



dōTERRA®

21-Day
Challenge

#MoveShareGrow

***Guide and
Resource Book***

Welcome!

Now is the perfect time to establish new habits that will help you to be the healthiest version of yourself. We're not talking about resolutions you'll forget about in a week. We're talking about real, achievable habits that will help you to feel your best.

If you're ready to live life on your terms, this 21-Day Challenge is just what you need to finally create the daily routine of your dreams. We'll guide you through simple actions you can make a part of your day. And before you know it, those simple actions will have become rock-solid habits!

Whatever healthy looks like for you, we're here to support you as you work toward your goals. Let's get started!

Love,

dōTERRA[®]



Habit Stacking

Why should I participate in the 21-Day Challenge?

If you want to take charge of your health, life, and happiness, it requires some change. The best way to make lasting change is through micro habits, as they eventually lead to macro changes. Often, we feel overwhelmed if we try changing too much too quickly. But if we start small, it's amazing how we can train our brains and bodies to do something new, little by little.

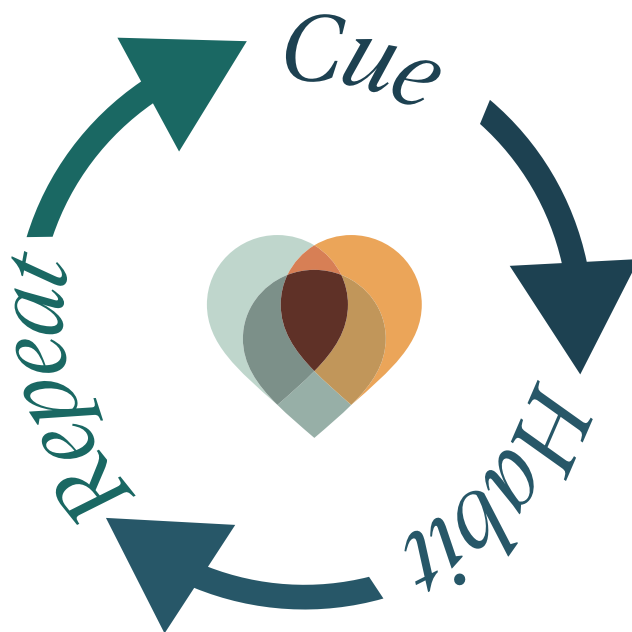
If you think about it, we already have thousands of daily habits that are second nature to us. We take showers, lock the door behind us when we leave for work, give our kids a kiss before bed—all without even thinking about it. When we do things repeatedly, the brain builds strong connections with those actions, until eventually we hardly think about them.

This is the idea behind habit stacking. Instead of trying to make a major change and retrain the brain all at once, you instead take advantage of the habits you already have and build on them.

For example, if you want to be better at flossing, you stack that with another habit. Every morning when you turn on the shower and have to wait for the water to warm up, you use those 30 seconds to floss. Then pretty soon, just like turning on the shower every morning, flossing while the shower warms up becomes second nature to you.

All habits work on a loop. We first experience a cue, then we perform the habit, after which we receive some sort of reward. That's how all habits are formed. However, we've become so used to these daily habits that we don't notice the cues triggering them. The good news is this means you can use specific and deliberate cues to trigger habits you want to adopt, and then reap the rewards.

If you've been wanting to make real changes in your life, know that small habits make big, lasting change. So start small. Before you know it, habits you used to dream about will come so naturally you won't even have to think about them!



How It Works



STEP 1: Let's Get Started!

Are you ready to change your health? If you want to feel less stressed, lethargic, and weighed down by life, you'll need to change your habits. We're giving you three habits to focus on for 21 days. At the end of 21 days, these three habits will give you a new normal—a happier, healthier day, and healthy habits that you don't even have to think twice about.

Habit 1: Daily Movement

Most people have the best intentions when it comes to daily exercise, but busy schedules and family responsibilities often get in the way. Setting aside time to get moving helps us feel our best. Whether you get moving by taking your dog on a walk, straining through a tough workout, or doing a quick yoga session, your body and mind will feel better when you're done.

Habit 2: Fuel your Body

Filling your body with not only enough fuel, but the right kind of fuel is essential to health. By making a conscious decision to increase your water intake, eat more vegetables, and figure out what works for your body—you'll notice improvement in other areas of health like skin, digestion, energy and focus. Before long, you won't have to remind yourself to eat right—it'll just be a habit!

