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LEADERSHIP
MAGAZINE



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Growth Requires Movement

Sarah's leadership journey has been shaped by growth and reflection, as well as a willingness to begin again.

Before building her dōTERRA business, Sarah spent over a decade in a different company, ultimately reaching the top of its compensation structure. Despite that success, something felt misaligned. "I felt like a failure because I couldn't help my leaders earn significant income," she recalls. Walking away from 12 years of work was daunting, but Sarah recognized she wasn't starting over. Rather, she was starting from experience. That shift in perspective reignited her excitement and reminded her that growth requires movement.

Today, Sarah leads with a deep belief in hope. She understands how discouragement can quietly erode motivation, and she's intentional about being a source of optimism for her team. "I strive to be a leader who helps my builders overcome obstacles, whether they are strategic, financial, mental, or emotional. I love to brainstorm and provide a fresh perspective to their problem to see how we can come to a solution that becomes a win-win." She also encourages her team to ask boldly. "If you don't ask, the answer is always no," she says. That willingness to speak up and seek solutions has become a defining part of her leadership style.

Balancing time according to core values is another cornerstone of Sarah's leadership approach. "My values are the Lord, 'family' (friends and family), and work, in that order," she says. "I believe it's important to have solid boundaries that are rooted in your values." She structures her schedule around nonnegotiable priorities that align with her values—what she refers to as unmovable "rocks"—and encourages others to do the same.

Sarah appreciates the pace of building a dōTERRA business, which gives her time to honor her "rocks." "In my previous company, I felt the strain and stress of having to hustle," she says. "Because of the extremely high dōTERRA customer retention rate, I don't have to start over again every single month."

Above all, Sarah strives to keep things simple and meaningful. Her message to her team is consistent and clear: focus on what matters, encourage one another, and move forward with confidence. Or, as she often says with a smile, "Be brief, be brilliant, and be done."

Have Confidence

When it comes to business advice, Sarah points builders toward a source she's relied on for decades: her Bible study. One of her favorite verses is Proverbs 3:5-6: "Trust in the Lord with all your heart, and don't lean on your own understanding. In all your ways acknowledge him, and he will direct your path."

This inspiration has been key for her leading and helping others move forward. "So much of my leadership is encouraging my builders to have confidence," she explains. Sometimes that means reminding them of their individual strengths and capabilities; other times, it means helping them see what's already going right.





Results vary based on time, effort, and skill. Expenses may be incurred. For more information see the dotERRA Opportunity and Earnings Disclosure Summary at doterra.com/disclosure.



Rebekah Coakley | New Holland, Pennsylvania, USA

Finding **the Right** Mindset

"We are not here to do it for them. We are here to draw it out of them. Confidence is built in knowing that we are fully capable of overcoming hard things and finding solutions to our challenges."—Rebekah Coakley

When Rebekah first started with dōTERRA, she was in survival mode. She worked overtime and homeschooled her seven children, all while facing serious health challenges.

"I had to be creative to find ways to share the dōTERRA opportunity," she said. "Whether that was during my lunch break, after a long day at work, from my hospital bed, or my couch at home as I was recovering!"

Despite all the odds, she kept showing up—driven by her purpose.

For Rebekah, it wasn't about finding the perfect plan, but rather the right mindset. She believes we're never given more than we can handle, and there's always help along the way.

Rebekah also quickly realized her success depended less on others and more on herself. Early in her journey, she learned a powerful lesson: "Your successes and your failures are your own. No one else has any control over your business."

This mindset has shaped her approach to leadership. Rather than rescuing struggling team members, she's focused on empowering them. "We all have strengths. Sometimes we just need someone to remind us they're there."

Rebekah walks alongside her builders, helping them take full ownership while holding onto belief in them until they can hold it for themselves. Her leadership has been forged through hardship, and she doesn't hide that. She shares her setbacks openly and sees them as lessons for her own growth so she can serve others better.

As a Diamond, Rebekah continues to pour her efforts into leaders who are building legacies of their own. She teaches them to keep things simple, take responsibility for their path, and stay connected to why they started.

Rebekah's business and the way she lives serve as a reminder that while strategy matters, belief is what builds something that lasts.



Lead with Belief

Rebekah leads with belief—both in herself and in others. Her dōTERRA journey began under immense pressure, as she was trying to balance a plethora of challenges.

What sustained through it all was the conviction that challenges are invitations to grow. She remarked, "I knew I couldn't change my circumstances, but I could change how I showed up."

That mindset now defines her leadership as she walks beside her team and helps them recognize their strengths. Because in her mind, everyone already has what it takes to succeed.

Redefining Success with People-Centered, Intuitive Leadership

Dr. Laura Ricci | Amarillo, Texas, USA

Laura's journey as a builder has been shaped as much by personal growth as by professional development. Early on, she believed strong leadership meant being constantly available: anticipating needs, carrying the load, and making sure no one felt unsupported. While this mindset came from a place of care, Laura quickly realized it wasn't sustainable, nor was it the example she wanted to set for her team.

"One of the most challenging roadblocks I've faced was learning how to lead without over-functioning," she shares. She's since learned to set boundaries: "What made this situation particularly difficult was setting boundaries felt like letting people down. I had to confront the discomfort of disappointing others and sit with the fear that being less available might make me a less effective leader. In reality, the opposite was true."

After redefining leadership for herself, Laura began creating systems that empowered independence rather than dependency. She introduced office hours, encouraged builders to use available tools, and shifted her role from rescuer to mentor. "The most powerful leaders don't create dependency. They empower others," she explains. When she stepped back, her builders stepped forward, gaining confidence, resilience, and ownership of their own growth.

