



Nature

WAS MAN'S FIRST REMEDY.

EVERYTHING

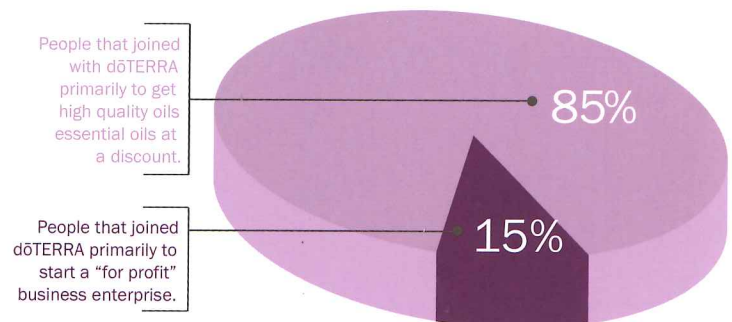
WE NEED CAN BE FOUND THERE.

A 2014 U.S. based research study by a reputable third party organization highlighted various aspects of the growth opportunity of dōTERRA in the coming years. Key takeaways from this study include the following:

- 73 percent of the general population looks to natural products to improve their health.
- 51 percent of the general population has used essential oils.
- Of the general population, only 13 percent are familiar with dōTERRA essential oils.
- The most popular method to find out which natural product to use and how to use those products continues to be from the recommendation of a friend. This method is 50% more common than referring to an advertisement.

Because of the tremendous potential for the continued growth of dōTERRA, and because word of mouth or personal referral is the most common method of people learning about essential oils, dōTERRA is very committed to direct selling as the vehicle by which its CPTG® essential oils are marketed. Direct selling is generally defined as the selling of goods away from a fixed retail location and includes personal involvement by someone experienced in the use of the goods being sold.

dōTERRA is an essential oils company that markets through direct selling. The above referenced study also explored dōTERRA's direct selling channel and revealed that 85 percent of the people that joined dōTERRA did so primarily to get high quality essential oils at a discount for themselves and their family. Only 15 percent joined primarily to start a "for profit" business enterprise.



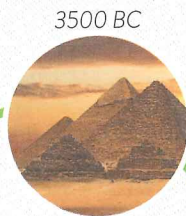
Therefore, the vast majority of the approximately two million dōTERRA members around the world are primarily focused on getting access to high quality essential oils and other products offered by dōTERRA at the most reasonable price possible. dōTERRA supports this desire by having a very generous Loyalty Rewards Program that has extremely high participation rates and a near 100 percent point redemption rate by loyal consumers. Additionally, dōTERRA offers regular promotions and other opportunities for members to purchase products at a discount. The above referenced study of dōTERRA members showed that after the quality of the company's essential oils, the next three things respondents believe the company does best include: being a values-based organization, providing great customer support, and offering a compelling compensation plan.

Supporting this extremely high focus on products, the dōTERRA compensation plan provides a robust earnings opportunity for all Wellness Advocates. Wellness Advocates are dōTERRA members that have enrolled to receive the deepest product discounts. While more than 85% of all dōTERRA members join to focus primarily on the ability to buy high quality oils at a discount, they can and do earn commissions for their efforts based on the sales of product within their organization. During 2015, the company paid commissions to approximately 225,000 Wellness Advocates in the United States which is approx. 20% of all U.S. based dōTERRA members that made a purchase from the company during the year. The majority of those Wellness Advocates earned enough to pay for a portion or all of their own product purchases each month.

DO YOU NEED *natural* SOLUTIONS FOR HEALTHY, EMPOWERED LIVING?

Throughout history, natural solutions have sustained health and wellness.

How has your family used natural solutions in the past?



3500 BC

Egyptians used plant extracts for health, cosmetic, & religious purposes.



Hippocrates, the father of modern health, used plants with his patients.

460 BC



Frankincense & myrrh given to the Christ child.

0 BC



Jean Valnet used oils on soldiers.

1943



2008

dōTERRA® forms Cō-Impact® partnerships with growers around the world to protect agricultural traditions - and provide the most potent essential oils today.

dōTERRA's gifts of the earth empower 3 million+ homes. Research continues to support the use of essential oils for wellness.

