

Special Edition

# reinventing

## healthcare

### mom to the rescue

*keeping your kids focused*

### doctor approved

*how doctors use essential oils*

### wellness consult

*personalized solutions for  
your health*

### 90 days to a better body

*terrafit before  
and after pictures*

### become financially free

*how essential oils changed my finances*



# The dōTERRA® STORY



OUR EXECUTIVE TEAM: DAVID STIRLING, GREGORY COOK, ROBERT YOUNG, EMILY WRIGHT, DR. DAVID HILL, MARK WOLFERT, COREY LINDLEY

## *how it all began*

In the spring of 2008, a group of healthcare and business professionals who shared profound personal experiences of the life-enhancing benefits of essential oils came together with a common vision of bringing a new standard of therapeutic-grade essential oils to the world. They wanted something different that would appeal to all people, from those who knew nothing of essential oils to those who were considered to be experts in the field.

They asked themselves some defining questions: “What if we could provide the world with a new and powerful wellness alternative?” “What if we could provide this new level of wellness through a mainstream approach to essential oils?” “What if we could source, test, and manufacture a higher quality of essential oil—purer and more potent than any other oil available on the market today?” “What if we, in the most professional manner, could partner with major hospitals, doctors, scientists, and opinion leaders to provide the most compelling authentication of essential oils on the planet?”

They concluded that, with the hard work and commitment of others who had a similar passion and vision, they could and would create a new paradigm for essential oils. With that conviction, they organized a company and named it dōTERRA, a Latin derivative meaning “Gift of the Earth.” The first dōTERRA offering of 25 single oils and 10 oil blends was introduced for sale on April 25, 2008 to the acclaim of essential oil experts and product enthusiasts who immediately recognized the superior quality of dōTERRA therapeutic-grade essential oils at first experience.

dōTERRA has continued to add wellness products and to expand their essential oils offering as the company has enjoyed tremendous growth since its beginning.



## Table of Contents

4 – 90 Days to a Better Body

6 - What are Essential Oils

7 – The Art of Selecting  
Therapeutic Essential Oils

8 – Healthcare is Changing

9 - 12 – How Doctors are  
Using Essential Oils

13 – Can Essential Oils Be  
Taken Internally?

14 – Testing for Quality

16 – Essential Oil Usage and  
Common Questions

18 – The Power of Residual  
Income

19 – Financial Freedom

20 – Giving Back

22 – Diaper Bag Makeover

24 - Essential Oils for  
Pregnancy, Birth & Beyond

26 – Keeping your Kids  
Focused

28 – The Guy Side of dōTERRA

30 – Peak Performance in  
College Football

32 – 4-Year Career

34 – Gym Bag Makeover

36 – AromaTouch Technique

38 – Personal Stories

39 – dōTERRA Oils & Yoga

40 – 5 Steps to Cleanse

42 – Purse Makeover

44 – Wellness Consult

45 – My Wish List

46 – What Color Are You?

47 – Living the dōTERRA  
Lifestyle

49 – The Share Program

50 – Host Your Class in  
5 Simple Steps

54 – Building a  
Business with dōTERRA

56 – Finally Living the  
Life I’ve Always Wanted

57 – The Future Has  
Never Been So Bright

59 – Meet the dōTERRA  
Corporate Team

### Live Naturally

For a specific plan on how to  
LIVE NATURALLY,  
see pages 44-48

### Share Naturally

For a specific plan on how to  
SHARE NATURALLY,  
see pages 49-53

### Build Naturally

For a specific plan on how to  
BUILD NATURALLY,  
see pages 54-55

# TERRA FIT™

GET LEAN



## 90 Day Total Body Transformation

USING ESSENTIAL OILS FOR BETTER RESULTS

*imagine* waking up in the morning, looking in the mirror, and being thrilled about the way you look. Imagine NOT having to hide under baggy clothes. Imagine your closet filled with clothes that show off the NEW YOU. Imagine, 90 days from now, having the energy to go all out from morning till night, having the strength to do all the things you've been putting off.

Allyse Sedivy & Jon Chase (Certified Strength and Conditioning Specialist)

**The ONLY TOTAL BODY workout that uses essential oils to help you boost your metabolism, lose fat and GET LEAN!**



# Join the **90 Day** Challenge for only \$25

*The 90 day program is designed to give you all the tools you need to change your life*

- Coaching from previous participants and professionals
- Accountability from peers and team mates
- Daily challenges
- Community and online forums
- Online point tracking using the TERRAfit app

Simply go to [www.TERRAfit.com](http://www.TERRAfit.com) and click on



**JOIN THE CHALLENGE**

## *Before & After Testimonials*



*In the past 12 weeks, I have lost 46 pounds but have gained new muscles, self-esteem, lots of energy and a love for working out. I can lose the weight and keep it off; I have my life back. - Laura S.*

*I can honestly say this was the BIGGEST life-changing event in the past two decades of my life. - Aileen O.*



*I feel strong, fit and in charge of my life. I love the new confidence I have realizing I can conquer challenges and succeed. - Ronda P.*



*Accountability was the key for me and losing 58 pounds in the 3 month challenge. Knowing I had others counting on me, helped me stay strong until I had the resolve and strength to do it for myself. - Daren G.*



**Thousands  
In Cash Prizes**



**Thousands of dollars will be AWARDED to WINNING individuals and TEAMS**



## what are ESSENTIAL OILS?

ESSENTIAL OILS ARE NATURAL AROMATIC COMPOUNDS found in the seeds, bark, stems, roots, flowers, and other parts of plants. They can be both beautifully and powerfully fragrant. If you have ever enjoyed the gift of a rose, a walk by a field of lavender, or the smell of freshly cut mint, you have experienced the aromatic qualities of essential oils. Essential oils can lift the mood, calm the senses, and elicit powerful emotional responses; yet the use of essential oils goes well beyond their fragrant appeal.

Essential oils have been used throughout history in many cultures for their medicinal and therapeutic benefits. Modern trends toward more holistic approaches to self care and growing scientific validation of alternative health practices are driving a rediscovery of the profound health benefits of essential oils. Many have powerful cleansing properties and are naturally antimicrobial. Their unique chemical structure allows them to pass directly through the skin for immediate systemic response to topical application. Certain oils may be used as dietary aids to promote vitality and well-being.

## CPTG Certified Pure Therapeutic Grade®

dōTERRA® CPTG CERTIFIED PURE THERAPEUTIC GRADE® ESSENTIAL OILS are 100% pure, natural, aromatic compounds carefully extracted from plants. They do not contain fillers or artificial ingredients that would dilute their active qualities and are free of contaminants such as pesticides or other chemical residues.

As important as it is to keep contaminants out of our oils, assuring the presence of their active compounds at the right levels is necessary to guarantee safety and effectiveness. Many oils claim to be therapeutic grade, and some may be pure, but few are subjected to rigorous testing standards for chemical composition. dōTERRA CPTG Certified Pure Therapeutic Grade® essential oils are cross-tested using Mass Spectrometry and Gas Chromatography to ensure both the extract purity and composition potency of each batch.

dōTERRA works closely with a global network of leading essential oil chemists and growers to select botanicals of the correct species that are grown in ideal environments, and carefully harvested at the right time. The aromatic compounds of the plants are skillfully extracted by experienced distillers and subjected to chemical analysis to ensure purity and composition. dōTERRA's CPTG Certified Pure Therapeutic Grade® essential oils represent the safest and most beneficial oils available in the world today.



**CPTG** Certified Pure Therapeutic Grade®



*"I had been using essential oils for a about 8 years and thought I could always learn more about them. But when peppermint was passed around, I was blown away. I knew I had NEVER smelled anything so pure." – Mona Merz, Gold*



# THE ART OF SELECTING *therapeutic essential oils*

## POTENCY Begins with the Seed

dōTERRA understands that potency begins with the seed. The proper seed variety (species) and even chemotype for particular plants must be carefully selected so that the distinct molecular profile of the aromatic compounds produced by the plant can be achieved.



Knowing which species of plant will provide the most therapeutic health benefits is the first step in producing a Certified Pure Therapeutic Grade® essential oil.

## Harvesting the Right Part of the Plant

The environment plays a key role in the potency or therapeutic value of the plant. Growing season, elevation, climate, moisture, soil, terrain, and pH all factor into the quality or potency of the essential oil produced. It is also essential that the right part of the plant be harvested. The aromatic compounds from the leaves of the plant will differ from what is produced in the flowers. For example, we only use the yellow flowering tops of the *Helichrysum italicum* plant wild-crafted from Corsica for the most dependable therapeutic benefits, but many producers will harvest the leaves and stalks as well to increase the oil yield of this delicate crop, thereby increasing their profitability. This completely changes the composition of the essential oil.

## Where Essential Oils Are Sourced Matters

Where the oil is sourced is essential. The composition of the plant will vary greatly based on the location, climate, and environment. After performing a series of tests, dōTERRA discovered that where the plant is grown is a primary factor in determining the therapeutic quality of the essential oil. That's what makes dōTERRA stand out. dōTERRA has carefully selected farmers who have mastered their art in locations where plants have been grown traditionally for many years.

dōTERRA has made the commitment to source our essential oils from artisans who grow aromatic crops in the indigenous soils of their land and follow our stringent growing and harvesting quality standards. This allows dōTERRA to not only offer the world's finest essential oils, but to also impact the economy in a positive way on a global scale.



Plants grown in traditional or indigenous environments yield better results because the natural elements specific to that region promote a more therapeutic profile of the aromatic compounds produced by the plant. For

example, dōTERRA's lavender (*lavandula angustifolia*) essential oil is indigenous to the Provence region of France. The high altitudes at which lavender is grown results in the plant having higher ester and sesquiterpene alcohol content, thereby increasing its therapeutic benefits. You simply cannot duplicate the rocky soil and Mediterranean growing conditions that are specific to this region anywhere else. Although lavender grows readily in the United States, the therapeutic values are not as beneficial because, the growing conditions that exist in the native lands cannot be duplicated. Where your oils are sourced matters.



### Regions of France

dōTERRA is committed to sourcing our oils from indigenous regions that produce the highest quality essential oils. It's not about price, it's about results!

# HEALTHCARE IS CHANGING



More than 100 people die each day in the U.S. because of prescription drugs.

**H**ealthcare is big business. Globally, we spend over \$6.5 trillion a year. The United States accounts for the majority of that with the highest per capita expense (we average well over \$6,000 per person annually). Modern medicine has accomplished some incredible successes including transplant surgeries, trauma care, and emergency life-saving services. Most of us know someone who has experienced a medical miracle due to the expertise and advanced technology of trained medical professionals. How can you put a price on a human life? You can't; it's priceless. Every medical miracle we experience is cause for true celebration. Acute or trauma care is where our healthcare system seems to excel.

Unfortunately, most of us also know someone who has experienced serious infection, injury, illness, side effects, addiction, or death related to prescription drugs and/or modern medical care. I personally have a good friend whose 19 year-old son died because he experienced a side effect from his ADHD medication; his heart stopped. How can you describe the devastation a mother feels when she finds her son dead in bed one morning when the night before he was active and happy? You can't; it's infinite. The pain goes on every day.

My friend has repeatedly asked herself: Why didn't she intervene? Why didn't her family turn to natural solutions earlier? It's because we're used to the way the system works. It's comfortable and familiar. We know what to do: we feel pain, sickness, or experience an unwanted condition and we want to fix it. Immediately. Easily. We don't stop to think about the ramifications of our choices, especially when they are so culturally acceptable. We never think that worst-case scenario side effects from a medication or a medical procedure will ever happen to us.

Many of us are ignorant of the prescription drug epidemic that is going on around us. The United States alone is responsible for 75% of global prescription drug use. That may not seem too bad – until you realize that the U.S. only has 5% of the world's population. Charlotte Lytton with The Daily Beast reported on May 25, 2014 that more than 100 people die each day in the U.S. because of prescription drugs. (1)

The great news is that healthcare trends are changing! More and more people are turning away from the red tape, expense, insecurity, and restrictions of modern medicine. In 2011, Health Services Research Journal reported a research study done by Lori Knutson, Executive Director of the Penny George Institute for Health and Healing, and her colleagues. The results of the study were astounding: three of every four US healthcare workers surveyed used some type of alternative medicine or practice as part of their regular health care regimen. Knutson said, "... this means that even our health-care workers are recognizing the need for alternative options in the search for ways to improve our health and lives." (2):

Many hospitals, medical, and chiropractic clinics are incorporating essential oils into their regular treatment protocols. Vanderbilt Hospital did a 3-week study on how citrus oils, used aromatically, affected their employees in their high-stress, fast-paced trauma center. The results? 41% of staff members who reported feeling work-related stress very often decreased to only 3% at the end of the study. Staff members who reported feeling overwhelmed prior to the study decreased from 25% to only 2%. And best of all, feelings of being well-equipped to handle stressors at work increased from 13% to 58%. (3)

There is a massive trend towards more natural healthcare. The movement started years ago, and it gains popularity and momentum every day. The bottom line is that people are finding incredible benefits with natural solutions. They are affordable. They are safe. They allow people to be more actively involved in their own health and wellness decisions. They allow people to have additional options as they work together with their healthcare providers to incorporate natural wellness options into their mainstream care. Bottom line: natural solutions are effective. If you haven't already, we invite you to experience the benefits of introducing natural solutions to support and fortify your and your family's well-being.

- by Asti Atkinson,  
Blue Diamond



“The bottom line is that people are finding incredible benefits from natural solutions.”

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# DR. SPOTLIGHT

# DR. PAUL WINTERTON



Dr. Paul W. Winterton is a board certified orthopedic surgeon. He earned his medical degree from Harvard Medical School in 1993 and completed his Orthopedic Surgical Residency at the Mayo Clinic in 1998. Currently, Dr. Winterton serves on the Board of Councilors for the American Academy of Orthopaedic Surgeons. As a member of the Scientific Advisory Board for dōTERRA, he is currently researching the basic science, cell biology, and clinical application of essential oils.

**WE HAVE ALL EXPERIENCED** joint pain and muscle aches, regardless of our age and activity level. The causes range from simple aches following exercise to debilitating pain from a serious accident, surgery, or chronic illness.

Alleviating these symptoms and treating the source of pain is sometimes a challenge for the practicing orthopedic surgeon. Patients seeking confirmation of a particular diagnosis and treatment plan, medical attention following a slip and fall, or those with chronic bone and joint illness are often desperate for relief from pain and stiffness.

Essential oils have become a frontline therapeutic modality for me in my practice. Their powerful anti-inflammatory effects can be utilized in many athletic and clinical settings. Whether at the finish line of a marathon, in the clinic seeing patients for injuries, or conducting preoperative evaluations and postoperative follow-ups, essential oils are a mainstay of treatment in my orthopedic practice.

When patients arrive at my clinic, they are immediately introduced to oils as they inhale the ultrasonically diffused aromatic compounds in my lobby and every exam room. The antiviral and antiseptic properties of essential oils have been demonstrated in many laboratories and provide excellent cold, flu, and infection prevention for my patients and employees. In the exam room, every patient is given a therapeutic warm, moist towel compress with essential oils, followed by an application of anti-inflammatory rub on the area of tenderness or post-operative incision site. I also recommend capsules of essential oils to take internally.

In the locker room or on the field, I instruct the chiropractic physicians, physical therapists, and athletic trainers in application of anti-inflammatory essential oil rubs. They have also utilized

ultrasonic (phonophoresis) and electronic (iontophoresis) devices during massage to improve penetration, absorption, and distribution of the essential oils. The symptomatic relief has been wonderful for my patients, and certainly reflects well on me as their physician.

Finally, patients can treat themselves and their families with essential oils as they become acquainted and comfortable with their topical, aromatic, and internal applications. Use of essential oils in the home, in tandem with healthy lifestyles, can be a powerful preventive measure for avoiding unnecessary trips to the emergency room or clinic.

“...essential oils are a mainstay of treatment in my orthopedic practice.”

The CPTG Certified Pure Therapeutic Grade® oils procured and distributed by dōTERRA are the only essential oils that I'm comfortable prescribing as a physician trained in the western medical tradition. Every product has been harvested from its unique environment, meticulously processed, and analyzed for its therapeutic purity and potency. This is extremely important to me as a physician. We trust manufacturers of traditional, FDA approved, ibuprofen and acetaminophen that every pill in the bottle has the same concentration of medicine. Likewise, every time a patient leaves my clinic with a sample of oil, I need to know that the purity and potency is the same in every bottle.

I look forward to working more closely with my musculoskeletal colleagues regarding the clinical applications of essential oils, and hope to expand their use at home, on the field, in the clinic, and in the operating room.



# CHIROPRACTIC

*Dr. Jamie R. Boyer has been a practicing chiropractor for over 10 years. His wife, Christina, was an elementary reading specialist before she gave up her position to become a stay at home mom. Together, they are focused on growing their chiropractic and dōTERRA businesses educating families about true wellness.*

**W**hen Christina attended her first dōTERRA class, we had no idea the true impact that it would have on our family and our chiropractic clinic. As we began to use these pure essential oils with our children, we realized we had a special gift, and we couldn't help but share the oils with our patients as well as our friends and family.