This evolution has also taught Laura the importance of discernment. One of her biggest lessons came from not listening to her intuition. "There have been times when I have just felt that something was off and couldn't name it," she says. "I had no evidence to support it, but I had that gut feeling and knew, but I dismissed it. I don't do that anymore. I've learned over the years that my best decisions come when I honor my intuition and listen to what my body is telling me."

Today, Laura encourages builders to design their dōTERRA business in a way that reflects who they truly are. "The right people will find you when you show up authentically as you truly are. And those who do not resonate with you will fall away," she says. She believes success doesn't require fitting into a single mold or following someone else's blueprint. "What do you enjoy?" Laura asks. "Do more of that in your business." Whether building online or in person, the key is consistency, joy, and alignment.

Looking back, Laura sees her journey as one of refinement—letting go of what no longer serves her and trusting that growth often comes through release. "Success doesn't require abandoning yourself," she reminds. By leading with boundaries, intuition, and compassion, Laura continues to build a business and a team rooted in trust and sustainability.

Strong Enough

"Effective leadership isn't about having all the answers. It's about creating an environment where people feel safe enough to find their own. As a leader, my role is not to push people up the mountain, but rather to walk alongside them and hold that belief for them until they remember they're strong enough to climb again."

—Dr. Laura Ricci



imagine

dōTERRA® CONVENTION 2026

Be part of history! For the first time ever, dōTERRA Convention is coming to Orlando, Florida this **September 23–26**. Experience exclusive product reveals, powerful speakers, and unforgettable hands-on experiences with the community you love. Reserve your spot today!



Register today!







"I have never considered quitting dōTERRA. My belief in this business is huge and no matter what is going on in my life, I know this is the company and business model for me. What I have learned is there are seasons for everything. Some seasons require me to focus more heavily on my business and supporting my builders and their growth. Other seasons require me to focus more on my family."—Megan Dorsey



Megan Dorsey | Green Cove Springs, Florida, USA

Leading Through Every Season

Experience has shaped how Megan sees leadership, and it's given her a clear-eyed view of what makes a business sustainable over time. Before her dōTERRA journey, Megan spent a decade with another network marketing company—an experience she credits with sharpening her strategic mindset. "I learned the hard way to really look at compensation plans and products to see whether there's even truly an opportunity for a financial return on your time investment," she explains. That lesson continues to influence how she coaches and supports people today.

Rather than focusing on one-size-fits-all goals, Megan helps builders think critically about what they want their business to accomplish. "I love coaching my Wellness Advocates and helping them create a strategy for achieving what they're looking to accomplish within our compensation structure." For her, leadership is about clarity—understanding the model, aligning expectations, and building with intention.

At the center of Megan's leadership approach is a deep commitment to people. During seasons when her time and attention were limited, she made intentional choices about where to focus. "The little time I had to spend with dōTERRA was spent solely with my builders." That decision, she says, shaped the culture of her organization. "They supported their teams and each other in amazing ways," she recalls, which reinforced her belief that strong leadership is built through trust, shared responsibility, and prioritizing relationships over pace.

That perspective informs one of Megan's strongest pieces of advice: avoid making assumptions about who the business is for. "One of the biggest mistakes we can make is predetermining who this opportunity can be for," she says. Instead, Megan encourages builders to lead with curiosity and service. "Ask questions, offer solutions based on people's needs, and move forward based on their responses." Detaching emotionally from the outcome has helped her remain consistent and confident, even after hearing no more than yes.

She's equally passionate about helping Wellness Advocates feel comfortable sharing the business opportunity alongside the products. "I encourage all Wellness Advocates to get just as comfortable talking about our business opportunity as we are about talking about Frankincense, the Foundational Wellness Bundle, or Adaptiv®." Megan has seen firsthand how growth accelerates when builders focus on building through collaboration. "By doing this business with others, it's more fun, and your business will grow with multiplication rather than addition."

Today, Megan leads with gratitude and purpose. "I am humbled and honored to represent dōTERRA," she says. "We have a vehicle that allows us to bless others." With a steady focus on strategy, flexibility, and people, she continues to build a business designed to support growth and life's many seasons.

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Congratulations on Reaching Presidential Diamond

Tatiana Timofeeva | Minneapolis, Minnesota, USA

“It takes courage to believe before results show up. It takes discipline to act when motivation is gone. I don't even believe in motivation. Motivation won't get you far. I believe in taking action. Every extraordinary leader I've met wasn't born that way. They became extraordinary by showing up with that little extra every day.”

Tatiana Timofeeva

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

My journey to Presidential Diamond has always been about people. This rank isn't about me. It's about the individuals who've trusted me, walked beside me, and grown and transformed through this business.

I learned early on that when you genuinely give, serve, support, and lead with heart, you're always rewarded back. That's the greatest lesson.

Were there hurdles? Of course. But every time something felt heavy, I looked at my builders—their dreams, growth, potential—and remembered Presidential Diamond is a collective achievement. It's a reflection of your leadership, but it's built through the success of others.

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

I always think of a quote from my good friend Mr. Yoda from Star Wars: “Do or do not. There is no try.” You set the goal. You calculate it. You commit your time, energy, and consistency. And eventually you get it done. No “trying” —just doing, learning, adjusting, and moving forward.

How do you and your spouse work together in the business? What advice do you have for other couples?

My husband joined me after I'd already reached Presidential Diamond, so he stepped into a business with strong foundations. I know many leaders who do the same: build first and then invite their spouse into something stable and thriving.

Richard brought so much creativity and strategic thinking: vendor events, expos, big online trainings, new courses, and other fresh ideas. He expanded our vision in ways I couldn't even imagine.