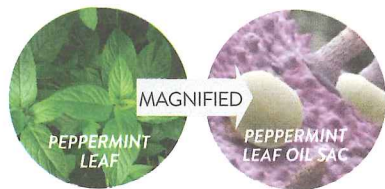


USE WILD ORANGE TO: energize and uplift!

Why are people turning back to the earth for solutions?

NATURAL

Essential oils are natural aromatic compounds extracted and distilled from plants for health benefits.



MAGNIFIED

PEPPERMINT LEAF

PEPPERMINT LEAF OIL SAC

SUPER-CHARGED POTENCY
50-70x more powerful than herbs



28 cups of peppermint tea =



1 drop of peppermint oil (8¢)

Oils are affordable - **Pennies per dose!**

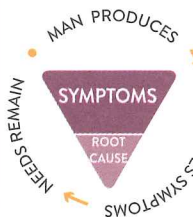


USE PEPPERMINT TO:

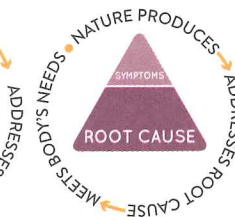
- Cool
- Stay alert
- Relieve feelings of tension
- Promote healthy respiratory function*
- Promote digestive health*

EFFECTIVE

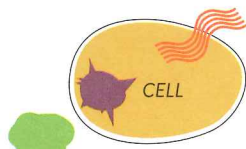
MODERN APPROACH:



NATURAL APPROACH:



Oils contain hundreds of different compounds, providing complex & versatile abilities to combat threats without building up resistance.



Essential Oils Pass Through Cell Membrane

Oils work with the body to address issues & root causes on a cellular level.

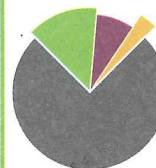


USE ON GUARD® TO:

- Promote healthy immune response*
- Soothe dry, scratchy throat
- Cleanse the air
- Protect against environmental threats

SAFE

dōTERRA® sets a new standard for purity with CPTG® in response to unregulated essential oil standards that limit usage and benefits.



Grades of Essential Oils

SYNTHETIC - Toxic chemical fragrances.

FOOD - Cooking extracts & flavorings.

THERAPEUTIC - Unregulated standard leads to misleading label claims, compromised quality, & marginal health benefits.

CPTG®



- Plants harvested in their natural habitat
- Beyond organic, verified pure, free of fillers, pesticides, & foreign contaminants
- Stringent third party testing of every batch to ensure powerful benefits without harmful side-effects



USE FRANKINCENSE TO:

- Support healthy cellular function*
- Lift mood and awareness
- Calm stress and tension
- Promote feelings of relaxation
- Soothe cuts and bites

*Disclaimer: 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.

Let's explore solutions for you! →

WHOSE LIVES DO YOU WANT TO CHANGE?

CHANGE YOUR LIFE



live THE
WELLNESS LIFESTYLE

Schedule your Lifestyle Overview:

- Get the best results with your products for you and your family
- Create a customized wellness plan for you
- Maximize your wholesale membership benefits

CHANGE OTHERS' LIVES



share WITH
THOSE YOU LOVE

Schedule your Hosting Overview:

- Host a class and invite those you care about to learn more
- Help friends and family meet their needs with essential oils
- Earn free products and more

CHANGE YOUR FUTURE



build AN INCOME
& MAKE AN IMPACT

Schedule your Business Overview:

- Create residual income in your spare time
- Achieve greater freedom and prosperity in your life
- Launch your dōTERRA business with proven training and powerful support



CHANGE THE WORLD

- Every purchase changes growers' lives and their communities for the better
- Learn how the oils you're using are changing lives through dōTERRA's Co-Impact Sourcing and Healing Hands initiatives at doterra.com

*dōTERRA improves lives every day all around the world.
Join us in making this world a healthier, happier place.*



business overview

EDGE
S U C C E S S



Buckets, Pipelines & Essential Oils

There was a man who lived in a village that was two miles from the nearest water source. His job was to haul buckets of water to the village every day. Since everyone needed water he had perfect job security. To earn more money, he would simply make more trips. After years of hauling buckets he realized that if he didn't change something he would be hauling buckets for his entire life.