Habit 3: Rest and Recovery

Recovery is one of the most underrated elements of a healthy body. You might find you'll need to remove distractions and barriers to good sleep if you want to make it a part of your regular routine. By focusing on getting sufficient rest, you'll find you feel much better during the day and have the energy and motivation to focus on other healthy habits.

How to Habit Stack Your Three Daily Habits

You can use habit stacking to turn these three action items into rock-solid habits. Remember, if you combine these habits with existing habits or cues, you'll be more likely to actually do them.

Here are some examples of how you can stack them to help you do these three habits every day:

- Do you drink coffee in the morning? While your morning coffee is brewing, drink a glass of water to help you get going on increasing your water intake for the day.
- Do you struggle with getting a workout in your schedule? After you clean up dinner each night, go for a family walk to get your body moving.
- Do you have a hard time removing distractions and falling asleep at night? Before you start your nighttime routine, turn off the WiFi so you create a calm, undistracting environment for sleep.

STEP 2: *Choose Your Personal Habit*

We hope you're excited to use the next 21 days to focus on the three habits of water intake, daily movement, and restful sleep. But you don't have to stop there! Choose one personal habit to focus on over the next 21 days, big or small. If you need ideas, find a habit you'd like to work on in the following list.

My habit:

Habit Ideas

For this challenge, we are focusing on exercise and movement! In order to make the most of these 21 days, you'll want to make sure you take all of these elements of health into account as you're developing your exercise routine and moving your body.



Exercise

- Take more steps every day—whatever number is a challenge for you.
- Create exercise bundles with your clothes so they're ready to go—tank top, sports bra, shorts, socks, and so on.
- Find an exercise partner or group, and then try socially distanced or Zoom workouts.
- Try out a new exercise app.
- Take three deep breaths of dōTERRA Balance®, Lavender, or Frankincense every morning, midday, and evening to remain centered.
- Go to bed and wake up at the same time each morning and night.
- Try to get seven to nine hours of restful sleep each night.
- Apply Lavender or dōTERRA Serenity® to your feet and pulse points before bed. (You might make your own roller bottle for convenience.)



Eat Right

- Create and stick to a meal plan.
- Up your daily vegetable servings. Try three, five, or seven servings—whatever is a challenge for you.
- Try cutting sugar out of your diet and replacing it with healthy snack alternatives instead.



Rest and Manage Stress

- Put your smartphone away an hour before bed.
- Start your day with a quick one-minute meditation while diffusing or applying dōTERRA Balance®.
- Diffuse Lavender for a half an hour before bedtime to wind down for the night.



Reduce Toxic Load

- Replace one cleaning product each week with a natural option made from your essential oils.
- Find ways to remove processed foods from your diet and replace them with whole foods.
- Make sure surfaces and frequently touched items in your home are cleaned regularly.



Informed Self-Care

- Protect your immune system by taking one drop of dōTERRA On Guard® daily.*
- Provide your brain with some exercise every day by using a memory or brain teaser app.

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



Assignments

Day 1: Go on a walk. Enjoy some time outside with your family, your dog, a friend, or even just yourself.

Day 2: Make a meal plan for the next three days so you avoid eating out and get enough nutritious meals.

Day 3: Move your body with this quick [living room workout](#).

Day 4: Massage Deep Blue Rub into pressure points.

Day 5: Use this diffuser blend to create your ideal environment as you go about your day:

- 3 drops Lemongrass
- 2 drops Wintergreen
- 2 drops Wild Orange

Day 6: Take a drop of Copaiba under your tongue for a boost in recovery after your daily workout.

Day 7: Check in on your habits. How did the first week go? Can you feel a difference on the days when you do your habits?

Day 8: Massage Balance™ and Wintergreen essential oils onto neck and shoulders and meditate for 10 minutes.

Day 9: Make your room completely dark to help you get better sleep at night. Add Serenity™ to your pillow for added sleep support.

Day 10: Get moving with this easy [kitchen workout](#).

Day 11: Instead of using perfume, make your own personalized fragrance with essential oils.

Day 12: Calendar in your self-care time. Even if it's just 10 minutes, take a little time for yourself today.

Day 13: Drink 64oz of water. Add your favorite essential oil for an extra boost.

Day 14: Check in on your habits. How did the first week go? Can you feel a difference on the days when you do your habits?

Day 15: Demonstrate Aroma Touch hand Technique on yourself or a loved one.

Day 16: Do a few stretches to help you get going in the morning. Try the stretching routine on page 20.

Day 17: Try [this warm-up](#) before your workout today.

Day 18: Choose a healthy recipe from your favorite cookbook to make today.