My biggest advice for couples is don't just give tasks. Instead, create space for your spouse to shine. Let them bring their strengths, their expertise, and their voice. When you create together, you both bring real value. That's how a family business becomes a power partnership.

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

Coming from the corporate world, I can honestly say that building a dōTERRA business from home has given me true work-life balance. It's easier, more flexible, and so much more aligned with my values as a mom.

This business has allowed me to be present with my kids while still doing what I love: lead, strategize, personally develop, and help people grow.



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

Presidential Diamond has never been about income for me. It's about leadership and the responsibility you carry when people trust you with their growth. It's about how many lives you help elevate, how many builders you launch, and how many people finally see their own potential because you believed in them before they believed in themselves.

Watching people rise is the most fulfilling part of this work for me. Seeing how the dōTERRA opportunity, paired with strong leadership and systems, can completely transform someone's life. That's what keeps me going every single day.

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

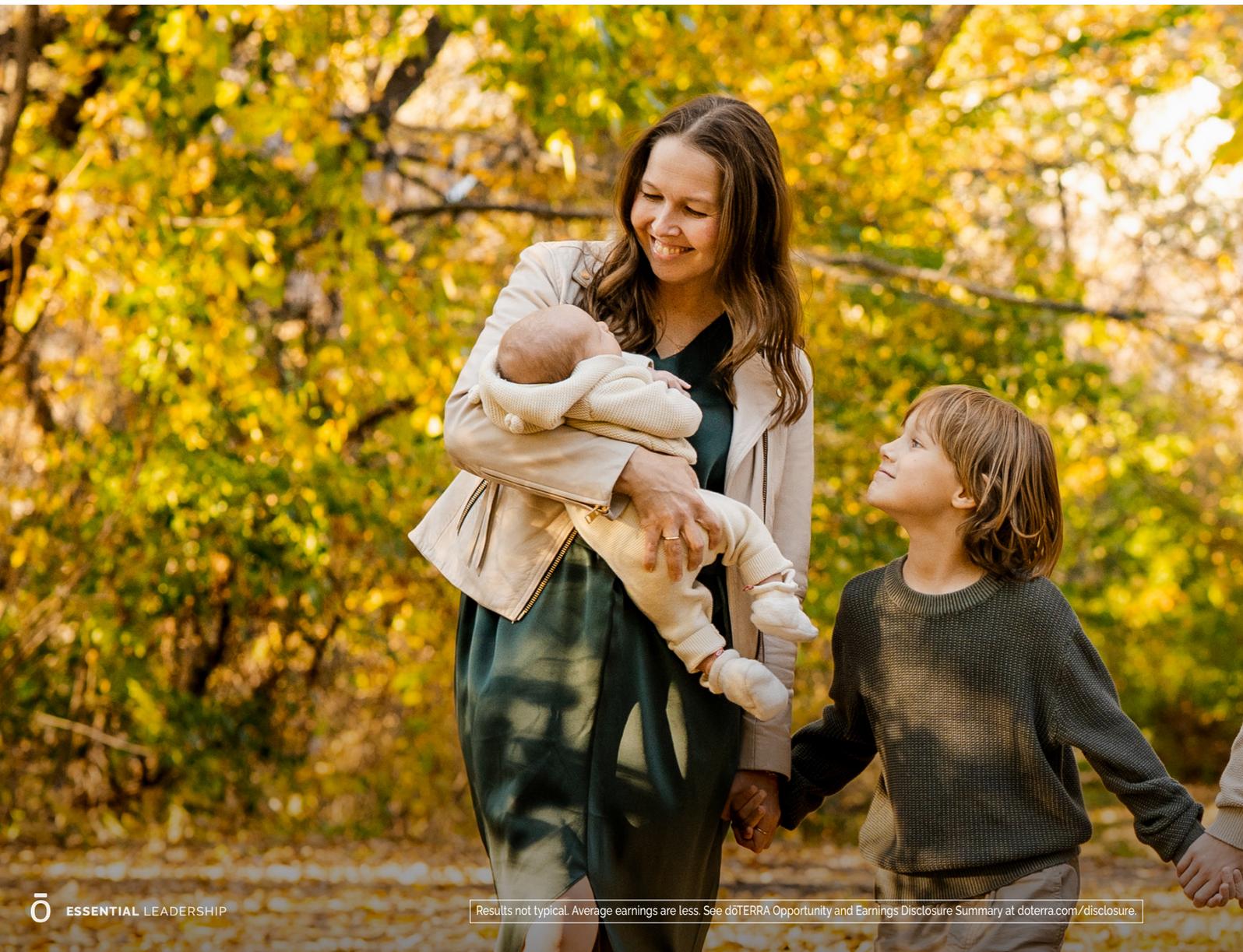
Always people. I meet so many incredible individuals who haven't yet seen what they're capable of. I love helping them discover their strengths, talents, leadership style—the gems inside them that were always there.

Over these years, I've witnessed so many beautiful transformations. And I know there are so many more people out there right now looking for a mentor—someone to guide them and believe in them. I truly believe we attract what we're ready to give.

When your heart is open to coaching, giving, and serving, the right people will naturally find you. That's what keeps me moving beyond Presidential Diamond. The mission isn't done.

How has your dōTERRA business changed your life?

dōTERRA brought me, as a mom, back home to my kids and still allowed me to be successful in the things I love: business and



leadership. It changed everything for me. And now it's changed everything for my husband too. It brought him, as a father, back home as well.

We're creating together now, working on our dōTERRA business from home. It's an unbelievable opportunity I never even knew existed when I was working in corporate.