So, he made a plan. He would haul as many buckets as he needed to pay the bills, and in his spare time he would work on building a pipeline. He stayed consistent and persistent in his pipeline building efforts. A few years later he finally finished the pipeline and turned on the spigot in the village. The villagers could come and get water whenever they wanted. He not only created a pipeline of water, but he created a financial pipeline, that would allow him to pursue his greater cause and higher purpose in life.

Are you hauling buckets or are you creating a pipeline? This Business Overview will demonstrate how simply sharing essential oils with others can help you create a financial pipeline.

why make dōTERRA your pipeline?

unique benefits	dōTERRA
unlimited earning potential	✓
high retention rate	✓
product sales are independent of opportunity	✓
a new opportunity	✓
a stable and reliable opportunity	✓

65%

Retention Rate

- 3 X the industry average retention rate*
- 65% of dōTERRA's customers order regularly
- 74% of dōTERRA's customers order at least once a year
- In the United States \$1 out of every \$6 is spent on healthcare
- dōTERRA was founded in 2008
- dōTERRA is a debt free company with no outside funding

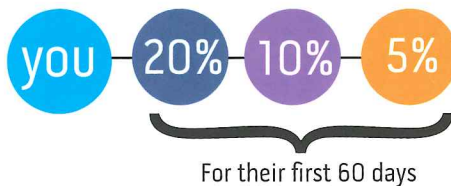
*www.worldofdirectselling.com

1 retail sales

Wellness Advocates earn 25% profit on purchases made by their Retail Customers

- As a Wellness Advocate, you have a replicated website www.mydoterra.com/your_name, where customers can buy products

2 fast start bonus (weekly)



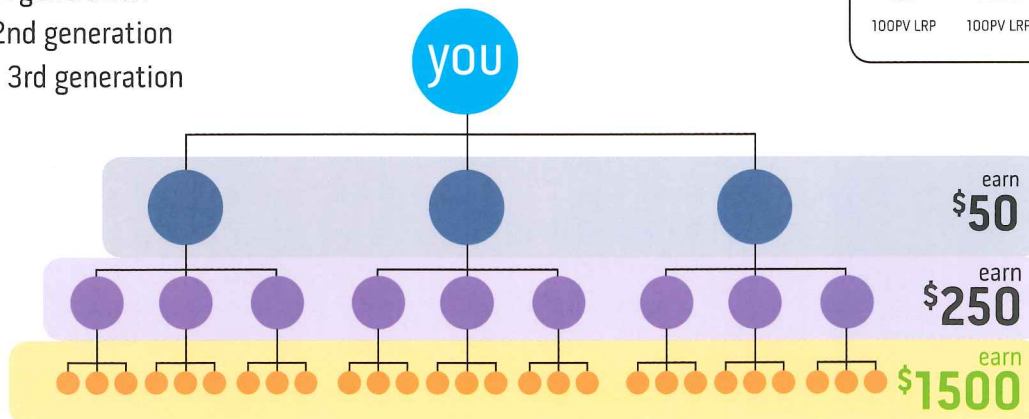
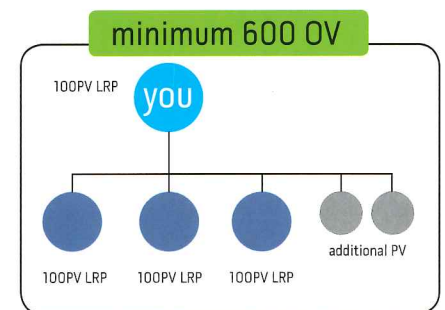
This bonus is designed to get you off to a fast start by providing money now

- Each enroller must have a 100 PV Loyalty Rewards Order to participate
- Bonus is paid on new enrollee's PV for their first 60 days
- Earn 20% of personal enrollment's purchases
- Earn 10% of 2nd generation's enrollment's purchases
- Earn 5% of 3rd generation's enrollment's purchases
- Paid weekly