Day 19: Reorganize the food in your cupboard and fridge. Research shows you're three times more likely to eat the first thing you see, so put the healthy stuff at the front!

Day 20: Take a relaxing bath or warm shower with Lavender before bed.

Day 21: Reflect on the past 21 days. Did you make progress on your habits? Do you feel different than you did 21 days ago?



What You'll Need

Before you get started, you'll need a few things to help you succeed and maintain that success.

Products

We've selected some of the best dōTERRA products to help set you up for success as you start your 2021 health journey. With products that offer dozens of internal and external benefits, promoted healthy recovery and offer emotional and mental support for important health factors like exercise and motivation, the **Beginner's Essentials Kit** is here to help you through your 21 days.

New to dōTERRA? You can enroll with the **Beginner's Essentials Kit** to get everything you need for this challenge. If you have questions about ordering, talk to the person who first introduced you to dōTERRA.

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Eat Right

How you fuel your body is the foundation of lifelong health and vitality. A balanced whole-food diet, complemented by the right nutritional supplements, provides the essential macronutrients, vitamins, and minerals your body needs to function at its peak.* Whether you get these nutrients directly impacts other healthy lifestyle behaviors.

Proper nutrition provides the energy for daily exercise and recovery. It also helps you sustain proper rest habits, regulate stress levels, reduce toxins, and support proper functioning of bodily systems.* These benefits help maintain our long-term health and keeps our body functioning well.*

Tips

Tips to Help You Eat Right

- Eat the rainbow! Incorporate multicolored fruits and vegetables into your daily diet.
- Limit your intake of highly processed foods.
- Drink water throughout the day to stay hydrated. You can add citrus oils for a boost of flavor!
- On Sunday night, make a grocery list and meal plan for the week so you make sure your body gets proper nutrients.

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Exercise

Regular physical activity is a critical component of health and quality of life as you age. Whether you're a serious athlete or not, getting some form of exercise every day is necessary to maintain the strength of your cardiovascular and musculoskeletal systems, as well as your mental well-being. Essential oils and targeted supplementation support greater flexibility and energy and ease feelings of tension to help you stay active and strong.*

Tips

Tips to Help with Exercise

- Make exercise a priority by consistently scheduling it into your week.
- Find an exercise partner or group with whom you can work out.
- Share your exercise goals with someone you trust.
- Don't be afraid to try a new kind of exercise to keep things exciting and fresh.

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Five Simple Stretches to Start Your Day



Child's Pose

Relieve tightness from sleeping by stretching your hips, pelvis, and spine. Sit with your knees directly under your hips. Stretch your arms out on the floor in front of you, feeling your spine elongate. If you can, rest your forehead on the floor. Stay in this position while you take five deep breaths.



Reach for the Sky

Wake your body up and get the blood flowing with a simple upward stretch. Sit on the floor with your legs crossed. Lace your fingers together and raise your hands above your head, palms facing upward. Elongate your spine and stretch for 10 seconds.



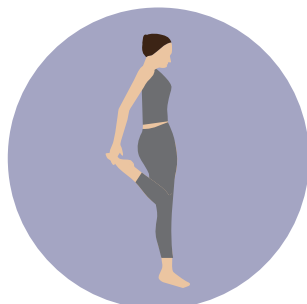
Neck and Shoulders

Ease tension and stiffness by stretching your neck and shoulders. Sit on the floor with your legs crossed. Turn your right ear toward your right shoulder, placing your hand on your head to gently stretch the left side of your neck. Hold for 15 seconds. Repeat on the other side.



Reclined Spinal Twist

Relieve stress on the lower back by laying on your back, bringing your knees to your chest, and stretching your arms out to the side. Gently lower your knees to the right side until they touch the floor, keeping your face pointed to the left. Hold for 30 seconds. Repeat on the other side.



Quad Stretch

Stand up (if needed, hold on to something to stabilize). Bend your right knee behind you, grabbing your ankle with your right hand. Hold your leg in this position for 15 seconds as you feel your hips and the front of your thighs stretching. Let your leg down slowly. Repeat on the other side.



Rest and Manage Stress

Your ability to manage emotions, make decisions, and solve problems depends greatly on your mental and emotional state. If you aren't getting adequate sleep, your emotions and decision-making abilities can suffer. Likewise, being under too much stress will take a significant toll on your health.

Getting quality, consistent sleep allows both body and mind to rest, ensuring you won't get overworked and have time to decompress before another day. Also, taking the time to destress with practices like meditation, positive thinking, and self-development can go along way for your mental, emotional, and even physical health.