As I mentioned, Richard started working with me in dōTERRA after I reached Presidential Diamond. My dream was always for us to have one life together. Most couples have two separate jobs and schedules and spend most of their day apart with different people. I wanted the opposite, spending more time with my family and my husband. I aimed to build one life together, not two lives divided by work.

Is there anything else you think readers of this magazine would benefit from hearing?

I don't believe in overnight success. I believe in the power of consistent, intentional little steps. Extraordinary results are

created by ordinary people who choose to do a little extra every day. That extra can be simple: one more call, one more enrollment, one more business meeting, or one more chapter of personal growth. Those small actions compound over time, and that's what builds a life and business you're proud of.

But it starts with an abundant mindset. An abundant mindset is visionary. You see possibilities before they're obvious. You stay inspired, learn from mistakes, and keep your passion alive. You lead by example, take responsibility, and stay resilient even when things get messy. You celebrate progress, stay humble and grateful, and always challenge yourself to grow.

Abundance isn't about having everything. It's about believing that more is always possible with effort, faith, and action.

A scarcity mindset waits for life to change first. It makes excuses, fears risk, procrastinates, and compares. Scarcity wants comfort. Abundance chooses growth.





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What can I expect?

- + The kit has 10 sample sets. Each sample includes a one-day serving of VMG+®, EO Mega+®, dōTERRA PB Restore®, and Peppermint essential oil.

“I've found one of the simplest ways to help people say yes to their health is by letting them experience it first. I use the Foundational Wellness Builder Kit to create a five-day Foundational Wellness trial. I absolutely love how professional it looks.

What I've seen over and over is that when people actually try the products, many feel a difference, and enrolling becomes their idea, not mine.”

—Rhonda Bos, Platinum



Purchase here.

Lydia Nolt | Blain, Pennsylvania, USA

Leading with Purpose, One Step at a Time

For Lydia, building a dōTERRA business has always been about people, purpose, and steady, faith-filled progress. She describes the journey as "soul-stretching," filled with personal development, strategic thinking, and interactions with leaders who have different strengths. "Each leader has their own talents that may be vastly different than mine, and that's okay," she says. She believes her role is not to mold others into her image, but rather to provide a strong, sustainable foundation that allows them to shine in their own way.

That mindset has shaped how Lydia approaches challenges within her team. Instead of focusing on limitations, she encourages builders to identify their next action step. "You're never stuck if you can find your next step," she says.



Early in her dōTERRA business, Lydia worried that many of her close contacts were already enrolled. A simple piece of advice shifted her perspective: create a new warm market. "One contact can open an entire market of people," she explains.

Lydia's growth as a leader has also been shaped by moments of fear and perceived failure. She recalls feeling overwhelmed while preparing for vendor events or wellness appointments, unsure of the outcome. "Fear is the only thing that gets smaller when you move closer to it," she says. "I remember crying and asking God for courage feeling like fear was paralyzing me. If I could have seen the ripple effect some of those contacts would have on my business, I would've been in awe at what God was doing in my business. Take that next step in faith."

As a mother of three young children, Lydia has learned to adapt her business to the season she's in. Mornings often begin early, with scheduled messages and online classes completed before her children wake. In other seasons, her children joined her at in-person classes with snacks and a children's bag in tow. "I embrace the season I am in," she says, explaining that flexibility and intention help her balance family life with her dōTERRA business.

Above all, Lydia encourages builders to focus on both learning and doing. "Learning new things isn't the same as doing the things we're learning," she says. "We all have two feet—one could be called 'learning' and one 'doing.' Am I doing as much as I am learning, or learning as much as I am doing? This idea helps me move forward with a healthy balance rather than spinning in circles."

By staying grounded with purpose, taking the next right step, and honoring each season of life, Lydia continues to lead with clarity, faith, and genuine care for her team.

Know Your Purpose

"A quote that inspires me by Dr. Myles Monroe: 'Leadership is the capacity to influence others through inspiration not manipulation, generated by a passion which is motivated by a vision, birthed by a conviction, which is produced by a sense of purpose.'"

"I have learned that it's incredibly important for me as a leader to know my purpose. When I lose sight of that, I cannot pass that on to others. When a leader has purpose in what they do and why they do it, they are empowered."

—Lydia Nolt



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EO Mega+
Essential Oil
Gastric Complex

doTERRA[™]
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Advanced Organ
Mitochondria Complex
Energy | Balance | Clarity
Dietary Supplement



What is it?

A mini-sized booklet perfect for an introduction to the dōTERRA lifestyle. This booklet is periodically updated based on new product releases and seasonal changes. Each edition is sure to provide your new customers with a perfect combination of education, inspiration, and opportunity!

“This beautiful, compact booklet is a perfect addition to our customers' first orders. The vivid colors and images, along with QR codes and links, help customers dive in to expand learning and help plant the seeds our customers need to guide them on their dōTERRA journey!”

—*Jamie Peterson, Platinum*

What can I expect?

- + Tips for incorporating pure essential oils, supplements, and skincare items into your daily routines
- + Delicious recipes and creative DIY projects
- + Curated diffuser blends to help set the perfect mood
- + Spotlights that provide in-depth insights into must-have products
- + Information about Cō-Impact Sourcing® initiatives and how your purchases support sustainable business practices and global communities
- + Ways to earn free products by sharing dōTERRA products

Where can I find it?

The dōTERRA Welcome Booklet is sent in every enrollment order and available for purchase online.



Access it on
the DMK.