We've been impressed with dōTERRA's mission and philosophy and feel that it truly was the missing puzzle piece to our patients' wellness care. As a chiropractor, the primary focus is removing the interference to the nervous system by means of a spinal adjustment. When the spine is in correct alignment, Innate Intelligence can act, by way of the nervous system to heal disease within the body. Daniel David Palmer, the founder of chiropractic, states that all life contains Innate (inborn) Intelligence and that this force is responsible for the organization, maintenance, and healing of the body.

dōTERRA's CPTG® oils align with this philosophy. The oils help address root causes instead of masking symptoms. If you feed the body what it needs, it will heal itself. One of our passions is teaching our patients how to avoid synthetically made drugs that have a long list of side effects. With dōTERRA, we are providing patients a cheaper, safer, more effective solution. dōTERRA's oils are the purest on the planet—this is nature's gift to us. Helping us to heal ourselves naturally is what wellness care is all about.

We were most surprised to find that with sharing dōTERRA and by hosting workshops in our offices, educating families about dōTERRA and chiropractic care go hand in hand. We've gained more patients through the dōTERRA network. Our practice and dōTERRA business both continue to grow as some of our patients have become incredible leaders in our business.

*- by Dr. Jamie Boyer*



*We started our journey into healthcare many years ago with the philosophy that the body has the power to heal itself... dōTERRA essential oils have been one of the best additions to our lives and have completely empowered us to continue our journey to the natural way of healing ourselves. We are proud to be able to empower our daughter with the knowledge of natural healing through essential oils, knowing it will be passed on for generations to come." - Dr. David & Emilee Young*

# CARE

dōTERRA has transformed our 10-year-old practice. To actually show a mother of three real products from real plants and how their biochemistry allows real function and healing is life-changing for that family.

We start with diffusers filled with wild orange, Purify, lemongrass or lavender. We use our staff to educate patients with Deep Blue® and AromaTouch®. We hold workshops to deal with more clinical applications. We literally transform the idea of families becoming their OWN family physicians.

I am so thankful to my friends for introducing my wife and I to something so wonderful. I give a special thanks to my wife Lori for working the business and really making essential oils the profit center it is in our lives. dōTERRA has and will continue to revolutionize healthcare for the better.

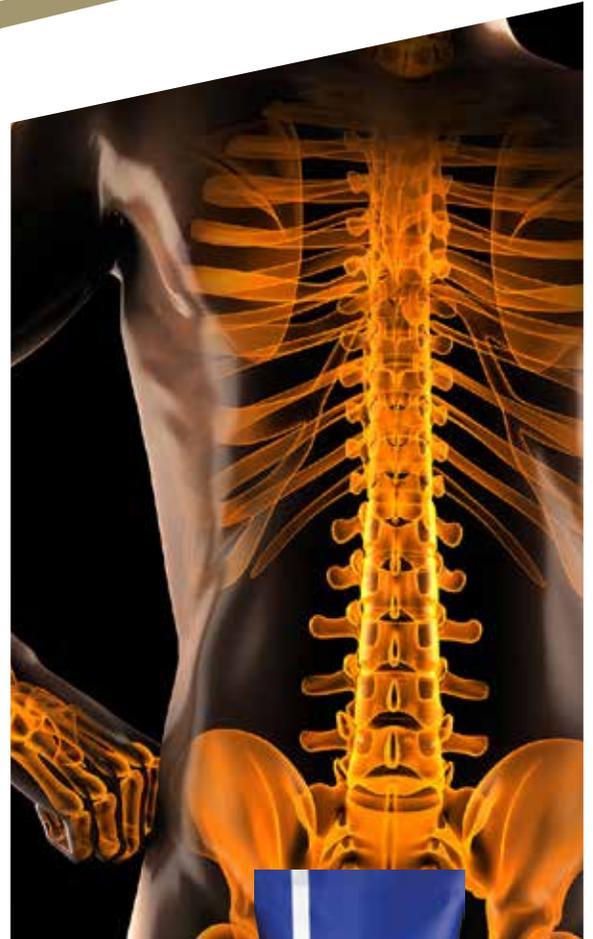
*– Dr. TJ Rinaldi*

There has been much interest in my chiropractic practice about using essential oils to aid in healing. I have come to learn that the oils support the body to heal from all types of stressors. As a healthcare provider, my patients are looking for ways to heal faster.

By utilizing dōTERRA essential oils for their healing properties, clients in my office have experienced amazing results. I have seen people heal from insomnia, headaches, fungal infection, cramps, asthma, and ankle sprains. I even saw a dog regain health after using the oils to pass worms. This list is continually growing and never ceases to amaze me. When I compound chiropractic care with the essential oils in my office, we notice that recovery time is much faster.

Essential oils are proving to have profound healthcare benefits for all ages and make an excellent addition to support the healing process. I highly recommend making dōTERRA essential oils a part of your healthcare routine. Be willing to let them transform your life for the better!

*– Dr. Jennifer Lovdahl D.C.*



## DR. SPOTLIGHT

# DR. ROGER HARDING

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Our dental office has incorporated the use of dōTERRA's CPTG® essential oils over the last few years. Any dentist will tell you that a dentist's number one enemy is oral bacteria; 90% of problems and complications come from bacteria. So if we can keep the bacteria in check...a successful outcome is much more likely. To help reduce the bacteria, our favorite oil is OnGuard®. Peppermint is our second favorite since research shows it helps prevent plaque from building up.

We recommend that our clients use an essential oil mouth rinse every day after brushing. To make the mouth rinse, simply combine 1-2 drops of OnGuard® + 1 drop peppermint with 1 tablespoon of water.

When our patients present with periodontal disease, we use OnGuard® during office cleanings, including applying OnGuard® to the deeper pockets where the disease has caused more damage. Our periodontal patients show remarkable improvements, much faster than the norm, when they consistently use dōTERRA's On Guard® whitening toothpaste, the OnGuard/peppermint mouth rinse, and use the LifeLong Vitality supplement pack (capsules taken orally).

We also use OnGuard® around surgical sites, and recommend that our surgical patients use diluted OnGuard® and helichrysum directly on the suture site to help keep the area clean and promote healing. We have found that our surgical patients experience significantly faster recovery when they are diligent in applying essential oils as part of their post-op care.

Our staff members love choosing oils to diffuse in the office; we've found that diffusing citrus oils, other uplifting oils, and calming oils helps our patients and our staff! Our favorite oils for the diffuser are Balance, Elevation, Serenity, wild orange, Citrus Bliss, and lavender.

I would say that incorporating dōTERRA's essential oils into various aspects of our everyday office procedures and recommended home care has significantly improved the overall dental experience and results that our patients and staff experience.



# CAN ESSENTIAL OILS BE TAKEN INTERNALLY?

*Are essential oils safe for internal use? Can every oil be used internally? Are there actually health benefits from using oils this way?*

These questions have been topics of growing debate among the essential oil community for many years. While dōTERRA appreciates the value of historical application models, we also recognize the value of the growing library of essential oil research. The truth is, essential oils are powerful medicinal agents capable of transforming health in an all-natural way. Many essential oils are safe for internal use. This method of application could be the most powerful mode of administration. The ever-expanding body of essential oil research continues to confirm the safety of internal application and validate its many therapeutic uses.

## **Understand Toxicity:**

Toxicity is a term used to describe the point at which a substance causes harm or damage to the body. Even water, vitamins, and minerals – substances vital to life – can be toxic if consumed in large doses. Likewise, all essential oils have a toxic dose, though it is always far above appropriate usage recommendations. Some essential oils should not be used internally; wintergreen for example is an effective agent for managing pain and inflammation; however, it is not recommended for internal use. Instead it is most beneficial if used topically, where it can be applied directly to specific areas for a targeted benefit.

## **Health Benefits:**

Although topical and aromatic applications have been most widely studied, emerging research has now begun to validate the efficacy and safety of internal use, including, improving emotional status to protecting vital organs. Internal use of essential oils is an exciting field that is developing at an accelerating rate. While there is much yet to understand, we should embrace the power and safety of internal use that has been clinically and anecdotally substantiated.

It is important to use essential oils with the same

level of caution and safety as any other drug or medication. When used mindfully, many essential oils can safely and effectively be administered internally, empowering individuals to naturally manage their health with the utmost confidence.





# TESTING FOR QUALITY

We learned that proper methods of growing, harvesting, and distilling are crucial to maintaining purity. Poor production practices and the development of synthetic essential oil variations suggest that it is impossible to accurately identify a pure essential oil without scientific analysis. Appropriate analysis of the constituents within an essential oil is one of the most challenging and detailed aspects of quality assurance. Historically, Gas Chromatography was sufficient to identify individual components in an essential oil. However, as more sophisticated methods for developing synthetic essential oil products formed, further validation methods were needed. Over time, additional testing methods such as Mass Spectrometry, Chiral Analysis, FTIR Scan, Carbon Isotope Analysis, and others have been developed to more accurately identify each individual essential oil constituent.

## **VALIDATION OF QUALITY:**

dōTERRA employs its testing methods for validation of quality at multiple production points. Directly after plant selection, harvesting, and distillation, each essential oil is reviewed for chemical composition. A second testing sequence is initiated when the oil is received at our production facility to ensure that what was distilled and tested is the same essential oil received. A third review of the chemistry is conducted in a three-phase procedure during the actual filling process. Each of these testing steps confirms that the essential oil has remained free of contaminants and unexpected alterations during production.

## **COMPARISON OF CHEMISTRY**

Dr. Robert Pappas, a foremost authority on essential oil chemistry, said, “Your testing is only as good as your ability to interpret and compare the results.” Accurate comparison to know compounds in their pure form is crucial for identification. Dr. Pappas, an expert utilized by dōTERRA, currently maintains one of the largest libraries of chemically correct aromatic compounds in the world.

Through our unified efforts, dōTERRA accurately identifies the purity and potency of each essential oil. dōTERRA provides (CPTG) Certified Pure Therapeutic Grade® essential oils through this unique quality assurance process.

## **Organoleptic Testing**

Organoleptic testing involves the use of the human senses— sight, smell, taste, and touch. To expert distillers, the senses are used as the first line of quality testing to provide immediate clues to the acceptability of a product. Oil that has an unusual smell, uneven consistency, or strange color instantly tells the distiller that something is wrong. Often times, this testing is used as a preliminary quality control step before any other tests are conducted.

## **Microbial Testing**

Microbial testing involves analyzing a batch of essential oils for the presence of bio-hazardous microorganisms such as fungi, bacteria, viruses, and mold. The process involves drawing a sample and then adding that sample to a sterile growth medium in an enclosed dish or

plate. The sample is incubated for a period of time and then observed for microbial growth. This test is performed on product entering the manufacturing facility and on finished products prior to distribution to ensure that the product has not been contaminated during the filling process.

## **Gas Chromatography and Mass Spectrometry Analysis (GC/MS)**

In Gas Chromatography and Mass Spectrometry Analysis (GC/MS), an essential oil is vaporized and passed through a long column to separate the oil into its individual components. Each component will travel through the column at a different speed, depending on its molecular weight and chemical properties, and is measured as it exits the column. Using this testing method, quality control analysts can determine which compounds are present in a test sample.

Mass Spectrometry is used together with Gas Chromatography to further determine the composition of an essential oil. In Mass Spectrometry, the constituents previously separated by



## THE PURITY OF AN ESSENTIAL OIL IS ITS MOST IMPORTANT CHARACTERISTIC

GC are ionized and sent through a series of magnetic fields. Using molecular weight and charge, the amount of each constituent can be identified, providing additional insights into the potency of the essential oil.



### Fourier Transform Infrared Spectroscopy

Fourier Transform Infrared Spectroscopy (FTIR) is conducted to ensure the potency and consistent quality of a batch of essential oil. This testing method identifies the structural components of essential oil compounds. In an FTIR scan, infrared light of different frequencies is shined through a sample of essential oil, and the amount of light absorbed by the sample is measured. The quality of the sample is determined by comparing the results from an FTIR reading to a historical database with absorption patterns of high quality samples.

### Chirality Testing

Chirality, a word derived from the Greek word “hand,” is a term used to describe the 3D orientation of a molecule. Just as you have two hands, chiral molecules exist in two forms, distinguished as either the right or the left hand. You may visualize this principle by looking at your hands; when placed side by side, they are mirror images of each other. However, when placed on top of each other, no matter how you turn them, you cannot get them to line up exactly.



In molecules, each “hand” has different chemical properties, which affects their physiologic interactions in the body. One hand is produced predominantly in nature. However, in a laboratory environment, the ratio of right- to left-handed molecules is always 50/50 due to their structural similarities. The ratio of right- to left-handed constituents can be determined.

### Isotopic Analysis

Matter is made up of tiny chemical building blocks called elements. Although dozens of elements exist, each one is distinct due to the protons it contains. Sometimes, an element can exist in more than one stable form if it has more or less neutrons. When this occurs, the elements are called isotopes. The element carbon exists in two stable isotopes, carbon-12 (6 protons and 6 neutrons) and carbon-13 (6 protons and 7 neutrons). Because essential oils are organic compounds, they are composed primarily of carbon atoms and will have a certain ratio of carbon-12 to carbon-13 isotopes. This ratio varies based on location around the world.

Using a special type of Mass Spectrometry, it is possible to determine which isotopes are present in an essential oil constituent and at what amounts. If sourced from the same location, every constituent in an essential oil should have the same ratio of isotopes. If a particular constituent has an isotopic profile different than that of the other constituents, then the quality control analyst will know that the oil contains an adulteration.



### Heavy Metal Testing

Heavy metal testing shows the amount of heavy metal content in the essential oil. When properly distilled, essential oils should not contain heavy metals. ICP-MS testing uses a high-energy medium called Inductively Coupled Plasma (ICP) to ionize the sample. The sample is then run through a mass spectroscope, which separates the sample into its elemental parts and provides a reading about which elements are present and at what quantities.

three ways

# TO USE ESSENTIAL OILS



## Aromatically

### Uses

#### *Aromatically*

Use a diffuser to spread the essential oil particles into the air, or rub two drops on the palms of the hand and inhale.

- Affects mood
- Cleanses air (kills bacteria and destroys viruses)
- Opens airways



#### *Topically*

Apply a few drops of the essential oil directly on skin and rub into the skin

- Quickly absorbed into the body through the skin
- Full body benefit
- Immune support
- Immediate comfort



## Topically



#### *Internally*

Place 1 to 2 drops under the tongue, or mix in a glass of water and drink. You can drop it in an empty capsule and swallow just like any other pill. You can purchase empty capsules from dōTERRA or at most health food stores.

- Benefits mouth and throat
- Supports digestive system
- Supports immunity

## Internally





## common questions

# WE HAVE ANSWERS

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**1. Which essential oils should I use?** There are several hard-copy and online resources you can use to look up which essential oils may be most supportive for various concerns. The Essential Oil Usage Guide A-Z provides a great resource for what oils can be used and how. In this manual, there are several possible oils listed. The first one listed is often the most popular. You can use one of the oils listed or several at the same time. Essential oils have many beneficial compounds and therefore provide several benefits all in one oil. Just like many medications, sometimes one oil works better for an individual than another. If an oil listed in this guide doesn't work, you can try the next oil on the list.

**2. How much do I use?** With essential oils, it is important to know that a small amount used more frequently is usually most effective.

- Adults: Many adults use 2 to 4 drops at a time.
- Children: People usually use 1 to 2 drops at a time for children. For small children or people with sensitive skin, dilute 1 drop of the essential oil with approximately 1 teaspoon of fractionated coconut oil.

**3. How often do I use the essential oils?** Minor issues – Sometimes using the essential oils just once is sufficient. If the effect wears off after a period of time, simply use the oil again. It is not uncommon for people to use a couple of drops every 2 to 3 hours until no longer needed.

Severe, or chronic problems – best results are obtained by using several of the suggested essential oils at a time, 2 to 4 times daily.

**4. What if the essential oils don't seem to be working?**

- a. First, take a look at your diet. Are you getting the nourishment you need? Essential oils work chemically, and they send strong messages to our bodies on a cellular level. It's important that our cells have enough energy to do their jobs.
- b. Second, consider doing a cleanse. 70-85% of your immune system is based on your digestive system, and a toxic or backed up digestive system can compromise your health. Lack of nutrient absorption can impact your immune system, mood, and brain function as well as your own response to CPTG® essential oils. At the very least, use a few drops of lemon oil in your water every day.
- c. Try a different oil or different combination of oils. For example, some people prefer lavender to wild orange or vice-versa, for calming and soothing.

**5. What if my skin is sensitive?** Use any carrier oil (such as fractionated coconut oil) to dilute the essential oil. You can dilute the oil prior to application, or you can rub the carrier oil directly into your skin after the fact. The area should be soothed within seconds. Apply more as needed.



# THE POWER OF

# RESIDUAL INCOME

By John Harrison, Presidential Diamond

dōTERRA provides an opportunity to earn immediate income when you share the benefits of essential oils with others, and residual income that over time grows as your business grows.

Perhaps in the early stages an additional \$100, \$200, or \$500 a month doesn't seem like a lot, but if it is residual and building month after month... that is a powerful income.