Tips

Tips for Better Sleep

- Create the optimal sleeping environment. Do your best to ensure your room is dark, not too hot or cold, and quiet.
- Avoid stimulants like alcohol, nicotine, and caffeine during the day, as they can keep you up at night.
- Make sure you have adequate bedding. You might need a new pillow, mattress, or comforter.
- Exercise during the day on a regular schedule. Doing so can help you sleep better at night. (Just don't exercise too close to bedtime, as this can actually keep you awake.)
- Remove distractions, turning off all screens an hour or two before bed. Instead, try more relaxing activities like reading, meditation, or journaling.
- Consider taking a warm bath or having a cup of unstimulating tea before bed.
- Go to bed and wake up at the same time every night and morning to set your internal clock (even on weekends).

Best Products for Resting and Managing Stress



Lavender

Before bed, try using Lavender in any of the following ways to help create a calming atmosphere:

- Place a drop on your pillow.
- Apply to the bottoms of your feet.
- Add a few drops to your diffuser.



dōTERRA Balance®

Use dōTERRA Balance in any of the following ways to bring a grounding, centered feeling to your day:

- Apply to the bottoms of your feet when you first wake up or get out of the shower.
- Place a drop in the palm of your hand and rub on the back of the neck before starting the workday.
- Diffuse to create a calming space during demanding or difficult times.



Reduce Toxic Load

Toxins are all around us—in the food we eat, the air we breathe, and even the chemicals we clean with. Toxic load refers to the volume of toxic substances that have been accumulated in the body and the overall burden it places on bodily systems and vital organs.

When properly functioning, the body is an efficient toxic load-minimizing machine. The key is to do what you can to help by minimizing your exposure to toxins and supporting those vital organs through a healthy diet, exercise, and regular detoxification.

Tips

Tips for Reducing Toxic Load in Your Life

- Consider throwing out some of your personal care products and switching to [natural products](#) like the [Verage® Skincare Collection](#) instead.
- Keep the air in your home fresh and clean by diffusing essential oils like Wild Orange and Lemon instead of burning candles.
- Make a list of whole foods you like and find recipes that incorporate them to help decrease the amount of processed foods in your diet.
- Exercise daily to help your detoxing organs function optimally.



Informed Self-Care

Becoming more informed about preventive health measures is immensely important for overall health and well-being. Essential oils and other natural products offer extensive body system-supporting benefits that can be realized through regimented use.*

The time to take care of your body isn't when issues arise—the time is now! Use the following ideas to take proactive measures that will help keep you in tip-top shape.

Tips

Best Tips for Proactive Care

- Get a yearly visit with your doctor on the calendar. Schedule yearly visits for your children if you haven't already.
- Wash your hands regularly and teach your little ones to do the same. Make handwashing more fun with [dōTERRA On Guard® Foaming Hand Wash](#).
- Go for a walk. No matter your age or workout routine, simply taking a break, getting fresh air, and stretching your legs can do a lot for mental and physical health.

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21-Day Calendar

Print out this 21-day calendar to help you plan out your habit stacking. It can also serve as a quick reference of the daily challenge. Mark off each day as you go and celebrate your progress!

1 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Go on a walk. Enjoy some time outside with your family, your dog, a friend, or even just yourself.	2 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Make a meal plan for the next three days so you avoid eating out and get enough nutritious meals.	3 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Move your body with this quick living room workout .
4 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Massage Deep Blue Rub into pressure points.	5 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Use this diffuser blend to create your ideal environment as you go about your day: • 3 drops Lemongrass • 2 drops Wintergreen • 2 drops Wild Orange	6 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Take a drop of Copaiba under your tongue to boost recovery from your workout today.
7 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Check in on your habits. How did the first week go? Can you feel a difference on the days when you do your habits?	8 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Massage Balance™ and Wintergreen essential oils onto neck and shoulders and meditate for 10 minutes.	9 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Make your room completely dark to help you get better sleep at night. You can use blackout curtains and even put electrical tape on any little lights or buttons that shine in the dark.
10 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Get moving with this easy kitchen workout .	11 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Instead of using perfume, make your own personalized fragrance with essential oils.	12 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Calendar in your self-care time. Even if it's just 10 minutes, take a little time for yourself today.
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19 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Reorganize the food in your cupboard and fridge. Research shows you're three times more likely to eat the first thing you see, so put the healthy stuff at the front!	20 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Take a relaxing bath or warm shower with Lavender before bed.	21 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Reflect on the past 21 days. Did you make progress on your habits? Do you feel different than you did 21 days ago? _____