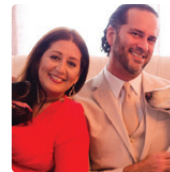
Eve Rosno



Cort & Karli
Roszell
FOUNDER CAN



Mindy Rowser
FOUNDER USA 2.0



Teresita Ruiz
FOUNDER NAL



Cathi Russell

Gold



Christine Russell



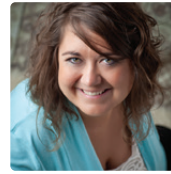
Andrea Ryan



Jessica Ryan



Joanna Sacco



DeVola Samuelson



Diane Sanders



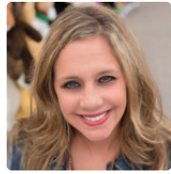
Eric & Gale Sandgren



Carla Santiago



Rui & Jeana Santos
FOUNDER NAW



Stacey Sarros



Audrey Saunders
FOUNDER USA 2.0



Elena Sazontova
FOUNDER USA 2.0



Leslie Schmidt



Jill Schoenneman



Monica Schofield
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Katie & Carlyle Schomberg



Angelika Schuh



Sarah Schumaker



Denise Schwendeman



Julie Ann Scott



Steve & Chelsea Scott



Judith Sears



Amy Sellers



Nathan & Jolinda Sensenig



Carolyn Kanani Sergent
FOUNDER USA 2.0



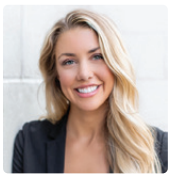
Jennifer Shaw



Jennifer Shell
FOUNDER USA 2.0



Joan Shodai



Brooke Siemon



Amanda Silich



Mavi Silva
FOUNDER NAL



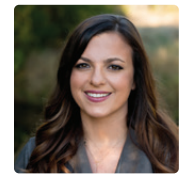
Kymberlee Simantel



Elena Simmons



Rachel Sirota



Mary Sisti



Dianna Smith



Lana Draney Smith



Stephanie Smith



Robyn Smyles



Robert & Sharla Snow



Laura Sohn



Elizabeth Sokol



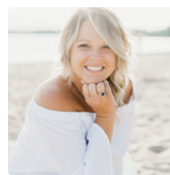
Kristine Sommers



John & Heather Sorensen



Tiffany Sosa



Megan Spoelstra



David Stephens



Tammy Steuber



Brooke Magleby

Gold



Dennis & Janette
Stevens



Krisa Champney
Stewart
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Priscilla Stewart



Amanda Stowell



Norma Strange



Katrina Sturgill



Sheila
Summerhays



Ai Min Sun
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Dr. Mara Sussman



Elizabeth & Elena
Swan



Tilena Szepesi



Douglas & Julie
Taylor



Brooke & Thomas
Tazbaz



Kelly & Keith Terry



Joe & Anne
Tetzlaff



Sylvie Theriault



Pramela
Thiagesan



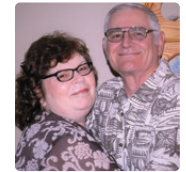
Alicia Thomas



Jennifer Thomas



Lauranell Thomas



Dr. Lynn
Thompson



Linda Tilley



Patti Tinholt



Alicia Torres
Lisabeth



Kelly Townsend



Duane & Crystal
Tucker



Tim & Sheila
Tucker



Kim Ureta



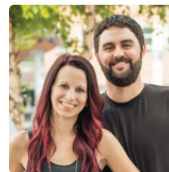
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Vallelunga



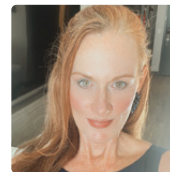
Loren Valvasori



Alison Van
Zandbergen



Cierra & Tanner
VanderPol



Roxann
Vaneekhoven
FOUNDER USA 2.0



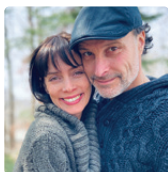
Jerrie Lynn Vedwei



Patsy Vega



Paula Andrea
Velásquez



Mélanie Venne &
Marc Thibaudeau



Casey Von
Iderstein



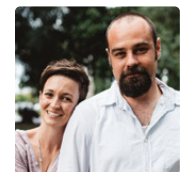
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Wade



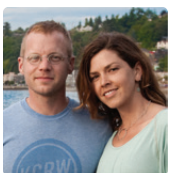
Cheryl & Alan
Waelbroeck



Kathy Wagner



Tara & Justin
Wagner



Chad & Susie
Walby



Jed & Pam
Waldron



Lisa Walker



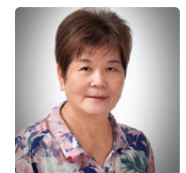
Lorinda Walker



Brent & Jenny
Walsh



Kim Walter



Chung Hwa
Wang

Gold



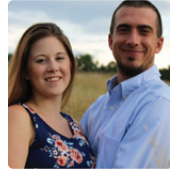
Lynn Wang
FOUNDER USA 2.0



Michelle Ward



Ben & Megan
Warden



Austin & Jocelyn
Wary



Nate & Karol
Watkins



Tamalu Watkins



Jodi Lee Watson



Zach & Kelsey
Watson



Paula Watt



Roger Webb



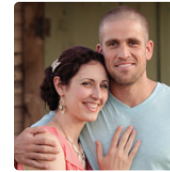
Richard & Letty
Weiss



Karen Welch



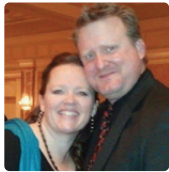
Kate Welch
FOUNDER USA 2.0



Aaron & Dr. Rachel
Whaley



Deb White



Leon & Bonnie
White



Lori Williams



Mara Williams



Suzanne & Derek
Williams



Jenni & Mike
Wilson



Julie & Kevin
Wilson



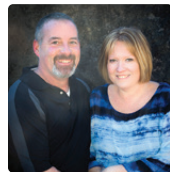
Megan Winfrey



Fred & Marti
Winkler



Rhianna Wisdom



John & Christina
Womble



Lorena Wong



Ashley Wood
FOUNDER USA 2.0



Susan & Scott
Wooley



Sara Worth



Deb Wright



Zheng Xia



Chinatsu
Yamaguchi



Brittany Yap
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Ying Zhang
FOUNDER NAEL



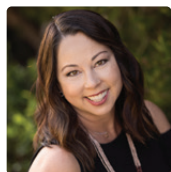
Grace Zheng



Gary Zhou & Laura
Wang
FOUNDER



Jie Zhu



Chrystelle
Zimmerman



Harry & Diane
Zizzo



Sigal Zoldan



Astrid Zulueta
Nieto



Ashley Zupan

Gold

Cynthia Adams
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Wanda Bunn
Isabelle Cote
Adele Crist-Cruz
Adryan Dupre

Julieth Espinosa
Vitality Essentials
Francisco Estrada
Maria Foster
Nathan Hakeem
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Weiwei Han
Kristin Helton
Pamela Houston
Crystal Irish
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Traci Kennebeck

Roseann Knew
Elizabeth & Elam
Lapp
Rachel Laughlin
Amy Layton
Essential Mama
LLC

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Martin
Mele Matangi
Michael &
Stephanie

McGuire
Riley O'Shea
Jennifer Pazdur
Bailey Rammell
Khara Ray
Jonatan Saraiva

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Stream
Linda Sullivan
Ying Wang
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Peterson
Baosheng Zhou

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Notes



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