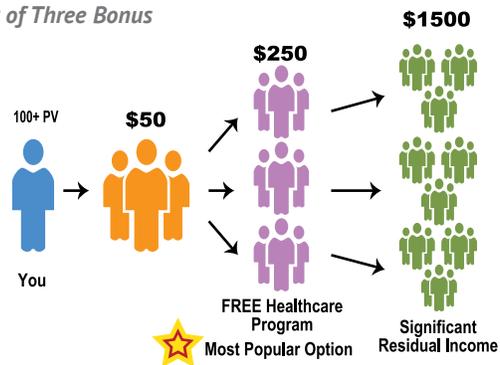
If your monthly residual income is...	...it's like having this in a bank earning 5% interest
\$100	\$24,000
\$200	\$48,000
\$300	\$72,000
\$500	\$120,000
\$1,000	\$240,000
\$2,000	\$480,000
\$3,000	\$720,000
\$5,000	\$1,200,000
\$10,000	\$2,400,000

The pensions of past generations are changing, and social security is diminishing. Many future retirees are now working from home to earn a substantial part of their residual income. By becoming a dōTERRA Wellness Advocate, you are eligible for a world of financial opportunities that may have a drastic impact on your standard of living. Whether you are already employed full-time, or you have no job at all, you too can experience the benefits of a more financially savvy lifestyle.

### How Can dōTERRA Help Me to Increase My Monthly Income?

There are five ways to earn money with dōTERRA, including the Power of Three Bonus shown on the right. Essential oils thrive through personal sharing because education and experience is more effective than a retail shelf alone. In turn, you are able to earn a large percentage of the sales for which you are directly responsible. You also make a percentage of all sales made by consultants who enroll through you as well as those made by consultants who enroll through them, and so on. As you continue to network and grow in your business, your residual income will continue to add up, providing you with a world of financial options that were once unavailable.

### Power of Three Bonus



Notice that receiving a \$250 Power of Three monthly bonus for sharing is the equivalent of having \$60,000 earning 5% interest!

### How Can I Make the Most of This Extra Residual Income?

There are many different ways to make use of the extra money you will be earning. It allows you the freedom to invest in opportunities that can make your money work for you. It can help you take the first step towards early retirement, or a major purchase like a new house or car. Don't get caught off guard by the rising tuition rates when it's time to send your kids off to college; get a head start on those major future expenses that will happen further down the road. Of course, it also never hurts to have a little extra money set aside for worst-case scenarios. On the other hand, that extra residual income can also be used to pay down debt or invested into traditional strategies like equities or real estate. Perhaps you have been unable to take that vacation you've always dreamed of because you have been unable to save up enough money. The limits to what residual income can bring to your life are limited only by your innovative ways of spending it.

## dōTERRA Difference - Eric Larsen, Master Distributor, Double Diamond WA

In 2012 Forbes magazine ran an article about the wealthiest people in America. They said that the "average annual income of the top 1 percent of the population is \$717,000, compared to the average income of the rest of the population, which is around \$51,000." If you look at their list of wealthy people they are, generally, people who started a business or inherited their wealth from someone who started a successful business enterprise. I know there has been some criticism of the 1%, but the top income earners at dōTERRA certainly fall into that income category and are always ready to love, serve, and give back to others. They use their wealth and time to contribute to good causes like the Healing Hands Foundation.

# Financial FREEDOM

By Kirk Hamilton, dōTERRA Blue Diamond

**F**inancial freedom - we all want it, don't we? We all hope we can get our piece of it. When we were first married, we opened a pizza restaurant. It was such a confidence builder and we loved being in control of our own financial destiny. We were awarded "Young Entrepreneurs of the Year" in Utah. We were achieving our financial dream.

Change is inevitable right? We sold our business to move on to our next venture. From there I enjoyed success in the areas of sales, marketing, and management over the next 12 years, but we knew that what we were doing was never going to get us to where we really wanted to be. I knew I was an entrepreneur at heart but felt trapped in the corporate rat race! In 2005 my big opportunity came - I thought! I went to work for an old business associate who was a millionaire, who made great promises of partnership. We were involved with many business ventures including real estate. I was about to hit my home run with a project that was worth millions! I was living the dream, we were seeing financial success we had never experienced before: a nice home, vacations, and the highest income we had ever received. Awesome, right? Well... remember that change is inevitable.

It turned out my partner was involved with some criminal dealings, which when discovered, lost millions of dollars of company value. As the company collapsed we found ourselves without an income or insurance. I was on the hook for five homes we had invested in, as well as a lawsuit for defaulting on the real estate projects we had been working on. How did this happen? Was this financial freedom? This was the lowest point of my life - I thought! We thought we could fix it. I cashed in my 401K to keep up on payments and save our projects. We had no way of anticipating what was about to happen - the 2007 CRASH! Bad had just gone to worse. I lost our savings, four of the five homes, and our insurance. I was still in the middle of a lawsuit and my credit was destroyed! Surely it couldn't get worse, right? Wrong!

Shortly after the crash my wife reminded me that her "babies" were not insured - she was terrified. This was the lowest point of my life. I made a call to welfare services in Utah, the hardest call of my life. I asked to get my children on C.H.I.P. - a government paid insurance program for kids. As I talked to our caseworker, she reviewed our financial situation and pointed out that, not only did my kids qualify for this welfare, but we also qualified. My family was eligible for food stamps! The next day I couldn't even get out of bed. I was devastated; I asked myself how I got here.

I am not a quitter, and I was determined to climb out of this hole, but it was hard to swallow my pride and accept that I was on welfare. I met Allyse Sedivy in 2008, when she told me that she and Patrick wanted me to get involved with dōTERRA. I was terrified, but I thought I would give it a try. How could I get any lower than where I was? I thought, "I might as well try network marketing." It was the BEST decision I have ever made! Sure, it was hard and there were struggles. I had to grow as a person and change my ideas about



network marketing. I had to overcome my fear and develop a successful belief in dōTERRA and my ability to achieve financial freedom! I committed myself to be successful. I talked to everyone, attended many meetings, and I began to see that sharing such a great product was actually much easier than I ever could have imagined!

Today I have a worldwide team of almost 60,000 people in over 10 countries and have reached the rank of Blue Diamond. I now have the ability to give my kids opportunities in life, education, and sports. My wife and I enjoy leisure activities and service, and we have been able to serve in Guatemala, and Bolivia alongside our 18-year-old daughter doing humanitarian work. I'm able to coach my kids in lacrosse and spend more time with them with their interests.

Dreams do come true, and I am so blessed to be able to do something I love that makes a difference in people's lives. I now have freedom with my time and my finances that allow me to do so much more for and with my family! dōTERRA has taken me off of food stamps to a great business that sells millions of dollars a month. dōTERRA was the perfect opportunity to gain my financial freedom, and it will work for you too.



The Hamilton Family

## dōTERRA Compensation Plan Average Annual Earnings

Leadership Rank	2013
Silver	\$26,000
Gold	\$57,000
Platinum	\$106,000
Diamond	\$203,000
Blue Diamond	\$499,000
Presidential Diamond	\$1,372,000



*"With the phenomenal training I received and support from my dōTERRA mentor and team, I have far surpassed my expectations and the results are overabundant with the growth. The moment I got that first paycheck I was just ecstatic!!! It continues to be such a blessing. I love getting messages from my team when they get their paychecks! - Christine Creel, Gold*

# GIVING BACK



*In a little mountain community outside of Les Cayes, about 6 hours from the police sirens and commotion of Port-Au -Prince, Haiti , I experienced one of the most life-changing moments of my 35 years.*

By Kyle Kirschbaum, Presidential Diamond



**F**or over a hundred years the Haitian people have created a legacy of distilling sugar and vetiver to survive and create lives for their families. About 50 years ago, with the collapse of the global market, those deep-rooted traditions crumbled and left much of Haiti void of an ability to carry on the trade that had been passed down from family to family. dōTERRA has been committed to changing that void for the people of Haiti.

At the top of the mountain, a small white sign was draped across the top of the open air structure with the words “Thank You Healing Hands”. dōTERRA’s Healing Hands Foundation had donated the money and constructed a storage center for the hundreds of farmers to store their precious harvested vetiver. A humble man named George explained that the children couldn’t go to school because each morning they had to travel an hour and a half down the mountain to get water for their families. Emotion overcame his soft voice and with tears streaming down his face he said, “Thank you for coming to Haiti and thank you for bringing water to these people.” Later the whole community lined up and

instead of making the normal hour and a half journey for fresh water, they walked a hundred feet to a newly installed water tower in their village, built by the Healing Hands Foundation. It would serve as a temporary source of clean water until the well was installed months later. I will never forget the tear-filled eyes of women, children, and men as they walked away with full jugs of water and a sense of relief and freedom for something we take for granted.

This experience and many other projects across Peru, Aruba, Ghana, Guatemala, Bolivia, and the United States define dōTERRA's core mission and the purpose of the Healing Hands Foundation. The dōTERRA Healing Hands Foundation is a registered 501(c)(3) non-profit organization committed to improving lives through partnering with organizations that offer hope to millions around the world. Healing Hands seeks to bring healing and hope to the world, for lives free of disease and poverty,

“I will never forget the tear-filled eyes of women, children, and men as they walked away with full jugs of water and a sense of relief and freedom for something we take for granted.”

and to ultimately teach impoverished cultures how to be self-reliant. dōTERRA International, LLC provides for all overhead and administrative costs of the dōTERRA Healing Hands Foundation, ensuring that 100 percent of all donations go directly to those receiving aid.

To date \$968,150.49 has been donated and the funds have been used through micro-lending programs in small cities like Piura, Peru or specific projects to bring clean water, rebuild schools, build medical centers, and improve the quality of life through education.

Healing Hands invites each one of us to participate by



not just donating, but by joining them on their service trips throughout the world. There you can gain a full appreciation for the mission and purpose of dōTERRA.

My goals in life have always been to be involved in a cause that truly blesses people's lives and become financially free so that I could serve and then help others achieve the same success. I would have never imagined that on a little mountain side in Haiti, thousands of miles from my home, with a group of people I had never met, that Healing Hands and dōTERRA would allow me to accomplish those once unattainable life goals.



**For more information about service trips and how to make a donation please visit: [www.doterra.com/healinghands](http://www.doterra.com/healinghands).**

# MAKE OVER MY DIAPER BAG



*"I use DigestZen® & basil often on my little one" - Brianne Hovey, Presidential Diamond*

## ESSENTIAL OILS *for baby*

### Breathe Respiratory Blend

Apply with a carrier oil onto the chest to open airways.

### Basil

Gently apply on the ear with a cotton ball, avoiding the ear canal, to help relieve earaches.

### Digestzen® Digestive Blend

Massage clockwise onto an upset tummy or rub on the bottoms of feet.

### Roman Chamomile

Soothes irritated skin.

### Lavender

Calming, relaxing, soothes irritated skin.

### Melaleuca

Soothes irritated skin and has strong anti-fungal properties.

## Talc-free Baby Powder

### What you need:

- ½ cup corn starch
- ½ cup arrowroot powder
- 1 drop dōTERRA Roman chamomile
- 1-2 drops dōTERRA lavender
- ¼ cup finely ground oats

**DIRECTIONS:** Mix well and put in a shaker style bottle.

*Tip: Use an empty spice jar with a sifter lid. Label your powder.*

## Diaper Cream

Use this cream for rashes, burns, cuts, or dry skin.

### What you need:

- ½ ounce beeswax
  - 3 ½ ounces dōTERRA fractionated coconut oil
  - 2 drops each: dōTERRA melaleuca and lavender
  - 4 ounce glass jar *Tip: use an empty baby food jar*
- Spoon or stick for stirring

## DIRECTIONS:

Put the beeswax in the glass jar and place in the top portion of a double boiler. Gently melt it over simmering water, stirring until smooth.

Slowly add the fractionated coconut oil.

Remove from heat and add the essential oil, stir, then let cool. Label your cream.

*Tip: If too firm, re-melt and add more coconut or olive oil.*

## Stay hydrated!

Dehydration can lead to exhaustion.

Add essential oils, such as lemon or wild orange, to your water throughout the day.



## Diaper Cream –

Our recipe is free from petroleum and artificial ingredients that can further irritate skin.

## Peppermint Beadlet –

A burst of peppermint will freshen breath and soothe digestive discomfort



*"I love Breathe & also use peppermint beadlets on my baby's feet." - Natalie Goddard, Double Diamond*



*"I use lavender & melaleuca in my baby wipes as a proactive approach to diaper rash" - Cachay Wyson, Blue Diamond*

*See how our top leaders care for their bundles of joy with these natural basics.*

### Homemade Wipes

#### What you need:

- 1 roll of premium paper towels
- 2 cups warm water
- 2 tablespoons dōTERRA fractionated coconut oil
- 3 drops dōTERRA lavender
- 3 drops dōTERRA melaleuca
- Airtight storage container

**DIRECTIONS:** Cut paper towel roll in half with a serrated knife. Use half the roll now and half later.

Place towels in storage container. Add the oil and water mixture, turning until liquid is absorbed. Remove the cardboard roll, and pull wipes from the center.

#### Wipes –

Commercial wipes are made with ingredients that can irritate a baby's delicate skin. This easy recipe is great on the go; just place wipes in a wet bag.



#### Essential Oils –

Gentle, multi-use oils like lavender and melaleuca are must-haves.

#### Fractionated Coconut Oil –

Moisturize and protect skin without an oily residue.



*"I use coconut oil & Roman chamomile for baby, & ClaryCalm™ for me." - Melyna Harrison, Presidential Diamond*

TOP  
10

# ESSENTIAL OILS FOR PREGNANCY BIRTH, AND BEYOND

Written by: Lisa Reed

*Lisa Reed, HCHI, CLD CCCBE is the Founder of The Natural Momma and has over 13 years of experience with essential oils and as a Birth Professional.*

- 1. DigestZen® Digestive Blend** – Calms lingering nausea and vomiting. Since it's supportive to your digestive system, it may also be supportive to digestive challenges such as diarrhea and constipation, which is also a common ailment for some during pregnancy and after birth.
- 2. Breathe Respiratory Blend** – Supports you with congestion, coughs and general cold symptoms. It helps with the respiratory system. During pregnancy your body can be more prone to creating mucus and thus can cause some respiratory challenges.
- 3. dōTERRA Mood Oils** – Balance blend is very soothing for emotions. If you are having anxiety, feeling a little weepy or emotional a great combination of oils is Balance and Serenity. For me personally, these were such a huge help in pregnancy AND postpartum.
- 4. Deep Blue® Soothing Blend** – This blend relieves sore muscles and joints. With the added weight of pregnancy you can put strain on your body's bones, joints, and muscles. This blend is helpful for the uterus going back to pre-pregnancy size.
- 5. AromaTouch® Massage Blend** – This is used in the practicing of the dōTERRA Aromatouch Technique®. Utilizing this blend during your pregnancy and birth can support your body. This blend was created to combat four systemic constants: stress, toxic insult, inflammation, and autonomic imbalance.
- 6. Clary Sage** – One of the properties of clary sage is a uterine tonic. It can help the uterus with contractions. Some cases report when using Clary Sage on pressure points you have a chance of increasing contractions and keeping them consistent to help with birthing and delivery. Caution should be used with this oil because of this property. In my experience, it has worked well when the expectant mother is at least 40 weeks along, is overdue, or contractions have stalled.
- 7. Frankincense** – Commonly recognized as the “King of Oils”. This oil is beneficial to your immune system, skin, organs, emotional health, and perineal area. This oil is also a great support to your new baby's health. When in doubt, use frankincense for any aspect of your pregnancy, birth, and postpartum.
- 8. On Guard® Protective Blend** – This oil blend is supportive to your overall immune system. During your pregnancy, birth, and postpartum this blend can support your body's ability to fight off infection as well as help your new baby stay healthy.
- 9. Helichrysum** – When this oil is applied on the perineum during crowning and birth, it can help prevent baby's head bruising, swelling, and bleeding as well as assisting in perineal health after the baby is delivered and can also help during breastfeeding by aiding cracked nipples.
- 10. Lifelong Vitality** – This is the best prenatal vitamin. It contains adequate amounts (400 units) of folate, which is the whole food form of folic acid (typically synthetic). This supplemental vitamin trio is amazing, and it includes a cellular vitality complex, a blend of essential oils, and omega 3s (with lots of DHA to help prevent postpartum depression) as well as a food nutrient complex so you're sure to get all those essential vitamins and minerals.



*For Head Tension Try:  
Deep Blue®, PastTense®,  
Peppermint, White Fir  
or Black Pepper*

*For Stretch Marks Try:  
Immortelle, Lavender or  
Myrrh.*

*For Swelling/Water  
Retention Try: Lemon,  
Grapefruit, Cypress or  
AromaTouch®*



# Helping Children Focus on **SCHOOL**

My son was really struggling in school. We knew he was super smart, it just was never reflected in his grades. At the start of his 7th grade year, we were introduced to dōTERRA essential oils. We began using Balance, vetiver and Serenity + xEO Mega® and WOW, it was like we lived with a completely different child. He made honor roll for the first time in his life. When dōTERRA introduced InTune™, his grades improved even more. I am so grateful for what dōTERRA has done for my family. Now, I won't let my teenage boys drive my car without first using InTune™ so that they are focused.

*- Judy Cruden, Diamond*





The dōTERRA a2z chewable and IQ Mega™ are supplements to an overall healthy diet.



Fruits, vegetables, lean proteins, and whole grains are instrumental factors in improving a child's performance in school.

InTune™, peppermint, and Citrus Bliss are remarkable choices to improve focus and clarity.



# Essential Oils in the Classroom

By Heidi Magleby Olsen, CAMHC (Clinical Associate Mental Health Counselor)

Diffusing peppermint and wild orange during school hours can help children focus in school. Peppermint supports the brain's ability to focus and positively alters brain chemistry when taken up into the olfactory system, which is located just above the nose. The power and efficacy of the body's olfactory system is truly undeniable. Consider this: what happens when the dentist places a mask over your nose and introduces "laughing gas"? Or the anesthesiologist places a mask over the nose before surgery? Within seconds the olfactory system produces results by immediately taking the brain to a relaxed state.