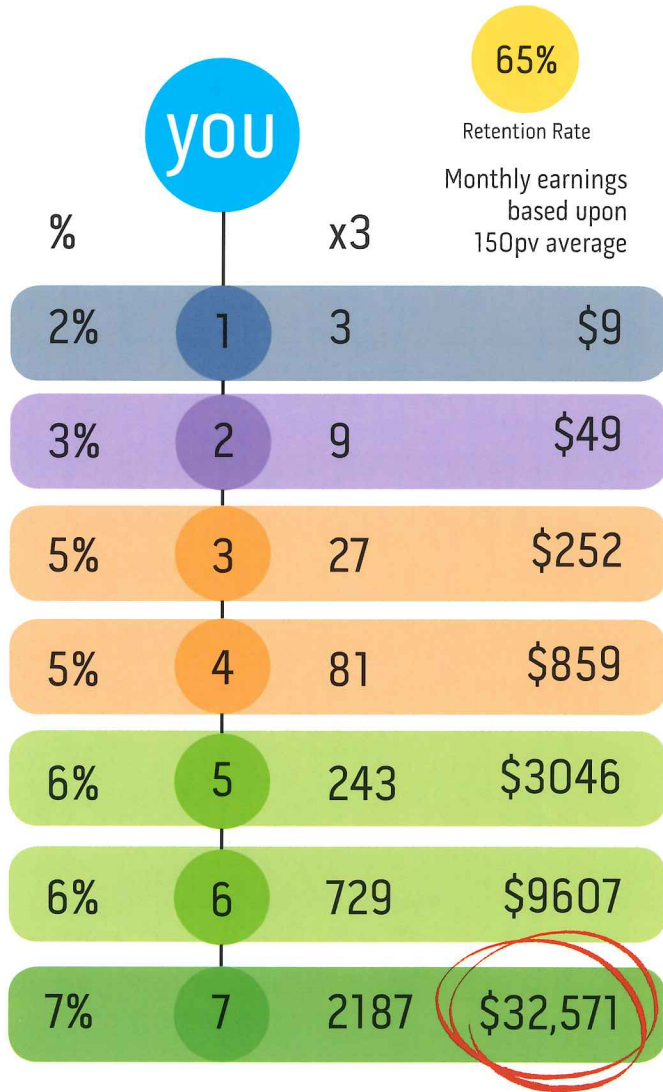
3 power of 3 bonus (monthly)

This bonus is designed to reward Loyalty Rewards Orders and proper structure.

- Qualified Loyalty Reward orders of 100+PV are required to participate
- Place three qualified Wellness Advocates on your front line
- Cumulative sales from you and your front line needs to total at least 600PV
- Bonus is paid each month the requirements are met
- Earn \$50 on 1st generation
- Earn \$250 on 2nd generation
- Earn \$1500 on 3rd generation

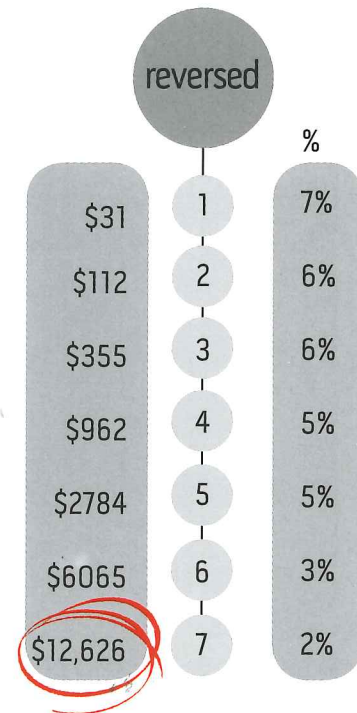


4 unilevel organizational bonus (monthly)



This bonus paid monthly on compressed organizational volume

- You can receive compensation on seven levels of referrals
- You can receive a percentage of sales on each level
- Notice how the percentage grows the further down it grows
- Earn the least on the least and the most on the most
- If your team grew at a multiple of 3 it would grow at this rate
- If each person purchased 150pv of product your check would be around \$32,000 per month
- If reversed this would mean \$20,000 less per month.