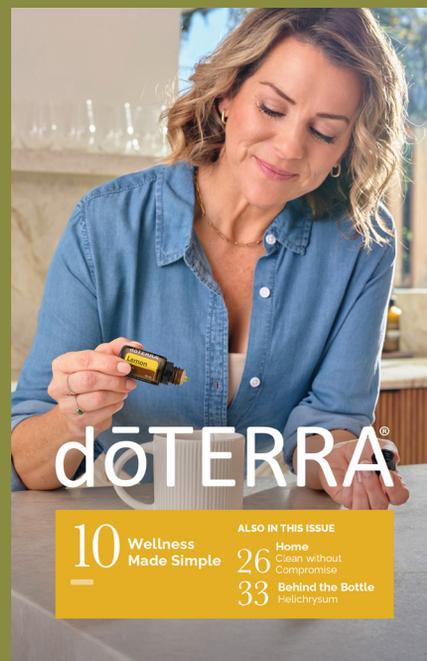




Image by Eugene Wang

Leading with Patience, Presence, and Trust

"Walking alongside my builders through their low points has taught me that real leadership isn't about pushing, fixing, or controlling. It's about empathy, trust, and presence. It's about supporting people as whole human beings and helping them rediscover their own strength. That, to me, is the heart of leadership"—Lynn Wang

Lynn believes leadership is shaped not by constant momentum, but rather by the willingness to stay present through uncertainty. "I've personally walked through a long season where progress felt slow and the challenges felt overwhelming," she shares. "There were even times when I questioned whether I should continue." Those experiences gave her a deep understanding of the emotional highs and lows her builders may face and the empathy to support them with sincerity.

At the heart of Lynn's dōTERRA business is connection. "That sense of belonging is what keeps people grounded when things get tough," she explains. Rather than offering quick solutions, Lynn focuses on creating space for honest conversation. "Most people already know the direction they want to go. What they need is someone who hears them without judgment, understands their emotions, and reminds them they're not alone." This steady presence has become a cornerstone of her leadership style.

Over time, Lynn has learned patience is essential when working with people. "In leadership, challenges are inevitable, but the most complex ones always involve people," she says.

Earlier in her journey, she felt she wanted challenges resolved quickly but didn't always know the right response. "It was during those moments that I learned one of the most transformative lessons in leadership: to slow down," she says. "We live in a world that celebrates speed—planting seeds and expecting instant harvests. But a flower doesn't bloom overnight. It needs the warmth

of summer, stillness of winter, renewal of spring, and patience of fall. Growth requires time, and so do people."

That same principle of slowing down and focusing on simplifying has guided Lynn's approach to business systems. "Great leadership is not about adding more. It's about simplifying what already works," she says. "Simple actions repeated consistently are what make a team scalable. When something is simple, it can be duplicated. When it's duplicated consistently, people naturally grow in confidence and skill. And over time, they become experts."

Balancing leadership with family life has required similar intention. "There were seasons when I felt stretched thin—when the responsibilities were endless and the days long. It seemed like the work would never be fully done," Lynn says. Still, her commitment never wavered. "I believe deeply in what dōTERRA represents," she affirms. "It's not only about supporting the health and well-being of my own family. It's also about helping others live healthier, more empowered lives."

Lynn leads with trust and openness, allowing others to grow in their own way. "When we offer a clear vision and trust our partners with the freedom to explore, experiment, and grow in their own way, unexpected breakthroughs often emerge." With patience, simplicity, and presence, she continues to build a business and community rooted in respect and long-term growth.



Shontele Torkelson | Millicent, Alberta, Canada

Creating Space for Others to Rise

For Shontele, leadership isn't about control or perfection—it's about presence, adaptability, and belief. By building her dōTERRA business, she's learned the most impactful leadership starts with understanding the individual journey of each builder.

"One of the biggest challenges I've faced as a leader is supporting a team that's spread out geographically, comes from different cultural backgrounds, and in some cases speaks other languages," Shontele explains. No single approach worked for everyone, so she's had to grow in flexibility. "Because my team isn't all in one place or doesn't work in the same style, I've had to be creative about how I equip and connect with each person individually," she says.

That creativity has shaped how she supports her builders day to day. "I work hard to provide tools, guidance, and support that meet my builders where they are," Shontele shares. "My experiences have taught me effective leadership is about understanding each person's unique needs, adapting your approach, and making sure everyone feels supported and equipped to succeed in their own way."

Like many leaders, Shontele's growth has been refined through challenges. Early on, she felt the pressure to handle everything herself, but that approach wasn't sustainable. Learning to release control allowed her team to flourish. "By letting go of control and giving my

Don't Require—Inspire!

Shontele's leadership is defined by her commitment to seeing the person, not the position. "One of the most meaningful ways I've supported a struggling builder in my downline is by slowing down and seeing the person before the potential. Instead of focusing on rank, numbers, or 'fixing' a business, I've focused on listening to what was happening in life," Shontele shares.

This approach has taught her that progress often begins with empathy. "People don't rise because they are pushed. They rise because they are believed in," Shontele says. "Leadership at its best creates safety for growth."



builders space to take ownership, I've seen them grow in confidence, take initiative, and achieve more than I could've done for them alone," she says.

And the weight of responsibility sometimes felt especially heavy. "There was a season where I felt stretched thin, balancing family responsibilities, leadership expectations, and personal growth," Shontele recalls. "I questioned whether continuing was wise." Clear communication and intentional boundaries helped her navigate that tension. "Certain times of my day or week are blocked for dōTERRA business tasks, and then I have times set when I need to be 100% present with my family," she explains.

What ultimately kept her going was clarity of purpose. "What kept me moving forward was a clear sense of calling," Shontele says. "This assignment matters—not just for me, but for others who are looking for the solutions that I have."