I am of the opinion the olfactory system is highly underutilized when it comes to positively effecting the brain's chemistry with essential oils (otherwise known as aromatic compounds.) When diffusing peppermint, studies indicate students' performance on tests and cognitive function in the classroom are greatly enhanced. Wild orange also provides mood support. And who couldn't use a little of that in the classroom? I often use the combination of peppermint and wild orange in clinical practice in a diffuser to aromatically deliver those powerful constituents, engaging the olfactory system! It's a powerful pathway to positively alter brain chemistry!

# DUDES WELCOME

## The Guy Side of dōTERRA

Who said essential oils were only for women? Even the manliest of men can benefit from the power of essential oils in their lives.

### Every man needs a lemon...

Use lemon essential oil to remove gum, oil and grease stains, and sticky residue or to prevent rust and loosen rusty screws.



- Add 2–3 drops on a rag to remove grime from tools and make them look new.
- Get rid of the stale food smell in your Dutch oven by leaving a paper towel with a few drops of lemon until the next use.
- Use melaleuca and lemon essential oil to clean a car battery and polish chrome wheels.



### Maintain Your Manliness with Personal Hygiene

#### Clean Mouth, Fresh Breath

- Use On Guard toothpaste every day to ensure fresh breath and experience the protective benefits of essential oils found in the On Guard blend.
- Pop a peppermint beadlet for instant fresh breath and confidence.
- Add a couple drops of On Guard, melaleuca, and peppermint essential oils to water for a refreshing mouth rinse.



#### One for the Beard

Love your facial hair? Use Salon Essentials Root to Tip Serum to soothe and smooth facial skin and hair.



#### Toenail Care

Directly apply melaleuca and oregano at the edge of the nail two times daily. You can alternate between lemongrass and clove or frankincense and lemon.

#### Shaving Tip

Apply melaleuca and lavender mixed with fractionated coconut oil after shaving to soothe irritated skin.



#### Shoe Deodorizer

Add a few drops of Purify, peppermint, or any citrus essential oils onto a paper towel or a used dryer sheet, scrunch, and place in your shoes overnight.



### Lifestyle & Health

A strong, healthy body can come in handy- especially when you are trying to raise a family. Taking care of your overall health will give you the strength and energy you need to work, play, and be the best man you can be.

#### Nutritional Boost

- Lifelong Vitality is a nutritional powerhouse for providing your body the essential nutrients it needs.
- Repair and regenerate your body on a cellular level with DDR Prime™.



#### Healthy Energy

No need to pound energy drinks; take some Mito2Max™ when you need an extra push for any type of physical activity.



#### Feeling a Little Tense After a Long Day?

Apply some PastTense® on your temples or neck for a comforting relief.



## What Man Doesn't Like to Eat?

Take TerraZyme® with every meal to promote healthy digestion, especially after eating a protein-heavy meal.

If your food choice fails you, don't stress; a DigestZen® Softgel can help ease indigestion and upset stomach.



## Renew Overworked Muscles

 with lemongrass, Deep Blue®, and peppermint after a long day of work, manual labor, or physical activity.

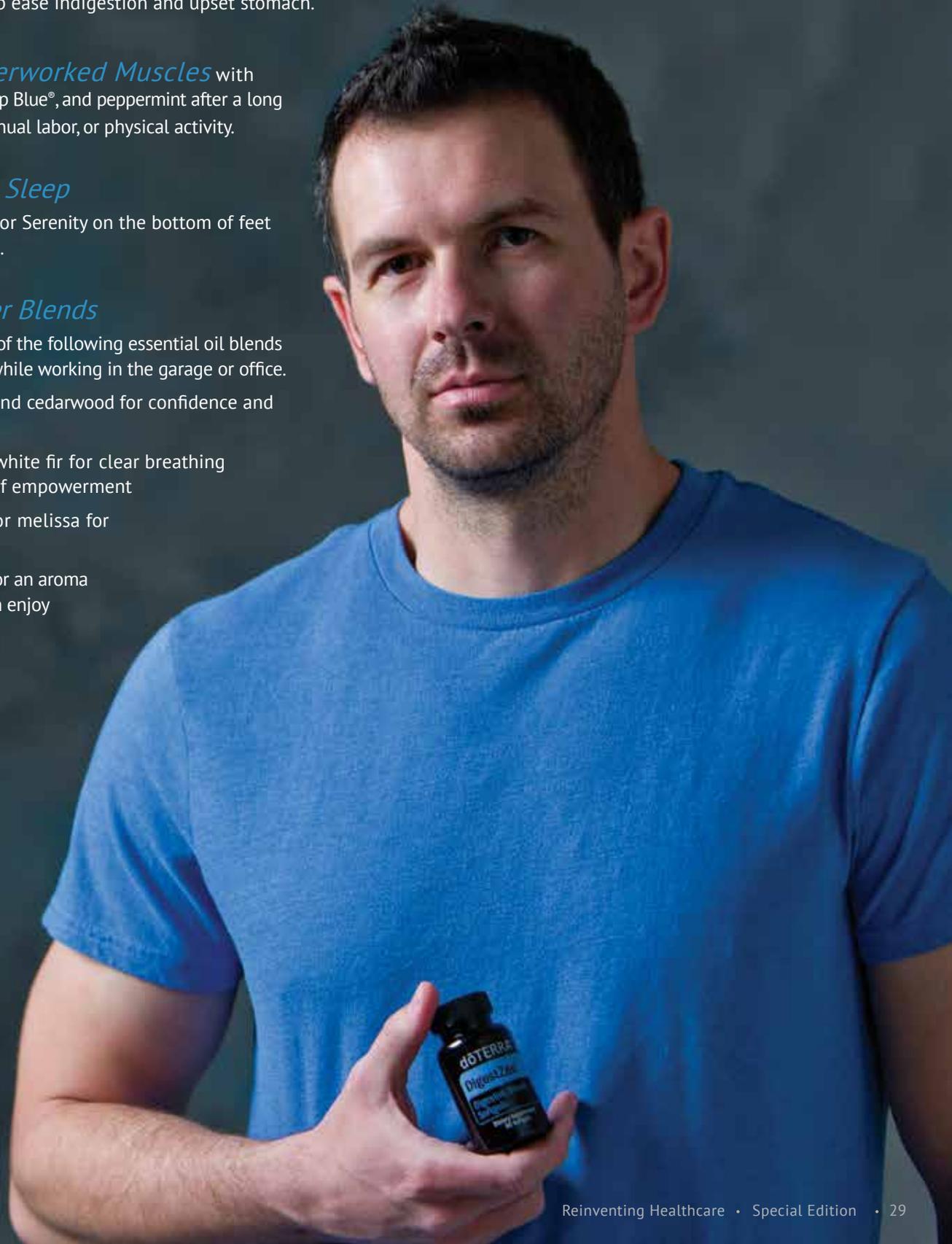
## Handsome Sleep

Apply lavender or Serenity on the bottom of feet before bedtime.

## His Diffuser Blends

 Add 2–4 drops of the following essential oil blends in the diffuser while working in the garage or office.

- Wintergreen and cedarwood for confidence and self-esteem
- Cypress and white fir for clear breathing and a sense of empowerment
- Peppermint or melissa for alertness
- Lemongrass for an aroma that most men enjoy



# PEAK PERFORMANCE IN COLLEGE FOOTBALL



**Manny Matsakis** is currently entering his second year as the head football coach at Bethany College in Lindsborg, Kansas. Prior to his time at Bethany College, Matsakis spent three years as the head coach at Enka High School in North Carolina. Prior to his stint in North Carolina, Matsakis was in the Canadian Football League as the offensive coordinator for the Winnipeg Blue Bombers.

Matsakis was a three-time All-Conference kicker at Capital University (1980-83) and was a four-year letter winner. He currently holds the school record for longest field goal for making a 54-yarder in 1981. He was drafted in the 8th round of the 1984 NFL draft by the Philadelphia Eagles.

*“I am simply amazed in how much better I feel since I have adopted a dōTERRA lifestyle of wellness.”*

**A**s the head football coach at Bethany College in Lindsborg, Kansas I am fortunate to be in a position of leadership at our college. The stress of leading a staff of 10 assistant coaches and approximately 160 players this fall will be demanding to say the least. In addition to that, my wife Elizabeth and I do our best to have a family life with our three children.

Coaching college football is glorified on Saturdays, yet what goes into the final product is not common knowledge to the average fan. A college coach's schedule consists of 8 months recruiting and developing players in the weight room during the off-season, which is considered our “down time”. During the season it is common to work 80-90 hours per week. I do this because coaching football is my passion.

Time on the road is a regular occurrence for our staff in the off-season and it's important to take care of one's mind and body 365 days a year or burnout and health issues will arise - like it did for so many coaches last year that made the national news for going into the hospital in the middle of the season.

As Elizabeth has taken on the opportunity of developing a business with dōTERRA, I have also been educated on the products and the

benefits they produce. I am simply amazed by how much better I feel since I have adopted a dōTERRA lifestyle of wellness. My energy levels have increased significantly and my body feels great as I handle the rigors of my profession.

#### ***Some ways that I use dōTERRA:***

My physical regimen includes a sensible diet and exercise along with the following items:

- Lifelong Vitality Pack
- PB Assist®
- Mito2Max™
- DDR Prime™
- Slim & Sassy® Metabolic oil blend
- Slim & Sassy® Trim Shake
- Deep Blue® oil blend
- Deep Blue® Rub

I also stock my office with products to help me increase my energy level and mental focus during those long hours watching videos and game planning:

- Aromatic diffuser
- Oils – Citrus Bliss, peppermint, and Balance.
- Peppermint beadlets
- On Guard® lozenges
- DigestZen®
- InTune™



**Peppermint and Wild Orange** is diffused in the classrooms when we are teaching them football – so they stay alert and manage stress.

**“dōTERRA products I’m using to help out my players thisfall.”**  
**- Manny Matsakis**



**Deep Blue® Rub** is used by our athletic trainers on our players.



**On Guard®** is used in the locker room to sanitize the area.



**Elevation** is used in the locker room on game day.



**InTune™** helps players focus on their studies.



**dōTERRA Diffuser**

The game of college football is extremely competitive, and any edge that our team can get is certainly welcome. We are genuinely excited to use dōTERRA products to achieve peak performance in the classroom, weight room, and on the field of play.



# 4 YEAR CAREER

*By David Miller, Blue Diamond*

What if you could work the next four years to build financial freedom for THE NEXT 40 YEARS... and BEYOND?

**M**any people are on a financial collision course when it comes to retirement and are in denial! People are living payday to payday and feel comfortable in their ability to make minimum payments. It is suggested that people spend more time planning their next vacation than they do on planning their retirement. A common misconception regarding retirement is the amount of money it will take to retire. People are living longer than ever before, inflation continues to rise, insurance becomes more and more costly, and simply put, the “golden years” are supposed to be full of travel, and entertainment. It is estimated that every 10 years of retirement the average American will need between \$500,000 and \$1,000,000 in retirement funds. This means that the average American retiring at 60 will need \$1.5 million to make it to age 75. This poses a concern for those who will live to well into their 80s, 90s, or later.

What if you could work 4 years to build financial freedom for the next 40 years...and beyond? The Four Year Career® written by Richard Brooke introduces a simple concept, which challenges the conventional 40-year career model. Brooke suggests the need to choose an income-producing occupation that allows you to not only earn income now, but also builds income for the

future. It is called asset income or royalty income and the wealthiest people in the world have been focusing on it for many years. Inventors do it, songwriters do it, authors do it, and, network marketers do it.

The idea is simple - build something that will keep providing an income. This is what creates financial freedom, a concept that is foreign to most people. Financial freedom means different things to different people. Some people can be free on \$1,000 per month, while others desire much more. Regardless of what the amount is for you, think about what your life could be like. Think of the interests you could explore. Think of the places you could go. Think of the time you could invest in your relationship with your spouse or children. It's not too late.

I am not suggesting that money is the most important thing in life. We spend most of our time earning a living, so we must place a high value on what it provides. Just think of the time you could free up and what you could do with it that is more important than money.

I owned a commercial printing company in Utah. In 14 years we were able to take it from nothing to \$13 million in annual revenue employing over 100 people.

It provided a great income. However, as our business grew and technology advanced, I was always connected to my phone and email. My wife Tammy and I have four children, and spending time together is very important to us. As my children grew I realized that I was often near them; however, I was not really available to them. I realized that in order to have the time I wanted, I would need to make a change. Then we discovered dōTERRA.

We witnessed firsthand how the oils gave our daughter relief from a long-time digestive ailment. We became passionate about the dōTERRA products and sharing them with others. We quickly realized that network marketing was the solution we had been looking for. After three years of consistently sharing our passion for the dōTERRA products and opportunities with others, we were able to replace our income with a residual income from dōTERRA. Our business was sold, and network marketing now provides our full time income. IN JUST FOUR YEARS, our quality of life is just what we had envisioned. The time I spend with my wife and children has increased in both quality and quantity.



Dive into the residual income opportunity of dōTERRA. Do it passionately and powerfully long enough to get yourself financially set for the rest of your life. Then spend more of your time on what matters most.

For a more in-depth explanation of about generating your own financial freedom, check out the book *The Four Year Career* by Richard Brooke, which shows how an asset income can be worth millions in value.

**- David Miller, Blue Diamond**



There is no other business out there that will allow you to be your own boss, have time freedom, be recognized for all that you do, live financially free, AND give you the push to

become and develop into the person you aspire to be. Network marketing is the best business model out there! Couple that with a company whose very foundation is one of integrity; a company that will not budge on its dedication to the highest quality of gifts given to us on this earth. A culture of love and support, a culture of service. I can't begin to express how blessed I am that I am a part of something so inspired and so grand. It's bigger than us all and because of that it works for every single person who will put their faith into the process that has been laid out for them. It works, believe me. I am living the life I have always dreamed of, after only four years of "doing" dōTERRA!

**- Brianne Hovey, Presidential Diamond**



Four years ago we learned that being with a good networking company is essential. We were able to quickly replace our income and exceed what my husband

would have made with a master's degree in his field of study working for someone else. This business is about relationships and teaching, not selling. We have met so many awesome people along the way. While we know that everyone has challenges and it is scary to start a new venture, we also know with effort, commitment, the right company, right product at the right time and with knowledgeable people running that company ... anyone can succeed! dōTERRA is where it is at!

**- Laura Holbrook, Blue Diamond**

# MAKE OVER MY GYM BAG

Whether you prefer to glisten, or be drenched in sweat, our gym bag makeover has everything you need to focus on your workout and keep fit from the inside out.

**Slim & Sassy® Metabolic Blend** supports healthy metabolism and helps manage appetite between meals.

## MIX IT UP

### Sanitizing Spray

Sanitize your yoga mat, hand weights, and other workout equipment with this simple spray. Add ½ cup water and 2-6 drops On Guard® Protective Blend to a glass spray bottle. Shake well before each use.

Editor's tip: Try lemon essential oil or Purify Cleansing Blend for a fresh scent.

Help flush out toxins by drinking lots of water. Make drinking water more appealing by flavoring it with 1-2 drops of lemon essential oil.



**Justin Harrison**  
Slim & Sassy



**Jon Chase**  
Lemon Water



**Kyle Kirschbaum**  
Peppermint

Energize your workout by diffusing peppermint or wild orange essential oil (or both!). You can also inhale a whiff beforehand.

Stave off hunger after a workout by keeping a shaker bottle with 1 scoop of Slim & Sassy® Trim Shake in your gym bag. Add 1 cup of water, shake to blend, and you're good to go!



**Daren Gates**  
Trim Shake

Many of the essential oils featured in this makeover are available in convenient 5 ml size bottles as part of the AromaTouch® Technique Kit. The kit includes bottles of: Balance, lavender, peppermint, melaleuca, wild orange, AromaTouch®, Deep Blue®, and On Guard®.



**Eric Larsen**  
Melaleuca



**Brian Huddleston**  
Deep Blue



**MIX IT UP**

**Antifungal Foot Roll-on**

Combine 35 drops melaleuca essential oil with 8 drops lavender essential oil in a glass bottle with a roller lid and apply topically to affected areas between toes and around toenails.

Open airways before, during, or after a workout by inhaling Breathe Respiratory Blend or rubbing a drop or two onto the chest.

For sore muscles and inflammation rub AromaTouch® Massage Blend, Deep Blue® Rub, Deep Blue® Roll-on, lemongrass, or marjoram essential oil onto where it aches.

Increase your endurance by taking Mito2Max™ Energy & Stamina Complex daily.

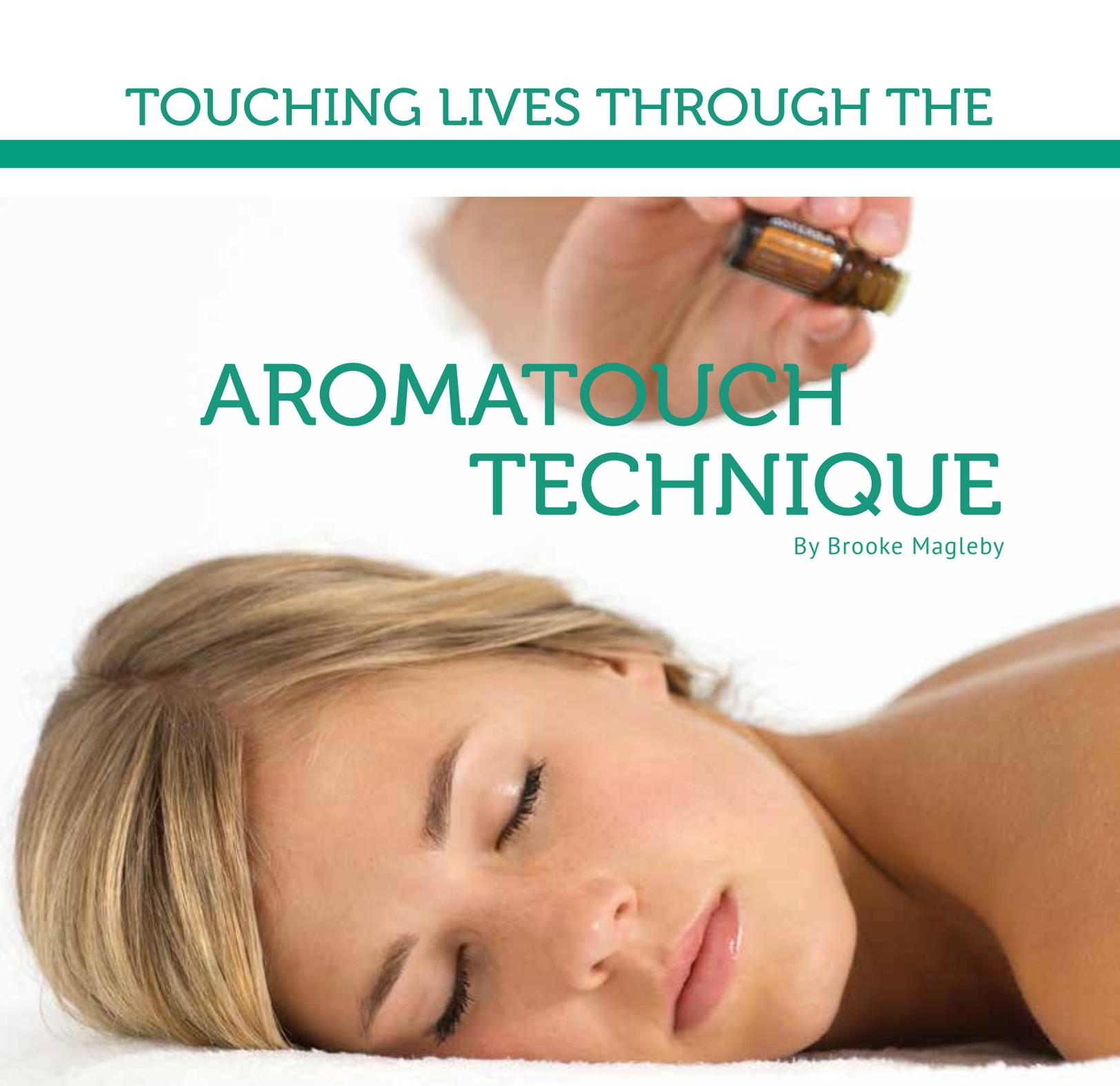


**John Harrison**  
Lavender



**Brady Thurgood**  
Mito2Max™

# TOUCHING LIVES THROUGH THE



# AROMATOUCH TECHNIQUE

By Brooke Magleby

**M**y AromaTouch® journey started with sacrifice that turned into an incredible blessing. When I attended one of the very first trainings by Dr. David Hill, it was very difficult for me to take that time to travel 3 hours to attend, be gone all day from my children, and then drive the 3 hours back home. The expense was also a burden to my family at the time. My husband didn't really see a 'need' to go and to learn something that had to do with 'oils', and 'massage'.

Now, we see it as an incredible blessing to our family, to others, and to the world! Since that wonderful day, I KNEW that the AromaTouch® Technique would be a central part of my journey with dōTERRA. Each time I shared the technique and gave it to others, I was touched and somewhat amazed at the results. Sometimes my friend would ask me, "Do you ever get tired of the 'WOW' factor?" OF COURSE NOT!

*It may take a sacrifice of time and money to learn the AromaTouch® technique, but the blessings of that knowledge will benefit you and the health of those you love for a long, long time!*



The beautiful part of the AromaTouch® Technique is that people WILL have an experience. Whether it is emotional or physical, it can and will affect BOTH. So, how does it do that? I think of it as a balancing act. There is a part of our operating system within the body that acts as a 'balancer' of both physical and emotional stimuli that come from within, or without. It is called the autonomic nervous system. YOU have no control over this system of your body, and yet it is operating and balancing within your body every second of every day. There are two parts to the autonomic nervous system: sympathetic (fight or flight) and para-sympathetic (rest and digest). Both of them affect your body's emotional responses as well as physical responses.

Think of hanging a picture on a wall. When you use a level, the bubble should be in the center in order for the picture to be hung balanced and even. In a perfect world, our bodies would be operating in the middle between the sympathetic and para-sympathetic systems. Unfortunately, because of toxic overload, stress, poor eating habits, overloaded schedules, and more – our bodies are operating out-of-balance most of the time! This creates an environment where our bodies cannot fully heal, emotionally or physically. If we are operating with the bubble too far on one side of the level, there may be digestive issues, emotional imbalances, and other symptoms that one may blame on other factors. Of course, we know that diet, exercise, and reducing stress are all important to our overall health – but I believe that having an AromaTouch® Technique a minimum of once a month is JUST AS IMPORTANT to those basic needs to ensure optimal health and wellbeing. When you receive an AromaTouch®, it is bringing that level back into the CENTER! It will help the body establish what is called HOMEOSTASIS, and when the body is operating from that place of centered balance – healing can occur!



**Brooke Magleby** is from Idaho Falls, Idaho. She has been with dōTERRA for over 5 years and is a Diamond Wellness Advocate. She was invited by Dr. David Hill to be one of the first Instructors for the AromaTouch® Technique, and is passionate about teaching others how to utilize the technique to serve others and grow their businesses.



*AromaTouch® Kit*

**T**he AromaTouch® Technique (ATT) uses the therapeutic benefits of eight particular essential oils to address conditions known to be constant disturbances to overall health and well-being. These systemic constants are: stress, toxic insult, inflammation and autonomic imbalance. The person administering ATT applies the oils, as directed in the ATT, along the spine, neck, shoulders, head and feet of the person receiving. The receiver gets the full therapeutic benefit of the essential oils application, while the giver benefits from the aromatic properties and absorbs the oils through their hands. There is a beautiful connection between giver and receiver in an atmosphere of trust, respect and safety.

**- Mona Merz, Gold, ATT Educator & Instructor**

## *dōTERRA has infiltrated every aspect of my life - and I love it.*



As an actress, I am subjected to 7-day workweeks that often last 10-12 hours per day. Being sick and tired isn't an option. My favorite oils are peppermint and wild orange for energy to help with the long hours, InTune™ and Balance before a big audition to help with concentration and grounding, and OnGuard® is a must to keep my immune system strong. Having these tools to help me through the day is critical in an industry that can't be put on hold for troubling ailments.

In my yoga and health coaching practice, I am able to incorporate these oils to help complement the work that I do. I love to enhance my yoga class by diffusing Balance or Serenity and spritzing peppermint around the room at the end of the class to help awaken my students. Students tell me all the time that the peppermint is the best part of their day! In health coaching, I've been able to help clients significantly improve various aspects of their health by tailoring my programs to include the appropriate essential oils for their needs.

I am so grateful for all the wonderful experiences my family, friends, and clients have had with these oils; I don't know what I would do without them. Sharing these oils has been such a gift and I hope that everyone has a chance to experience their wonderful benefits first-hand.

**-Britt Pittle, Platinum WA**

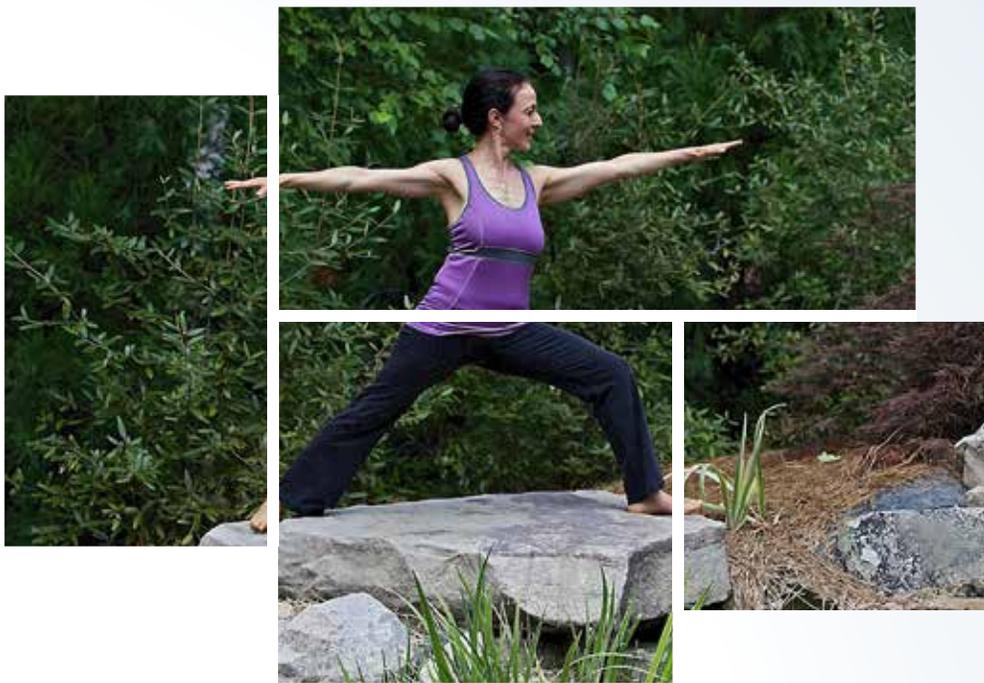


“My favorite oils to have are peppermint and wild orange for energy to help with the long hours, InTune™ and Balance before a big audition to help with concentration and grounding, and On Guard® is a must to keep my immune system up.”



Our story is one that began with a rather comfortable lifestyle. dōTERRA was something I enjoyed as a hobby without truly understanding it's role in my future. A few short years ago, life took a drastic turn & we lost almost everything overnight. Without warning we found ourselves penniless, jobless, & newly pregnant with our 3rd child. We lost our home & had to move in with family & start over from square one. My husband, John originally took on two jobs to try to get us back on our feet. I changed my focus from doing dōTERRA as a hobby for me, to doing dōTERRA for the benefit of my family & my friends that found themselves in similar situations as us. I focused on building dōTERRA while trying to balance my life as a wife & mother. By the next year we were doing well enough that John quit his job so we could focus full time on hitting Diamond. He has been home full time with me for 2 years. We can't believe how dramatically our lives have changed. We couldn't be happier about our dōTERRA journey & those we share it with!

**- Melyna Harrison, Presidential Diamond**



## dōTERRA Oils and Yoga

Of the many things in life that I have a great passion for, two go very well together: dōTERRA oils and yoga. The interplay of these two very useful practices lend themselves to a myriad of benefits physically, mentally, emotionally, and spiritually. Let's look at the two together and notice the similarities, and especially the exponential value of using the two together:

1. Essential oils (EOs) and yoga have both been used for centuries. Yoga is the oldest form of "exercise" on this earth, 5000 years. Essential oils have existed as long as there have been plants on this earth.
2. Both are recognized to have medicinal value. Essential oils are nature's medicine cabinet and provide a huge variety of effective wellness options. Practicing yoga poses provides a means to strengthen the body as well, and is also used therapeutically to treat ailments, much like physical therapy. In addition, the medicinal practice of yoga is called Ayurveda which also dates back 5000 years.
3. Both EOs and yoga treat the individual as we are all such unique beings. Often it is advised that we consider trying different EOs to treat an ailment, even though several of them may be effective, because along the way we begin to learn what works better for ourselves. We also learn when we personally benefit more from using an oil topically, aromatically, or internally. Similarly, we can look

at how someone with a shoulder injury can benefit from certain yoga poses, but other underlying situations (such as previous injuries) might help determine which poses might be safer or more effective. So then, there is never the cookie cutter answer; there is using our oils and using our yoga to treat each person, each situation, uniquely.

4. Both are useful for more than just affecting physical wellbeing. There are 8 "limbs" of yoga, attending to means of healthy living, from "Saucha" which means cleanliness to "svadhyaya," self study, "pranayama," energy work... all of which relate on many levels to the use of essential oils.
5. Both are used in prevention as well as in rehabilitation or healing.
6. Both teach us to honor the body as a temple. We have one life to live in this vehicle that is our body. It was given to us by God, and it is our responsibility to take care of it. In doing so we have freedom to live the purpose of our life, to honor God.

Both are a "practice." We practice to understand ourselves and our world better, to see where our efforts can be helpful and useful. We practice to learn much more than how to be strong and healthy physically, emotionally, and spiritually. We practice to learn to be better human beings every day to affect positive change and to make our world a better place.

—Mona Flynn

*Mona Flynn, MS, RYT 500E, has a masters degree in exercise physiology and is owner of LifeFit, Inc., a Yoga and Pilates business. She has been teaching yoga for over 20 years and Pilates for over 15 years and is a Wellness Advocate for dōTERRA.*



# 5

## STEPS

### TO CLEANSE

dōTERRA products, when used in a complementary way with lifestyle changes, can help your body do what it was designed by nature to do and that is to **STAY HEALTHY!**

**60 to 80%** of your immune system is based on your digestive system. If you are not digesting properly, your immune system will be compromised, and its ability to keep you healthy will be impaired.

Let's say you are like a large percentage of the people in the United States and you are not experiencing healthy elimination (approximately 2-3 times/day). Now envision a backed up "sewage" system and how it can compromise the functioning of your entire body. Did you know there are more neurotransmitters in the digestive system than in the brain? These neurotransmitters are used for communication between the brain and the body. Are you starting to see the connection? Many of your thoughts are originating in this unhealthy and highly toxic environment, so it should be no surprise many people experience stress, depression, negativity, lack of focus, memory loss, mood swings, and other neurological challenges.

The connection between a healthy digestive system and obesity, inflammation, brain function, allergies, skin conditions, a suppressed immune system, damaged cells, kidney and liver function, and adrenal fatigue are clear. The lack of proper digestion leads to toxicity in the entire organism, which compromises your total wellness.

When you are ready to address the whole picture of wellness, give yourself a head-to-toe, inside-out inventory of everything you are experiencing as far as your state of wellness. Are you tired in the middle of the day? Are you restless during the night? Do you experience discomfort? Are you eliminating regularly? Do you have skin irritations? Do you experience stress? Is it hard to maintain a positive attitude and bright outlook? Do you experience sugar cravings? Do you feel you need to lose weight? Nothing is too small to include on this inventory. Share your list with your dōTERRA mentor.

Next, take a look at dōTERRA's simple, effective 30-day cleanse. Your digestive system didn't get backed up in a month. For this reason, most people experience the best results when they repeat the 30-day cleanse three consecutive months. After you have completed three months of cleansing and daily use of the Lifelong Vitality pack, you will more than likely be very pleasantly surprised with the items you can cross off your list! **(Continues next page.)**

1



**Start with a Foundation:**

**Lifelong Vitality** - The body needs essential nutrients such as vitamins, minerals, whole food extracts, antioxidants and good fatty acids in order to give our cells enough energy to cleanse our system. Trying to start a cleanse without supplementing our dietary and nutrient deficiencies is like trying to get our car to the car wash without gas. Lifelong Vitality helps reduce pain, improves energy level, and supports mood. How to use: Use a ½ dose as directed twice every day with food.

2



**Reduce Toxic Load (Choose 1 of the following products):**

**Lemon** - Lemon helps break down harmful synthetics and chemicals that are being stored inside your body's tissues. To use: Add a few drops of lemon to your water throughout the day (note: don't use plastic containers unless they are bpa free). Excellent for everyday use.

**Slim & Sassy**® - Slim & Sassy® blend includes lemon, grapefruit, peppermint, cinnamon and ginger; these oils work together to reduce toxic load as well as support the metabolism, reduce food cravings, uplift mood, increase energy, promote healthy blood sugar levels and weight loss. To Use: For weight loss support, use 3-5 drops (or 1 softgel) of Slim & Sassy® internally 3-5 times a day; For detoxification, use a few drops (in water or capsule) throughout the day. Excellent for everyday use.

3



**Increase Effectiveness of the Filtering Organs**

**Zendocrine™ oil or softgels** - Zendocrine™ blend includes tangerine, juniper berry, cilantro, geranium, and rosemary. Each essential oil included in this blend supports the function and health of the liver, kidneys, and endocrine system. Cilantro helps with elimination of heavy metals from the body. This blend helps cleanse the filtering organs so they are more effective in eliminating toxins. Using Zendocrine™ is to our body as getting a clean air filter is to our car. It helps everything run better! To use: Take 1 softgel as directed 2-3 times daily (or use 3-5 drops of Zendocrine™ oil in a capsule 2-3 times daily).

4



**Purify and Cleanse the Digestive System:**

**GX Assist®** - GX Assist® is a blend of caprylic acid, oregano, melaleuca, lemon, lemongrass, peppermint, and thyme essential oils. GX Assist® helps clean out harmful bacteria and microorganisms in the digestive system to help you feel and function better. To our digestive system, GX Assist is like taking the weeds out of our lawn. To use: Take 1-3 softgels per day (1 at a time) with meals during days 11-20 of the cleanse.