Today, her advice to other builders centers on authenticity and action. "Take an honest look at what makes you unique: your personality, your season of life, your experiences," she encourages. And while hope is important, she emphasizes follow-through. "Hope is not a strategy. You have to take intentional action," Shontele says. With belief, consistency, and careful planning, she continues to lead by example, creating space for others to rise.



ProPoints

Earn. Redeem. Enjoy.

A fun way to celebrate your achievements your way as a dōTERRA Wellness Advocate. Earn ProPoints[†] for activities that grow your business:

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- Rewards orders
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- First-time team rank advancements

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[†]ProPoints have no cash value and may not be redeemed for cash or cash equivalents. Points are non-transferable and may only be redeemed for rewards made available at the time of redemption. Reward availability and program details may change. dōTERRA reserves the right to modify, suspend, or terminate the program, including point-earning and redemption options, at its sole discretion. Participants are responsible for any applicable taxes.

*Specific items are subject to availability and while supplies last.



dōTERRA Rose Award Winners

Kristin & Tyler Tigges 2025 Winners

Through their dōTERRA Healing Hands® Match Project, Kristin and Tyler Tigges raised vital funds to train 400 women and girls—many of whom were in the criminal justice system throughout Poland and Moldova—with the critical knowledge and skills needed to protect themselves against human trafficking.

In partnership with the US nonprofit Unbound Now, the Tigges also helped support the Keeping Students Safe program—an initiative that goes beyond just teaching safety. The program strives to instill value, worth, and purpose in every girl, empowering them to recognize their strength and make informed decisions about their futures.



The dōTERRA Rose Award, established in 2023, honors individuals who lead with generosity, inspire progress, and empower women within their communities. This award recognizes those who give generously, celebrate people from all walks of life, and advocate for the well-being of others. Through their influence, they uplift those around them, create opportunities for meaningful impact, and highlight progress within their community.

Kara Kading

2026 Winner

Through her leadership and generosity, Kara Kading led a dōTERRA Healing Hands Match Project to raise critical funds to help complete a much-needed medical clinic serving the families of RAJ Ministries and the SEEMA (Social Endeavor to Elevate Mahila Awareness) community in rural India. The RAJ campus—home to SEEMA's vocational training program for more than 35 women and a highly regarded K–12 school with over 700 students—welcomes more than 875 individuals daily, despite the nearest medical care being more than an hour away across the Nepal border.

More than just a building, this clinic will provide accessible healthcare, urgent treatment, preventive education, and 24-hour on-call support through onsite housing for clinical staff. By bringing essential care directly to women, children, and families, Kara's efforts are creating lasting access to healthcare and strengthening the well-being of an entire campus community.



Community News

In Memoriam: Farah Pajuheshfar



For over 16 years, Farah Pajuheshfar was a devoted Wellness Advocate whose love for dōTERRA was rooted in her deep desire to care for and inspire others. She believed in the proactive power of natural solutions and shared it generously—always with warmth, joy, and sincerity. A beloved mother, grandmother, and trusted friend, Farah had a gift for making people feel seen and deeply valued.

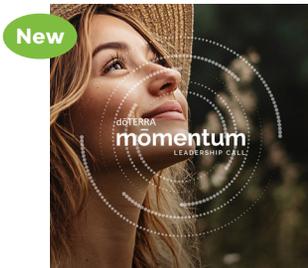
As a hairstylist and cosmetologist for more than 40 years, she nurtured not only her clients' outer beauty but their overall well-being, thoughtfully offering well-researched guidance and natural solutions for everyday needs. A self-proclaimed "forever student," she became an encyclopedia of natural solutions and was passionate about helping others feel empowered, informed, and capable of caring for themselves and their loved ones.

In her final moments, as a nurse gently removed a bandage from her arm, Farah said, "I'm sorry, I wish I could help you." That was who she was—always thinking of others. She lived and passed with intention, dignity, and unwavering integrity. Her legacy lives on in the many lives she touched and in the way she taught us to care for one another naturally, wholeheartedly, and lovingly.

dōTERRA®

Business Tools & Resources

Business Resources



dōTERRA Momentum Leadership Call

The Momentum Call is a newly rebranded monthly business training that builds clarity, confidence, and consistent momentum. Once limited to certain leaders, it's now open to all Wellness Advocates committed to learning, growing, and taking action—at any stage of their journey.



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, you can use this complementary course to onboard your new builders.

Free for Wellness Advocates!



Take the course.



dōTERRA Business Hub

Your success starts with the right tools and support. Whether you're just getting started or looking to grow your business, this hub brings together the best resources in one convenient place.



Discover more.



dōTERRA Business Opportunity Page

Your one stop shop to introduce the business to someone who may be ready to become a Wellness Advocate.



Get started.

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.

Live Guide

Assess personal wellness with the *Live* guide and discover the right dōTERRA natural solutions. Use this guide to conduct Wellness Consults for new members to help them live the benefits of the dōTERRA Rewards Program.

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.



Download here.

Healthy Can Be Simple Booklet

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

60225765 | 20-Pack

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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.

60231254 | Wholesale: \$3.00

Earning with dōTERRA Mini booklet

This comprehensive booklet is your handy guide to understanding how you to earn with dōTERRA. It walks you through the dōTERRA compensation plan in a clear, approachable way, whether you're just starting out or looking to grow your existing business.

60233005 | Wholesale: \$1.50



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.

Digital Business Tools

dōTERRA Training Courses

Access work-at-your-own-pace online courses to help you navigate the world of essential oils. We've brought together a rich library of resources to help you learn the topics that are most important to you.