5



**Repopulate with Good Bacteria – more energy for the food you're eating:**

**PB Assist+®** - PB Assist+® is a powerful probiotic that has a special coating to allow 6 billion CFUs (colony forming units) of friendly bacteria to bypass the stomach acid in order to reach the intestines. It is unfriendly to harmful bacteria and helps support healthy digestion, better absorption of nutrients, improved energy levels and immunity. Now that the “weeds” have been taken out, we want to thoroughly “plant” the grass so the weeds have nowhere to land in the future. To use: Take 3 capsules daily with meals during days 21-30 of the cleanse.

*By Betty Torres-Forbord, Diamond*

Note: This simple 30-day cleanse brings best results when repeated 3 times (90 days).

	Days 1-10	Days 11-20D	ays 21-30
<b>LLV+ Zendocrine®</b>	<b>Use as Directed</b> →		
<b>GX</b>		<b>2x/day</b>	
<b>PB</b>			<b>3x/day</b>

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease. If you have any health concerns, please see your licensed medical provider.*

# MAKE OVER MY PURSE

LOOK AT THE CONTENTS IN OUR LEADERS' PURSES



**Molly Dayton**  
Essential Key Chain

## ESSENTIAL KEY CHAIN

Keep your favorite essential oils close for easy sampling while on the go.

## WAKE UP YOUR SENSES

Take a peppermint beadlet to keep your mouth clean and fresh while experiencing the full benefits of the peppermint essential oil.



**Hayley Hobson**  
InTune™

## STAY ON TASK

Rub InTune™ Focus Blend onto bottoms of feet or back of neck to enhance and sustain focus during a busy day.



**Roxane Bybee**  
Past Tense

## REDUCE TENSION

Roll some PastTense® Tension Blend onto back of neck and temples when experiencing tension.



**Peggy Smith**  
ClaryCalm™

## FEEL CALM

Apply ClaryCalm™ Monthly Blend topically to stomach or chest, throughout the day to balance hormones and manage symptoms of PMS.

## CLEAR SCREEN

Apply a couple drops of lemon essential oil to a microfiber cloth to clean the screen of your phone.





**Allyse Sedivy**  
Slim & Sassy®

## SLIM & SASSY® METABOLIC BLEND

Add eight drops of Slim & Sassy® Metabolic Blend to 16 ounces of water and drink between your healthy meals to help manage hunger, calm your stomach, and lift your mood.

## DRINK LOTS OF WATER

Add dōTERRA lemon, wild orange, grapefruit, or lime essential oils to your water for a pleasant flavor and additional benefits.



**Tammy Miller**  
Wild orange

## KEEP YOUR BODY HEALTHY AND HAPPY

Get the nutrients and healthy energy you need with Lifelong Vitality pack, Phytoestrogen Lifetime Complex™, and Bone Nutrient Lifetime Complex™.



**Sharon McDonald**  
Lifelong Vitality



## TRAVEL SIZE *Natural* DEODORANT STICK



**Asti Akinson**  
Natural Deodorant

### Ingredients:

- ¼ cup aluminum-free baking soda
- ¼ cup arrowroot
- 2 or more tablespoons virgin coconut oil
- 10–30 drops of dōTERRA essential oil or blend of your choice

### Directions:

1. Add baking soda, arrowroot, and 10–30 drops essential oil.
2. Mash in coconut oil. Start with two table-  
spoons and add more to achieve desired  
consistency.
3. Press firmly into an empty deodorant con-  
tainer.
4. Let sit overnight to allow coconut oil to  
solidify and set.

# wellness CONSULT

1 What are your health concerns? Check the areas you want to improve.

Health Fundamentals



Most Common Health Concerns / Circle Preferred Natural Solutions

- Weight:** Lifelong Vitality Slim & Sassy Trim Shake Terrazyme
- Pain:** Lifelong Vitality AromaTouch Lemongrass Deep Blue Rub
- Energy/Fatigue:** Lifelong Vitality Peppermint Mito2Max Wild Orange
- Digestion:** Lifelong Vitality DigestZen Terrazyme 30 Day Cleanse
- Seasonal Discomfort:** Lifelong Vitality TriEase Lavender Breathe
- Mental Health:** Lifelong Vitality Melissa Frankincense Mood oils
- Hormone Balance:** Lifelong Vitality ClaryCalm Whisper Phytoestrogen
- Sleep:** Balance Lavender Serenity Vetiver
- Other: (lifestyle, education, etc.)**

Your top health concerns: \_\_\_\_\_ How long has this been an issue? \_\_\_\_\_ How much is this costing you? \_\_\_\_\_  
(time, \$, energy)

1.		
2.		
3.		

2 How would your life change if you solved these concerns? \_\_\_\_\_

3 What support is needed to solve these concerns & reach your health goals?  
Check boxes and find dōTERRA natural solutions (above, in book, web, or app). Integrate into your daily wellness plan below.

	MORNING	AFTERNOON	EVENING
1.			
2.			
3.			
<b>Recommended Daily Regimen</b>	<input type="checkbox"/> Balance <input type="checkbox"/> Lifelong Vitality <input type="checkbox"/> TerraZyme® <input type="checkbox"/> OnGuard® <input type="checkbox"/> Lemon or Other Citrus Oil	<input type="checkbox"/> TerraZyme®	<input type="checkbox"/> Balance <input type="checkbox"/> Lifelong Vitality <input type="checkbox"/> TerraZyme® <input type="checkbox"/> Serenity or Other Calming Oil*
<input type="checkbox"/> <b>30 Day Cleanse</b> Add to the daily recommended products periodically as needed	Slim & Sassy Softgel Zendoctrine Softgel GX Assist (Day 11-20) PB Assist (Day 21-30)	Slim & Sassy Softgel GX Assist (Day 11-20) PB Assist (Day 21-30)	Slim & Sassy Softgel Zendoctrine softgel GX Assist (Day 11-20) PB Assist (Day 21-30)

4 Which natural solutions do you need to reach your health goals?  
Add them to your LRP orders (recommended on the 2nd-15th) to plan for your success.

	MONTH 1 LRP Date: ____/____/____	MONTH 2 LRP Date: ____/____/____	MONTH 3 LRP Date: ____/____/____
90 DAY WELLNESS PLAN	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	TOTAL PV/COST _____	TOTAL PV/COST _____	TOTAL PV/COST _____

Reach Your Wellness Goals!

# my wish list

Essential Oils	Unit	Retail	Wholesale	PV
<b>CPTG Certified Pure Therapeutic Grade® Essential Oils</b>				
Basil	15 ml	\$26.67	<b>\$20.00</b>	20.00
Bergamot	15 ml	\$36.67	<b>\$27.50</b>	27.50
Black Pepper	5 ml	\$29.33	<b>\$22.00</b>	22.00
Cassia	15 ml	\$25.33	<b>\$19.00</b>	19.00
Cedarwood	15 ml	\$17.33	<b>\$13.00</b>	13.00
Cilantro	15 ml	\$34.67	<b>\$26.00</b>	26.00
Cinnamon	5 ml	\$28.00	<b>\$21.00</b>	21.00
Clary Sage	15 ml	\$48.67	<b>\$36.50</b>	36.50
Clove	15 ml	\$18.67	<b>\$14.00</b>	14.00
Coriander	15 ml	\$34.67	<b>\$26.00</b>	26.00
Cypress	15 ml	\$20.67	<b>\$15.50</b>	15.50
Eucalyptus Radiata	15 ml	\$18.67	<b>\$14.00</b>	14.00
Fennel	15 ml	\$20.00	<b>\$15.00</b>	15.00
Frankincense	15 ml	\$93.00	<b>\$69.75</b>	69.75
Geranium	15 ml	\$36.00	<b>\$27.00</b>	27.00
Ginger	15 ml	\$38.67	<b>\$29.00</b>	29.00
Grapefruit	15 ml	\$21.33	<b>\$16.00</b>	16.00
Helichrysum	5 ml	\$100.00	<b>\$75.00</b>	75.00
Juniper Berry	5 ml	\$25.33	<b>\$19.00</b>	19.00
Lavender	15 ml	\$28.00	<b>\$21.00</b>	21.00
Lemon	15 ml	\$13.33	<b>\$10.00</b>	10.00
Lemongrass	15 ml	\$13.33	<b>\$10.00</b>	10.00
Lime	15 ml	\$17.33	<b>\$13.00</b>	13.00
Marjoram	15 ml	\$25.33	<b>\$19.00</b>	19.00
Melaleuca	15 ml	\$25.33	<b>\$19.00</b>	19.00
Melissa	5 ml	\$153.33	<b>\$115.00</b>	115.00
Myrrh	15 ml	\$69.33	<b>\$52.00</b>	52.00
Oregano	15 ml	\$32.00	<b>\$24.00</b>	24.00
Patchouli	15 ml	\$39.33	<b>\$29.50</b>	29.50
Peppermint	15 ml	\$27.33	<b>\$20.50</b>	20.50
Peppermint Beadlets	125 Beadlets	15.33	<b>\$11.50</b>	11.50
Roman Chamomile	5 ml	\$44.00	<b>\$33.00</b>	33.00
Rosemary	15 ml	\$18.67	<b>\$14.00</b>	14.00
Sandalwood	5 ml	\$82.33	<b>\$61.75</b>	61.75
Sandalwood Hawaiian	5 ml	\$82.33	<b>\$61.75</b>	61.75
Thyme	15 ml	\$36.67	<b>\$27.50</b>	27.50
Vetiver	15 ml	\$46.00	<b>\$34.50</b>	34.50
White Fir	15 ml	\$26.67	<b>\$20.00</b>	20.00
Wild Orange	15 ml	\$14.00	<b>\$10.50</b>	10.50
Wintergreen	15 ml	\$21.33	<b>\$16.00</b>	16.00
Ylang Ylang	15 ml	\$47.00	<b>\$35.25</b>	35.25

<b>Proprietary dōTERRA® Essential Oil Blends</b>				
AromaTouch®	15 ml	\$34.67	<b>\$26.00</b>	26.00
Balance	15 ml	\$26.67	<b>\$20.00</b>	20.00
Breathe	15 ml	\$26.67	<b>\$20.00</b>	20.00
Citrus Bliss	15 ml	\$20.00	<b>\$15.00</b>	15.00
ClaryCalm™ Roll On	10 ml	\$32.67	<b>\$24.50</b>	24.50
Clear Skin Roll On	10 ml	\$28.00	<b>\$21.00</b>	21.00
Deep Blue®	5 ml	\$42.67	<b>\$32.00</b>	32.00
Deep Blue® Roll On	10 ml	\$85.33	<b>\$64.00</b>	64.00
DigestZen®	15 ml	\$41.33	<b>\$31.00</b>	31.00
DigestZen® Softgels	60 Softgels	\$26.00	<b>\$19.50</b>	19.50
Elevation™	15 ml	\$49.33	<b>\$37.00</b>	37.00
Immortelle	10 ml	\$92.67	<b>\$69.50</b>	69.50
InTune	10 ml	\$46.00	<b>\$34.50</b>	34.50
On Guard®	15 ml	\$42.67	<b>\$32.00</b>	32.00
On Guard® Beadlets	125 Beadlets	\$20.00	<b>\$15.00</b>	15.00
On Guard® Softgels	60 Softgels	\$32.67	<b>\$24.50</b>	24.50
PastTense™ Roll On	10 ml	\$24.67	<b>\$18.50</b>	18.50
Purify	15 ml	\$24.00	<b>\$18.00</b>	18.00
Serenity	15 ml	\$40.00	<b>\$30.00</b>	30.00
Slim & Sassy®	15 ml	\$32.67	<b>\$24.50</b>	24.50
Slim & Sassy® Softgels	60 Softgels	\$46.00	<b>\$34.50</b>	34.50
TerraShield®	15 ml	\$12.67	<b>\$9.50</b>	9.50
TriEase Blend Softgels	60 Softgels	\$30.00	<b>\$22.50</b>	22.50
Whisper™	5 ml	\$32.00	<b>\$24.00</b>	24.00
Zendocrine®	15 ml	\$32.67	<b>\$24.50</b>	24.50

Product	Unit	Retail	Wholesale	PV
<b>Wellness</b>				
Lifelong Vitality Pack LRP only		\$93.13	<b>\$74.50</b>	60.00
Vegan Lifelong Vitality Pack LRP only		\$106.00	<b>\$79.50</b>	60.00
Alpha CRS+®	90 Veggie Caps	\$92.67	<b>\$69.50</b>	69.50
xEO Mega®	120 Capsules	\$52.67	<b>\$39.50</b>	39.50
Microplex VMz	120 Veggie Caps	\$46.00	<b>\$34.50</b>	34.50
Trim Shake Vanilla	20 Servings	\$52.67	<b>\$39.50</b>	25.00
Trim Shake Chocolate	20 Servings	\$52.67	<b>\$39.50</b>	25.00
V Shake	20 Servings	\$52.67	<b>\$39.50</b>	25.00
Trim Kit (4 Slim & Sassy + 2 Shakes (specify choc. or vanilla))		\$200.00	<b>\$150.00</b>	125.00
PB Assist+® (Probiotic Defense Formula)	30 Veggie Caps	\$46.00	<b>\$34.50</b>	34.50
GX Assist® (GI Cleansing Formula)	60 Softgels	\$34.67	<b>\$26.00</b>	26.00
TerraZyme™ (Digestive Enzyme Complex)	90 Veggie Caps	\$50.00	<b>\$37.50</b>	37.50
Zendocrine® (Detoxification Complex)	60 Veggie Caps	\$32.67	<b>\$24.50</b>	24.50
Phytoestrogen	60 Capsules	\$52.67	<b>\$39.50</b>	39.50
Bone Nutrient	120 Capsules	\$23.33	<b>\$17.50</b>	12.00
Women's Health Kit (Phytoestrogen, Bone Nutrient, ClaryCalm)		\$92.67	<b>\$69.50</b>	60.00
IQ Mega	150 ml	\$46.00	<b>\$34.50</b>	30.00
A2Z Chewable	60 Tablets	\$26.00	<b>\$19.50</b>	15.00
A2Z Chewable/IQ Mega Pack	2 Pack	\$52.67	<b>\$39.50</b>	25.00
DDR Prime	30 ml	\$73.33	<b>\$55.00</b>	55.00
DDR Prime Capsules	60 Capsules	\$73.33	<b>\$55.00</b>	55.00
Mito2Max	120 Capsules	\$39.33	<b>\$29.50</b>	25.00
AromaLite Diffuser	Single	\$119.93	<b>\$89.95</b>	40.00
Aroma Ace™ Diffuser with 15 ml On Guard	Single	\$173.27	<b>\$129.95</b>	40.00
Lotus Ultrasonic Diffuser	Single	\$119.93	<b>\$89.95</b>	40.00
Fractionated Coconut Oil	4 oz	\$16.00	<b>\$12.00</b>	12.00

<b>Spa</b>				
Facial Cleanser	4 oz	\$22.00	<b>\$16.50</b>	16.50
Pore Reducing Toner	4 oz	\$23.33	<b>\$17.50</b>	17.50
Anti-Aging Moisturizer	1.7 oz	\$46.00	<b>\$34.50</b>	34.50
Hydrating Cream	1.7 oz	\$46.00	<b>\$34.50</b>	34.50
Tightening Serum	1 oz	\$66.00	<b>\$49.50</b>	49.50
Invigorating Scrub	2.5 oz	\$24.00	<b>\$18.00</b>	18.00
Clear Skin Foaming Face Wash	1.7 oz	\$21.00	<b>\$15.75</b>	15.75
Clear Skin Set (Face Wash & Topical Blend)	10 ml + 1.7 oz	\$40.00	<b>\$30.00</b>	30.00
Total Skin Care Kit	9 product pack	\$276.33	<b>\$207.25</b>	200.00
Skin Care System with Anti-Aging Moisturizer	4 product pack	\$146.67	<b>\$110.00</b>	100.00
Skin Care System with Anti-Aging Moisturizer on LRP	5 product pack	\$146.67	<b>\$110.00</b>	100.00
Skin Care System with Hydrating Cream	4 product pack	\$146.67	<b>\$110.00</b>	100.00
Skin Care System with Hydrating Cream on LRP	5 product pack	\$146.67	<b>\$110.00</b>	100.00
Reveal Facial System (2-part)	2 Part	\$80.00	<b>\$60.00</b>	60.00
Salon Essentials Root to Tip Serum	30 ml	\$46.67	<b>\$35.00</b>	35.00
Salon Essentials Healthy Hold Glaze	4 oz	\$24.00	<b>\$18.00</b>	15.00
Salon Essentials Protecting Shampoo	8.34 oz	\$26.00	<b>\$19.50</b>	19.50
Salon Essentials Smoothing Conditioner	8.34 oz	\$30.67	<b>\$23.00</b>	23.00
Salon Essentials Shampoo & Conditioner LRP only	2 Pack	\$37.33	<b>\$28.00</b>	23.00
Salon Essentials Shampoo 2-Pack LRP only	2 Pack	\$32.67	<b>\$24.50</b>	19.50
Salon Essentials Conditioner 2-Pack LRP only	2 Pack	\$38.67	<b>\$28.00</b>	23.00
Bath Bar (specify Citrus Bliss or Serenity)	4 oz	\$9.32	<b>\$6.99</b>	5.00
Citrus Bliss Hand Lotion	2.5 fl oz	\$8.67	<b>\$6.50</b>	5.00
Lip Balm with Peppermint & Wild Orange	.15 oz	\$6.33	<b>\$4.75</b>	4.00
Hand & Body Lotion	6.7 oz	\$19.33	<b>\$14.50</b>	14.50
Hand & Body Lotion 3-pack	3 Pack	\$39.93	<b>\$29.95</b>	25.00
Body Lotion 3-pack plus Mood Mgt Kit	Combo	\$153.33	<b>\$115.00</b>	100.00