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Digital Marketing Kit

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



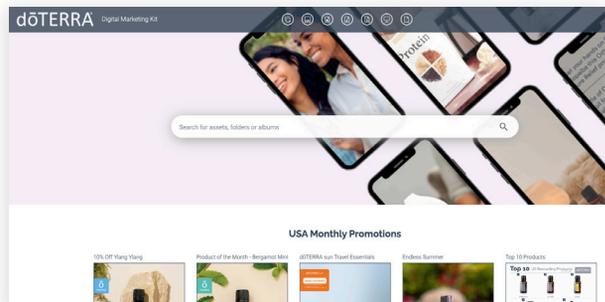
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Learn more.



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Justin & Keriann Harrison
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Wes & Hayley Hobson
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Eric & Andrea Larsen

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FOUNDER USA

Presidential Diamonds



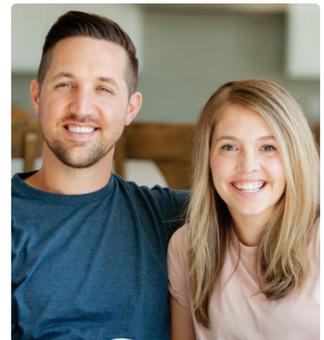
Paul & Delmar Ahlstrom
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Yoo Ha Kim



Kierston Kirschbaum



Oksana Master
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Anac & Fabiano Montarroyos
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Christian Overton & Mark
Ewen



Cui Rui
FOUNDER



Tatiana Timofeeva
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Charles & Helen Wang
FOUNDER



Melody & Walter Watts
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David & Michelle Weaver
FOUNDER USA 2.0



Sun Zhong & Xi Fuchun
FOUNDER NAEL & FOUNDER

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Blue Diamonds



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Elena Brower



Cherie & Jeff Burton



Carmen Busch
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Molly Dayton



Marie-Michele Delisle



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Benjamin & Stephanie Howells Scoville



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Josh & Season Johnson
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Matt & Bailey King
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Jen Kruba-Couch

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Fuxian Li & Lingling Zhang
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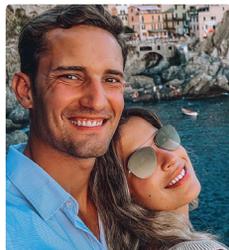
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John & Kalli Wilson



Daniel & Amy Wong
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FOUNDER



Drs. Mark & Tina Wong
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Kelly Zhao
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Blue Diamonds Not Pictured:

Ronald & Lucinda Martin

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Janae & Claudio Arancibia



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Jeremy & Micki Boberg



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FOUNDER USA 2.0 & NAW



Rachell Brinkerhoff



Adam & Carey Brown



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FOUNDER NAL



Melissa Cannon



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Richard & Elizabeth Copeland



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Desiree de Lunae

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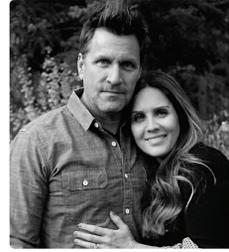
Robbie & Carly Dias



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Megan Dorsey



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Sherrie Ferrell



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Marlene Flax



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Li & Lance Fryling



Arin & Gabe Fugate



Louis Fusilier & Monica Goodsell



Mylène Gagnon



Leslie Gail



Al & Maureen Garcia



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Howard Nakata



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Bernadette O'Donnell



Crystal Ostler



Kathy Pace



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Dena Schultz



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Julie Stoesz



Jeff Styba



Pamella Tanimura
FOUNDER BRA



Joy Tarpley



Qun Teng



Heather Terese



Gulia Tes
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FOUNDER CAN



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Gina Truman
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Shane & Kristin Van Wey



Michael & Sarah VanSteenkiste



Kenny & Stephanie Wahlberg



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Diamonds



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FOUNDER NACL



Lynn Wang
FOUNDER USA 2.0



Ying Wang



Yun Wang
FOUNDER NACL



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Widmer**



Julie Winder



**Christian & Jill
Winger**



**Jared & Sheree
Winger**



**John & Jessica
Wright**



**Kevin & Natalie
Wysocki**



Elena Yordan



Eliza Yoshida
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Lisa Zimmer

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- Lydia Nolt

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Katie Adams



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Dayana Alonso



Kelly Alvis



Angela Amora



Melissa Axtell



Ben & Jade Balden



Ashley & Chris Beans



Elisa Benitez
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Suzanne Blalock
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Juliana Carvalho



Genevieve Chartrand
FOUNDER FR CAN



Ali Chen
FOUNDER NAEL



Wei-Chen Chen & Hsiu-Min Huang



Angela Childs



Vicky Chou



Daphne & Darrin Clark



Marc & Romi Clark



Brett & Farrah Collver



Kathy Cordell



Dr. Danielle Rae Daniel



Durell Darr



Keith & Kendra Davy

Platinums



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FOUNDER FR CAN



Véronique Dion



Rosalie Elliott



Carolyn Erickson



Kimberly Erickson-Nichols



Dawn Farris



Dana Feldmeier



Dr. Robert & Kiyla Fenell



Enwei Feng
FOUNDER NACL



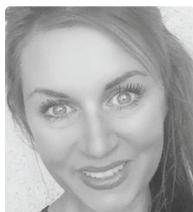
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Natalie Harris



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Tiffani Jones



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Leah Karratti



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Chris & Gary Kirschbaum



Joe & Amber Kropf



Spencer & Reta Kuhn



Jon Erik & Lynn Kvamme
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FOUNDER FR CAN