<b>Living</b>				
On Guard® Protecting Throat Drops	30 Lozenges	\$19.33	<b>\$14.50</b>	14.50
On Guard® Foaming Hand Wash	Single	\$24.67	<b>\$18.50</b>	18.50
On Guard® Foaming Hand Wash	2 Pack	\$44.67	<b>\$33.50</b>	33.50
On Guard® Foaming Hand Wash Dispenser	Single	\$2.67	<b>\$2.00</b>	0.00
On Guard® Foaming Hand Wash Dispenser	3 Pack	\$6.67	<b>\$5.00</b>	0.00
On Guard® Foaming Hand Wash & 2 Dispensers	Combo	\$30.00	<b>\$22.50</b>	18.50
On Guard® Cleaner Concentrate	12 oz	\$19.33	<b>\$14.50</b>	10.00
On Guard® Natural Whitening Toothpaste	4 oz	\$11.33	<b>\$8.50</b>	5.00
On Guard® Laundry Detergent		\$32.67	<b>\$24.50</b>	20.00
Deep Blue® Rub	4 oz	\$39.00	<b>\$29.25</b>	29.25

# what color are you?

## COMPLETE THIS SURVEY... AND FIND OUT

1. Are you ever concerned about the chemicals and toxins in the laundry and cleaning products you use in your home? Would you prefer to use household products with more natural, non-toxic components?  YES  NO

---

2. Do you experience sugar cravings, low energy, digestive discomfort, or do you get sick regularly? Would you like to address the full picture of health by implementing an all-natural, gentle cleanse to support your digestive system?  YES  NO

---

3. Would you like to learn how effective natural solutions can improve various facets of your life, such as: weight, pain levels, energy, digestion, hormone balance, mood management, and sleep?  YES  NO

---

4. Do you have children who could benefit from better sleep, better focus & concentration, more balanced mood, and better immunity? Are you interested in learning exactly what you can do to help your children in these areas?  YES  NO

---

5. Do you struggle with maintaining your ideal weight and lifestyle? Are you interested in learning how natural solutions can complement good diet and exercise to help you curb cravings, support your metabolic system, and enhance weight loss?  YES  NO

---

6. Are there one or more people you know who could benefit from natural solutions? Would you be interested in sharing essential oil samples with them so they can experience the oils too?  YES  NO

---

7. Do you wish your friends and family could learn more about and experience CPTG® essential oils? Would you like to host a class to provide them with a life-changing opportunity?  YES  NO

---

8. Did you know that when you share essential oils with people you can earn enough to pay for your monthly dōTERRA products and still have money left over? Would you like to talk to your dōTERRA sponsor about personalizing a sharing plan to help you and your family get started with this 'free natural healthcare' plan?  YES  NO

---

9. Would you be interested in supplementing your income simply by sharing essential oils and related wellness products with people who would benefit from them? Are you interested in helping others as they begin their wellness journey with natural solutions?  YES  NO

---

10. Are you interested in joining the cause of natural health and sharing essential oil experiences with others, inviting them to or hosting informative classes about natural solutions?  YES  NO

---

11. Do you want more fulfillment in your life? Do you desire to contribute in a meaningful way? What if you had the vehicle and tools to profoundly impact people on five levels of healing: physical, emotional, spiritual, social, and financial? Do you want to make this kind of difference in people's lives?  YES  NO

---

12. Do you want to be better prepared for retirement? Do you want to have more income or increase your emergency savings for your family? Do you want the freedom to determine your schedule and plan time for the people and things most important to you? Are you looking for the right vehicle to help you accomplish the financial goals most important to you and your family?  YES  NO

---

13. Since dōTERRA has an incredible compensation plan, a very strong executive team and is growing rapidly, are you interested in further exploring what building a business with dōTERRA looks like?  YES  NO

---

14. If, within four years, you could generate enough residual income to give you time and financial freedom, would you allocate 15 or more hours a week to achieve that goal?  YES  NO

---

15. If you are NOT currently earning what you're worth or are struggling to accomplish your dreams, would you like to learn how to make it happen?  YES  NO

In the space below, write the number of YES answers you have to BLUE questions above.

For a specific plan on how to LIVE NATURALLY, see pages 44-48

In the space below, write the number of YES answers you have to PURPLE questions above.

For a specific plan on how to SHARE NATURALLY, see pages 49-53

In the space below, write the number of YES answers you have to GREEN questions above.

For a specific plan on how to BUILD NATURALLY, see pages 54-55

# Live NATURALLY

## Purchasing Product

When you become a Wellness Advocate, you are given a wholesale membership number and prompted to create a password. Once you have your membership number, you can purchase product online by visiting mydoterra.com or by contacting member services toll-free at 800-411-8151.



Member ID (WA#): \_\_\_\_\_

Password: \_\_\_\_\_

## Standard Order

A standard order can be placed at any time online or through member services. A standard order qualifies you for wholesale pricing at a 25 percent savings.



## Loyalty Rewards Program Order

The smartest way to purchase product is through the **Loyalty Rewards Program**, which not only qualifies you for wholesale pricing, but also allows you to receive 10–30 percent of your total purchase in free product points.

A Loyalty Rewards Program order is a recurring monthly order. Order items, shipping dates, and credit card information can be adjusted up to 24 hours before the order processes. A Loyalty Rewards order can be canceled anytime by contacting member services by email at [service@doterra.com](mailto:service@doterra.com) or toll free by phone at 800-411-8151.

## Total Savings and Product Credits

Your starting percentage is based on the kit you purchased at the time you received your wholesale membership. The percentage at which you earn product points grows over time. If your order is 50PV or more every month, your percentage increases 5 percent every three months until you reach 30 percent.

	Month 1-3	Months 4-6	Months 7-9	Months 10-12	Months 13+
Product Credits	<b>10%</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>30%</b>
<b>25% Wholesale Discount</b>					<b>25%</b>
Total Savings & Product Credits	<b>35%</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>	<b>55%</b>

**Add this to your 25% wholesale discount and after 13 months your total savings and product credits are 55%. AMAZING!**

## Shipping Reward Program

A Loyalty Rewards Program order placed through member services qualifies you to receive 50 percent of your shipping costs back in product points. A Loyalty Rewards Program order placed online qualifies you to receive 100 percent of your shipping costs back in product points.

## Product of the Month Club

A Loyalty Rewards Program order placed between the first and the fifteenth, equal to 125 PV or more, qualifies a Wellness Advocate to participate in the Free Product of the Month Club. Wellness Advocates participating in this program will receive a free product with their monthly order.

## Personal Volume (PV)

Each product is assigned a specific PV. In many cases, the PV is equivalent to the wholesale price of the product. The total PV for a product can be found on the order form or in the shopping cart under the column labeled PV or Volume.

PERSONAL VOLUME (PV) MUST EXCEED	10	50	100	125	200
Maintain Loyalty Rewards Points	✓	✓	✓	✓	✓
Earn Loyalty Rewards Points and Increase Percentage		✓	✓	✓	✓
Earn Commissions			✓	✓	✓
Participate in Product of the Month Club				✓	✓
Participate in Product Promotions					✓

**Product points** can be redeemed for dōTERRA products. Product points are available 60 days after your first order. Product points can easily be redeemed online during the ordering process simply by clicking on the "Use Points?" option.

learn more



Get the **Modern Essentials** reference guide for solutions to health issues and instructions on how to use essential oils along with supporting scientific research on essential oils. Visit [www.MyOilBusiness.com](http://www.MyOilBusiness.com).

## free essential oils education

1. Become an everyday Oil Expert
2. Experience Lifelong Vitality
3. Have Clear and Vibrant Skin
4. Manage Pain Naturally
5. Manage Moods and Depression
6. Deal with Hormones and Women's Health Issues
7. Lose Weight Naturally
8. Handle Respiratory and Immunity Issues with Essential Oils

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Have fun with an easy step-by-step experience that helps you get to know your oils. Join the 30 day 'I LOVE OILS' experience and get the chance to win thousands of dollars in essential oils. It's FREE - go to [www.theoilgame.com](http://www.theoilgame.com)

### Get Support dōTERRA Corporate Team

dōTERRA Member Services  
[service@doterra.com](mailto:service@doterra.com)  
 1-800-411-8151

dōTERRA Product Support  
[productsupport@doterra.com](mailto:productsupport@doterra.com)

dōTERRA Promotion Support - [promotions@doterra.com](mailto:promotions@doterra.com)

Manage your account and place orders at [www.mydoterra.com](http://www.mydoterra.com)

Receive updated information on promotions, events, recognition and training at [www.doterraeveryday.com](http://www.doterraeveryday.com)

dōTERRA U.S. Will Call:  
 436 W. 800 N.  
 Orem, UT 84057 USA  
 M-F 8am-6pm MST  
 SAT 11am - 4pm MST

# share NATURALLY

## The Share Program

Wellness Advocates are naturally inclined to promote products that have contributed to their healthy lifestyle. This program rewards Wellness Advocates who share their experiences and enroll others interested in the dōTERRA lifestyle. Any new Wellness Advocate (within their first 60 days) can participate in this program by opting in. After a Wellness Advocate has shared the gift of essential oils with new people and earned gift credits, they will be able to select their free gift package(s) that will ship to them for free.

## How It Works

- Enroll in the program by visiting your back office at [mydoterra.com](http://mydoterra.com) or opt in during your enrollment process.
- Plan a class or a few one-on-ones to help you share dōTERRA essential oils with others.
- Help your friends and family enroll and determine the best products for them to start with. Plan to follow up and help educate them on using these products.
- Visit the share program site ([www.mydoterra.com](http://www.mydoterra.com)) to redeem share credits for one of the free gift packages offered through the Share Program.

## Gift Options

500 Gift Credits



Active Life Kit

1000 Gift Credits



Spa Facial Kit

2000 Gift Credits



Home Guard Kit

**15% + 15% = 30%**

Each By opting into the Share Program, you can earn 15% in free product and 15% in Fast Start for a total of 30%.

To begin holding classes, talk to the person who shared dōTERRA with you. If you don't have someone who can help you, follow the 5 simple steps to hosting a class pages 50-53. Regarding the Share Program visit [www.mydoterra.com](http://www.mydoterra.com).

# host your class in

## 5 SIMPLE STEPS



### Step 1 - Plan

#### **Date and Time**

Choosing a date and time is the first easy step when organizing a successful class. Before you choose a date and time, consider the following:

- Allow plenty of time for preparation. If possible, give yourself at least a week to make arrangements and create and distribute invitations.
- Tuesdays, Wednesdays, and Thursdays tend to receive the highest rates of attendance.
- If the majority of individuals work full-time, schedule your event after 5:00 PM.
- Avoid conflict with community events and activities. You may lose when competing for attendance.
- Consider a recurring date and time. This provides you and your team with consistency and eliminates the pressure that comes from starting over.

#### **Venue**

Wellness Advocates create a relaxed and friendly environment by holding dōTERRA classes in their own home. If you decide not to use your home, choose a venue that is in a good location, will accommodate your guests, and suits your theme.

#### **Class Information**

(Fill in the information below for your first class)

Date: \_\_\_\_\_  
 Time: \_\_\_\_\_  
 Location: \_\_\_\_\_  
 Presenter: \_\_\_\_\_  
 Host: \_\_\_\_\_

When holding a class in your home, ensure that your children are cared for. If you have pets, place them in a room or outside where they will not be a distraction.

*If you are a new Wellness Advocate with a desire to share but are uncomfortable or unfamiliar with holding a class, ask your enroller or upline leader for help. They can walk you through the process and even oversee the class. Be open to learning and participating where you feel comfortable.*

#### **Guest List**

When creating a class, focus on your purpose - empowering others through the natural solutions dōTERRA provides. This will help you determine who will benefit from attending.

*Some things to consider when putting together a guest list:*

- How many guests can you accommodate? Not everyone you invite will attend. If your home will accommodate five guests, then you should invite twice as many guests in order to fill the room.
- Do you want to include spouses or significant others? dōTERRA essential oils can benefit a variety of individuals. Don't eliminate possibilities because you didn't extend the invitation.



## Step 2 - Share

### Sharing Essential Oil Samples

Giving someone an essential oil sample is a simple and effective way of introducing them to dōTERRA. Once an individual has experienced the aroma and health benefits of dōTERRA essential oils, he or she will be excited to attend a class and learn more.

### Word Track

“Essential oils empowered me to become more active in my family’s health. I started using them because (insert personal experience). Essential oils are amazing and have changed our lives in many ways. What concerns does your family have? I would love to give you some essential oil samples to try.”

It is always better to help people find the answer than to provide it for them. Guide them to the answer in a book, brochure, or online. This teaches them how simple it is to share—also known as duplication.

“I am going to give you (insert essential oil name) essential oil to try. You use this oil by (insert application method). I will call you in two days to see how it worked for you.”

*“Keep in mind that everyone’s body chemistry is different and how your body responds to each essential oil can vary. This essential oil benefited me, but there could be another essential oil that works better for you.”*

### During the follow-up call:

- Ask if they have had a chance to use the oil; never assume that they have.
- If they haven’t, be prepared with an article or an experience that will excite them. Tell them you will call them again in two days.
- If they did, ask them how it went. If they loved it, invite them to a class. If they didn’t get the results they wanted, don’t stress. Give them a different oil to try and repeat the process.



## Step 3 - Invite



- Invitations provided through a phone call or a personal visit are best. They allow you to address the individual by name and gear the invitation toward their interests.
- Social media informs, but it is not an effective invitation. Social media events are worth posting, but do not rely on them to fill a room unless followed by a more personal touch.

### Suggested follow-up:

#### PHONE CALL

- Contact each guest 2 days prior to the class.
- Remind them of the date and time of the class.
- Express how learning more made a difference to you.
- Share a personal essential oil experience.
- Invite them to come prepared with questions.

#### TEXT MESSAGE

- Text each guest 2-4 hours before the class begins.
- Express how excited you are for them to attend.

After a class, be sure to follow up with guests who placed orders to provide product training and answer questions.

## Step 4 - Checklist

### Once You Set a Date:

- Determine time and location
- Create guest list
- Ask your sponsor to help with class (opt)

### Two Days Out:

- Confirm with each guest by phone
- Obtain a personal commitment to attend

### One Week Out:

- Obtain presentation hand outs at [www.myoilbusiness.com](http://www.myoilbusiness.com) - We recommend Reinventing Healthcare presentation booklets
- Obtain audiovisual equipment for presentation if needed
- Plan product sampling and door prizes (opt)
- Decide with your sponsor who will share product experiences and presentation pieces

### Day of Event:

- Text attendees a final reminder
- Set up audiovisual equipment (opt)
- Place product display table in an accessible area
- Face audience toward presenter
- Place on chairs: presentation hand outs, catalogs, and forms
- Set water with lemon, lime or grapefruit toward the back of the room

## Step 5 - Booking Classes From Classes

### Items Needed

- Blank Calendar – Print a blank calendar. Circle four dates you are available to teach a class.
- Hostess/Host Gift – The hostess/host gift should be simple and affordable. We recommend spending no more than \$10 on a hostess/host gift.
- Attendee Prize – These are simple prizes that attendees can draw from a bag. We recommend spending no more than \$3 on attendee prizes. Attendee prizes may include a 5mL wild orange (Class in a Box) or a 5/8 dram sample with card.
- Drawing Slips – This is a simple paper that attendees can fill out to be entered into the drawing. This paper could include: name, phone number, email, and wellness goal.

Remember that individuals can earn a free gift from dōTERRA in addition to the hostess/host gift you provide if they enroll in the Share Program.

### Booking Classes

Bring the class host to the front.

*Word Track: I want to recognize and thank (name of hostess/host) for opening her/his home to us this evening. To show my appreciation to her/him for allowing me to share my experiences tonight, (name of hostess/host) will be getting a free (hostess/host gift).*

Collect the drawing slips. Place the slips in a container, mix, and then draw one. Invite that person to come to the front and draw a prize from the bag.

*Word Track: As a thank you for coming, I would like to invite (name of attendee) to come up and pick a prize out of the prize bag.*

Hold up Calendar.