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Zach & Kylene Lessig



Ping Lum



Deidra Maddox



Betty Magill



Joana Magnani



Berny & Janet Marquez



John & Jennifer Martin
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Willis & Heather Martin



Fonda Mast



Dr. Allie & Dave Mendelson



Noriko Menjivar



Tonya Merritt



Kerry & Denise Norris



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Adam & Tami Nuhfer



John & Amanda Olsen



Melody Painter Layton



Cynthia Patience



Dick Ray & Stacy Paulsen



Christine Payne



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Betsy Peterson

Platinums



Jamie Peterson
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FOUNDER ZAF



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Katee Lyn Richter



James & Kelly Robison



DeVola Samuelson



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Phil & LeeAnn Stork



Juan Carlos Suárez & Araceli Valencia
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Bill & Erleen Tilton



Adiar Tineo
FOUNDER NAL



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Karolyn Vaillancourt



Jerrie Lynn Vedvei



Anastasia Vera
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Sondra Verva



Jed & Pam Waldron



Eric & Sandra Wang



Lane & Angela Watkins



Julie Weinberg & Meredith Kelly



Shauna Wetenkamp

Platinums



Emili Whitney



Mara Williams



Rob & Melissa
Wilson



Mako Wilton



Lara Wynn



Cachay Wyson



John & Debbie
Youngren



Chrystelle
Zimmerman

Platinums Not Pictured:

Vince Covino

Rebecca Cox

Joseph & Rachel
Hoover

Jessica Jeppesen

Karver Kirschbaum

Christopher
Milousis

Si Shuman

TradeTact LLC

Kevin Warwood
Ernest Wenger

Golds



Elaine & Lawrence Abbott



Elvira Abbott



Penélope Aboites & Thomas Veerkamp



Jennifer Accomando



Marty & Kindra Adair



America Aguilar



Maira Aguilar



Jacquelyn & Jordan Al-Hassan



Kathy & Brad Alldredge



Jayden Almeida
FOUNDER USA 2.0



Zander Almeida



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Kendra Bamforth



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Christi Barrus



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Ana Bastovoi



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Christine Bell



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Kari Boll
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Gold



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Melanie Boutin



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FOUNDER FR CAN



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Russ & Char Brown



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Toni Bunting



Natalia Burrus



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Dr. Mica Carew



Kelly Carpenter



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Elicia Casey



Valery Casillas



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Jessica Champagne



Thad & Kathy Chandler



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Jing Xian Chen
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Lena Chen



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Hope R. Clark



Jessica & Nic Clark



Stefanie Clark



Mike & Rachelle Cleary



Rick & Alisse Coil



Patty Colella



Carol Colvin



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William & Kari Coody



Emily Cook



Joan Coon



Rosie Greaney Copp



Isabelle Côté
FOUNDER FR CAN

Golds



Lisanne Côté



Alicia Cottam



Colleen & Jeff
Cotterell



Craig & Kristin
Cottle



Andrew & Kelly
Couch



Nancy Couture



Tim & Ashley
Crain



Kent & Stephanie
Crane



Rachel Crimmins



Karlel 'Ewalani
Crowley



Shannon Cutting



Eric & Tiffany Dahl



Ashley Daige



Judy Danaher



Chad & Cassandra
Daugherty



Brittany & Andy
Davidson



Kari Davis



Paulette Davis



Joyce Day



Emilie De Decker



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Dedman
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Degraffenried



Dianne DelReyes



Alexandre & Ana
Paula Delvaux



Lona DeRieux



Alison Deutsch
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Roger & Marlyn
Didericksen



Megan Dilmore



Kristina
Dockstader



Erica Dolan



Tricia Doran
FOUNDER NAW



Karine Dostie



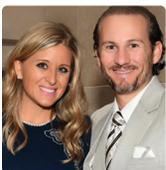
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Dove



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Emilie Drapier



Michael & Natalie
Duerden



Kim Duncan



Ashley Dunn
FOUNDER USA 2.0



Janis Durrant



Susan Dyess



Ginny Edmunds



Jessica Edstrom



Amanda Edwards



Mark & Lindsey
Elliott



Joel & Fay Epps



Joan Erfurt
FOUNDER USA 2.0



Susana Escobar



Cheri & Kenny
Evans



Forrest & Leslie
Exley

Gold



Tim & Beckie
Farrant



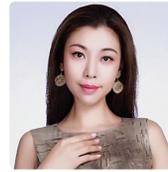
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Feiker



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FOUNDER NACL



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Cate Fierro



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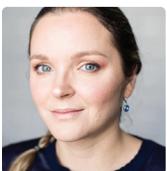
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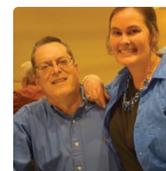
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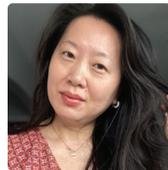
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Marzena & Slawomir Krysiak



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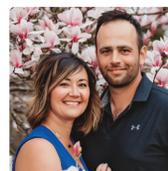
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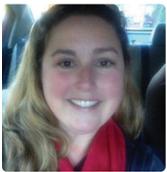
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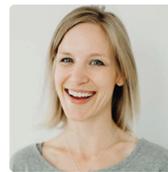
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Zaldumbide
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Wenshan Zhao



Dong Ling Zhou



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Harry & Diane
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Golds

Golds Not Pictured:

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Melanie Busch

Jing Chen

Adele Crist-Cruz

Adryan Dupre

Vitality Essentials

Weiwei Han

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Annie Kleinsasser

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Simona Kubasova

Elizabeth & Elam

Lapp

Rachel Laughlin

Shirley

Lichtenberger

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