*Word Track: I know some of you are interested in hosting your own class just like (name of hostess/host) did tonight. I want to give you the opportunity to receive a free (hostess/host gift) this month. I am passing around a calendar with the four dates I have open circled. Anyone that books a class tonight will get to pick something from my bag. Then if on the night of the class you have five friends attend, you will also receive the hostess/host gift just like (name of hostess/host).*

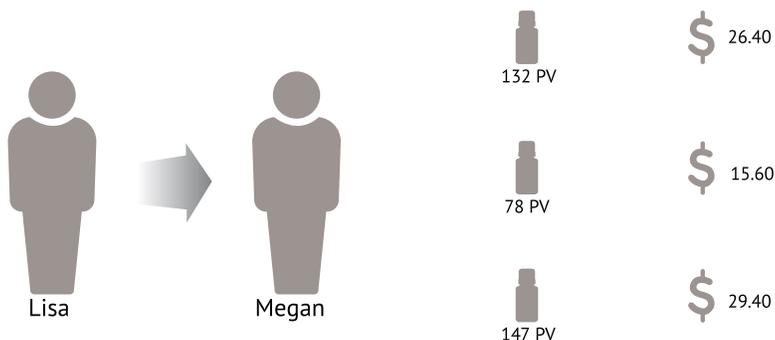
# build NATURALLY

## COMPENSATION

### Fast Start Bonus

Fast Start allows Wellness Advocates, regardless of their rank, to earn a bonus on individuals they share essential oils with and then enroll. Each Wellness Advocate wanting to earn Fast Start must have a 100PV Loyalty Rewards order to participate. Fast Start is paid weekly on the PV from the orders a new Wellness Advocate places in their first 60 days.

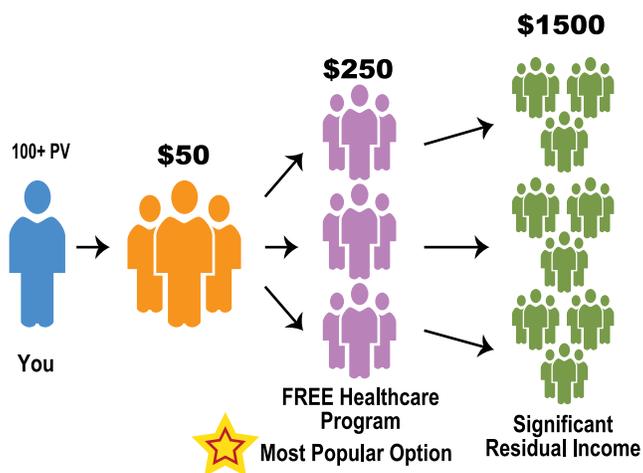
Lisa enrolled Megan. Megan placed three orders in her first 60 days. (Order PV: 132PV, 78PV, and 147PV) Lisa received a check for each of these orders equal to 20% of the PV. (Checks: \$26.40, \$15.60, and \$29.40)



When you help new Wellness Advocates participate in the share program, you are encouraging them to not only receive free product, but to earn a Fast Start Bonus.

### Power of 3

If you teach the importance of the Loyalty Rewards Program and develop the structure necessary to qualify for Power of 3, then you will have developed the organization needed for reaching leadership ranks within dōTERRA. Power of 3 is paid monthly. There are three Power of 3 bonuses: \$50, \$250, and \$1500. Each can be achieved through structure and team volume.



dōTERRA leaders teach individuals working toward qualifying for this bonus to build to the Power of 4. Adding a fourth Wellness Advocate to your structure increases team volume and prevents you from missing your bonus if a team member in your Power of 3 structure fails to place a Loyalty Rewards order during the month.

Build Naturally

# INCOME EARNING STATEMENT

The dōTERRA business opportunity is robust and growing. While the vast majority of Wellness Advocates are focused on the use of essential oils for the benefit of their family and friends, for those that want to develop a profitable business by actively working to grow and achieve leadership ranks, there is a significant earnings opportunity as noted below. Of course, each Wellness Advocate's results will depend on the time and effort they put into building their own dōTERRA business.

Rank	Structure	Average Monthly Earnings	Average Annual Earnings	Percent of Leaders
Silver		\$2,200	\$26,000	62%
Gold		\$4,800	\$57,000	22%
Platinum		\$8,800	\$106,000	5%
Diamond		\$16,900	\$203,000	8%
Blue Diamond		\$41,600	\$499,000	2%
Presidential Diamond		\$114,300	\$1,372,000	1%

\*This graph is based on the 2013 Income Earning Statement. To view the full statement, please go to [doterratools.com](http://doterratools.com)



## Your Two Month Game Plan

Imagine a life – YOUR life, filled with health & wellness. Imagine earning residual income and having the resources and free time to spend with your family and those you love. Enjoy simple moments, travel the world, or volunteer for a worthy cause...and create memories that last a lifetime.

Join REACH ELITE, the 2-month challenge that will teach you the exact steps you need to take to get your business started right and create the residual income you're looking for. If you want to succeed in your business, this program is an absolute must!

**Join the 2-month REACH ELITE Challenge** and get the chance to win thousands of dollars in CASH PRIZES. [Go to www.theoilgame.com](http://www.theoilgame.com).

Build Naturally



## *finally living the* **LIFE I'VE WANTED**

Then I got sick. My doctor ran tests and found nothing. In desperation, I went to see a well-known natural doctor. He told me my body was in a state of total fight or flight and that all my organs were shutting down. If I didn't change everything about my life right now, I was going to die. You would think that would be devastating news, but I burst into tears of relief. It was like I finally knew what was wrong, so now I could fix it. I finally understood that everything I knew about myself and what I wanted was wrong. Everything I knew about making money was wrong. And everything I knew about what "healthy" meant was wrong.

I started by improving my health. A friend introduced me to essential oils and when I saw immediate benefits, I was hooked. I went from treating my symptoms to building real health. I changed my diet and started getting rid of the chemicals I used in my home. I then realized I had to find a way to make money on my terms.

I had known about the business building opportunity with dōTERRA from the start, but network marketing had always seemed to me to be a lot of work for very little return. I didn't really understand the business model but I wanted something different. I wanted a chance to earn what I was worth, and I wanted to help people live better lives. So I took a fresh look at dōTERRA. My personal experience with dōTERRA's products had impacted me so greatly that I felt compelled to share them with others.

As I started working with more and more people, I was hearing the same stories over and over:

First, we have a health crisis in this country. People are dropping dead from stress. We're drowning in toxic chemicals wherever we go. The medical system seems to be exclusively interested in symptom management. We need a holistic way to look at our lives and build actual health.

Second, we're working harder than ever and families are stretched thin with time and money. We're trained throughout our lives that the only way to make more money is to work more.

I achieved the Presidential Diamond rank with dōTERRA in 18 months by doing the following:

1. I took control of my whole life, my health, my time and my income.
2. I shifted my mindset about money and how to generate income.
3. I focused on my online presence and being known as a trusted expert.
4. I invested in the success of my team.
5. I got rid of all the excuses that had me settle for what was possible.

Now my life is much different. I get up every morning, push my excuses aside, and focus on what is going to make my team and me successful. I go to bed at night thankful that I have the ability to touch so many lives – I am finally really living the life I've always wanted.

*– Hayley Hobson, Presidential Diamond*

**I** thought I had the American dream all figured out. You get a good education, so you can get a good job, a good paycheck, and then your life will just work. So, I did that. Then five years into my law career, I realized that many of my efforts did not make a positive impact on people I was working with.

I knew if I stayed in law, I'd burn out. I was burnt out! I quit law, and went into something I liked better: health and fitness. A few years later I realized I was in almost the same situation as before. Yes, I was helping people transform their health, which felt really good, but I was still working 12-hour days. I was financially stagnant. My clients controlled my life. If I took a day off, I didn't make money. If someone canceled an appointment, I had to rebook them immediately or lose that money. While I was satisfied on one level, I was locked into this dollars-for-hours model that was no better than the weekly paycheck from the law firm.



# *the future has never* **BEEN SO BRIGHT**



ur whole lives my husband and I have searched to find an opportunity that would allow us to accomplish 3 goals:

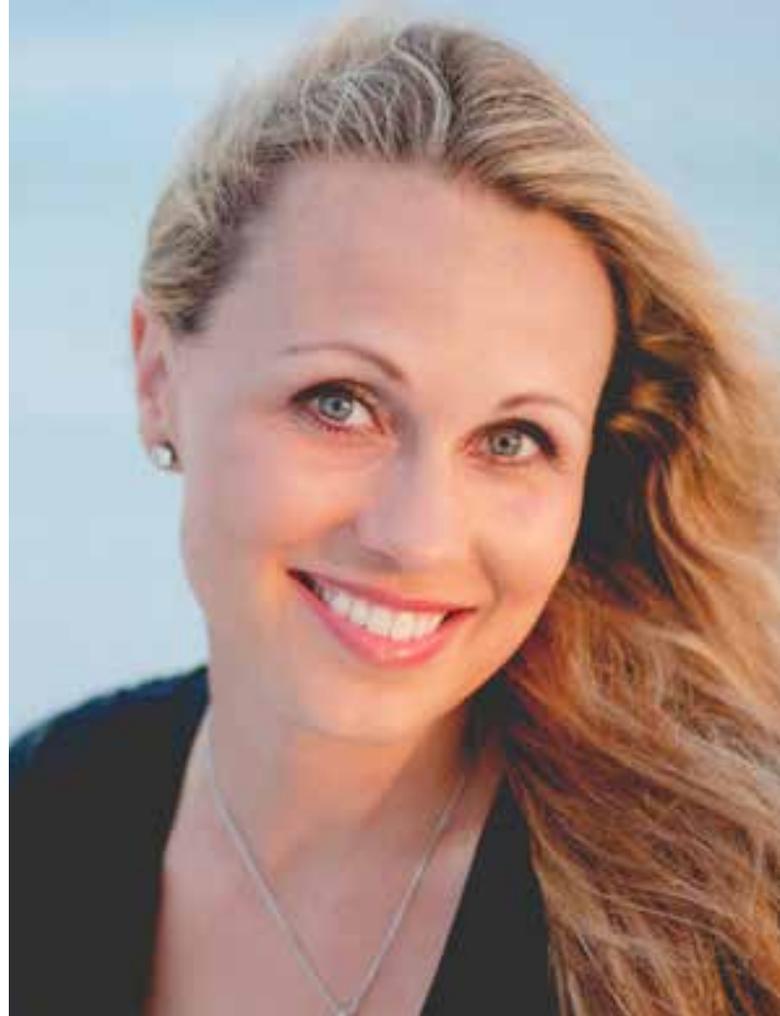
1. Be involved in a cause that truly changes people's lives.
2. Be financially free so that we could serve others.
3. Help others enjoy the same freedom and fulfillment.

After a series of failed businesses and jobs, we found ourselves at a financial low in 2012. We were forced to move from our home, had to borrow money for groceries, and we were depressed and embarrassed to be so far away from our goals. We gave up for a time.

Around this same time, a close friend, convinced me to come to a dōTERRA class. When she talked to me about the business I told her, "Absolutely not." Thank goodness she saw my potential and was patient.

A short time later, my two oldest sons battled health problems. I decided to give the oils a chance. To my surprise, both my sons recovered quickly. How could this be? My sons were now healthy because of essential oils. This was the first time I felt empowered as a mother, and in that moment my passion for helping others was born.

I asked my husband, "Would you support me if I decided to build a business with dōTERRA?" His response was, "Sure, you go do the girls oil club, I'm going to build some real businesses." We laugh about that now! During the following three years, Kyle supported me as I stayed laser-focused



on my "why" of getting back to my home in Las Vegas. After attending convention and meeting dōTERRA's owners, he decided to leave his career and join me.

The power of dōTERRA lies in sharing the gift of essential oils. You never know whose life will change, or who will see that the vehicle to their dreams is sitting right in front of them. The future has never been as bright as it is now.

*- Kiersten Kirschbaum, Presidential Diamond*

I came into dōTERRA kicking and screaming "No-o-o-o!" I wish I could say it was different, but that is the truth. My daughter had discovered dōTERRA and wanted so badly to share her enthusiasm with me. I didn't see the vision – initially. I was caught between my painful past experiences with network marketing, little understanding of essential oils, and my desire to support my daughter.

Motherhood won out, and I decided to close my eyes and jump into supporting her.

It was one of the best decisions I ever made! I learned about and experienced the power of nature's medicine in the form of CPTG® essential oils that are now my first go-to for nearly any problem. My husband and I get to work together as we share what we have learned on so many different levels. Our team is growing, we have more than doubled our retirement income, and we are continuing to grow on so many levels. Best of all, I get to do what I love to do best and that is to teach and change lives. The dōTERRA products and opportunity are truly empowering on a physical, mental, emotional, social and financial level.

This is truly a company and an opportunity like none other! Thanks, dōTERRA! - *Nicola Young, Gold*

"I never thought I would become involved in a network marketing company, but this has been an extremely rewarding opportunity that has exceeded my expectations! dōTERRA has impacted my family in a magnificent way."

*- Kenny Anderson, Blue Diamond*

All the  
**TOOLS YOU NEED**  
to USE and SHARE  
**ESSENTIAL OILS**

**Get \$10 OFF**  
Your first order of \$100+  
(Use Code - RCC100)



**MY OIL BUSINESS**

Essential Business Tools

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# MEET THE doTERRA<sup>®</sup> CORPORATE TEAM

The corporate team came together, one that collectively has over 120 years in the essential oils industry. Each member of the corporate team has an impressive background of business experience in his/her area. Not only are they experts in what they do, but they are humble, caring individuals who desired to create a specific culture in doTERRA, one that unifies people. They wanted to create a company with powerful growth, financial, and personal development opportunities...but also a company with heart. *They succeeded.*

## Meet the Corporate Team



**David Stirling, President:** David has a BS and Master Degree in business. He successfully chaired the management team for a large essential oils company, and in three years, was able to double revenues and help the company achieve a solid financial position. Those closest to him are impressed with his humility, loyalty to trusted friends, wisdom to make good business and interpersonal decisions, and his ability to envision the future and inspire belief in those around him.



**Dr. David Hill, Chief Medical Advisor & Chairman of the Scientific Advisory Board:** Dr. Hill is a licensed practitioner of chiropractic medicine and is recognized world-wide as a premier expert on essential oils. Dr. Hill is passionate about bridging the gap between modern medicine and natural essential oil solutions for wellness; He and his team have developed websites and educational seminars, and Dr. Hill has published a number of

books and reports to instruct and educate individuals who want to learn more about essential oils. Dr. Hill has been instrumental in coordinating a number of medical studies using essential oils with hospitals, clinics, scientists and medical professionals. He travels extensively to share his knowledge, and typically ends up staying at his speaking engagements for hours later than planned as he takes time with individuals waiting to ask him personal health questions. He truly lives to serve.



**Emily Wright, Vice President Leadership Development:** Emily wants to share the amazing benefits of essential oils with the world. Due to her past experience on the executive board of a large essential oils company, and her experience with sales and leadership, she is in a unique position to take on some of the most important responsibilities in doTERRA. She, together with her experienced team, is highly involved in the

sourcing the purest and most potent essential oils on the planet. She has been nicknamed the "Heart of doTERRA" by her co-founders. She has a positive attitude, a ready smile, and best of all she makes things happen.



**Robert Young, Vice President Marketing:** Rob has extensive experience with product development, product marketing, and corporate communications in the direct-selling industry. He has held senior executive management positions with some of the largest direct-selling companies in the world. Rob is a powerful ambassador for healthy lifestyle; he and his wife set a great example through their nutrition

choices and athletic activities as they train and participate in triathlons, marathons, and other competitive events. His goal was to create products he and his family would use—and we benefit as well!



**Gregory Cook, Vice President Operations & International:** Greg has over 15 years' experience overseeing international expansion for one of the largest direct-selling companies in the world. He successfully led expansion efforts into over 40 international markets across the globe. He was a founding General Manager in a successful Asian market, and served as Regional Director for all Latin America. He is

one of the most humble and down-to-earth people you'll ever meet. He cares about doing his best in every situation, finding a way to accomplish the impossible, and about supporting those around him to accomplish their dreams.



**Mark Wolfert, General Counsel:** Mark has more than 25 years' experience legal counsel in various capacities: private practice, legal counsel and corporate officer of a global billion dollar direct sales company, international and domestic expansions and operations in the United States and extensive new markets in Canada, Latin America, Europe and Asia. His optimistic attitude and great interpersonal skills

that truly set him apart. He is approachable and truly endeavors to serve those who need his expertise.



**Corey B. Lindley, Chief Financial Officer:** Corey is well-known in the direct-selling industry for developing the first truly global seamless compensation opportunity and for his ability to navigate the licensing process in complex international environments. He brings 20 years of experience, which includes six years living in and managing several million-dollar markets in Asia. His most notable achievements are his

ability to work with distributor sales leaders and developing successful management teams. He also has experience as CFO of a billion-dollar direct sales company, and contributed to many multi-million dollar acquisitions and transactions in that capacity. Corey loves working with doTERRA because of the high caliber of integrity, loyalty and caring of the other executive officers.



*i love oils*

## JOIN THE 30 DAY EXPERIENCE

**How would you like to have fun with an easy step-by-step experience over the next 30 days as you get to know your oils?**

...Imagine feeling empowered to support your family's health naturally by knowing where to get fast, simple answers for your questions and concerns....Imagine getting in the best shape of your life, increasing your energy, stamina, and the ability to really connect with those you love....Imagine waking up to a house that is free of germs and toxic chemicals used in mainstream cleaners....Imagine sprucing up your water, or favorite meals with bold, fresh flavors from natural essential oils. ...Imagine being able to replace overwhelming feelings of sorrow and anxiety with hope & peace.... Imagine having the tools to proactively live a healthier, happier life through the effective use of essential oils.

Join the experience that turns learning about essential oils into fun, and in just 30 days you'll be able to say, "I love my oils!!"

***Win tons of cool prizes. Best of all, it's FREE!***

To join the movement and get the most from your oils go to [www.theoilgame.com](http://www.theoilgame.com)