5 leadership bonus pools (monthly)

2%

Silver 1 share ≈ \$150
Gold 5 shares ≈ \$750
Platinum 10 share ≈ \$1500

1%

Diamond 1 share
Blue Diamond 2 shares
Presidential Diamond 3 shares

1%

Diamond
≈ \$4000

1%

Blue Diamond
≈ \$9,000 - \$12,000

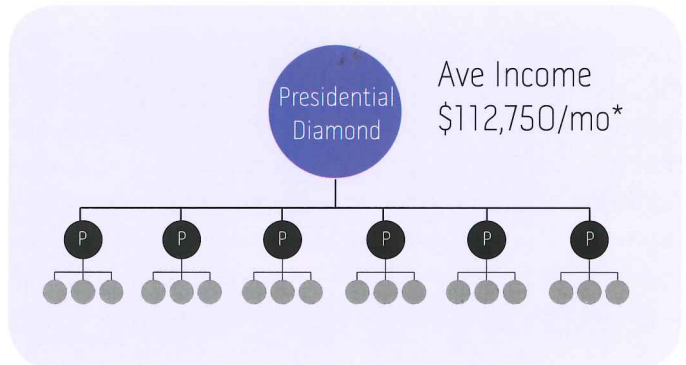
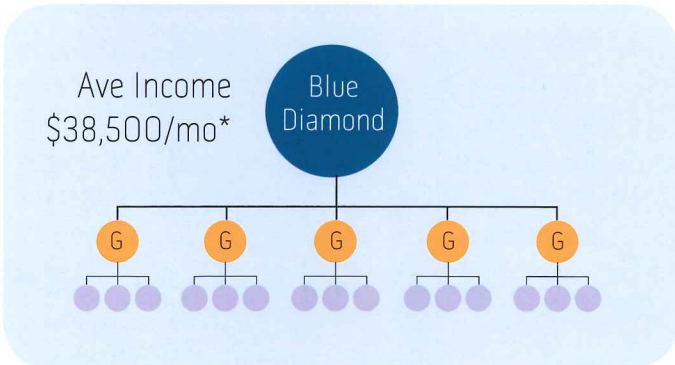
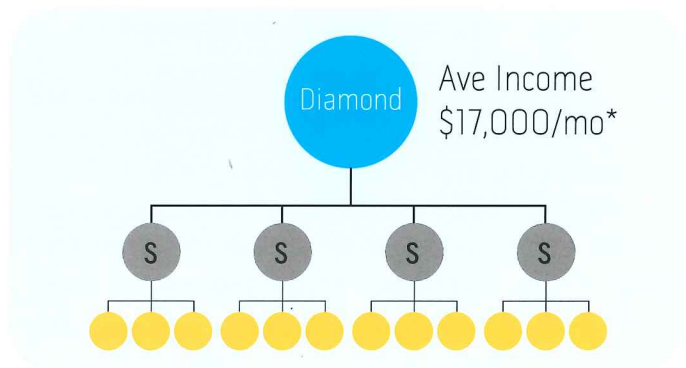
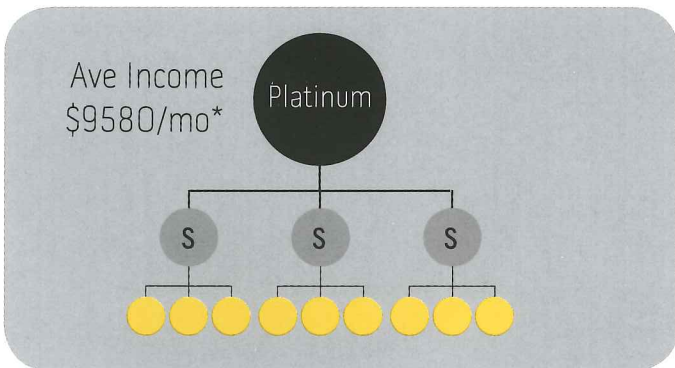
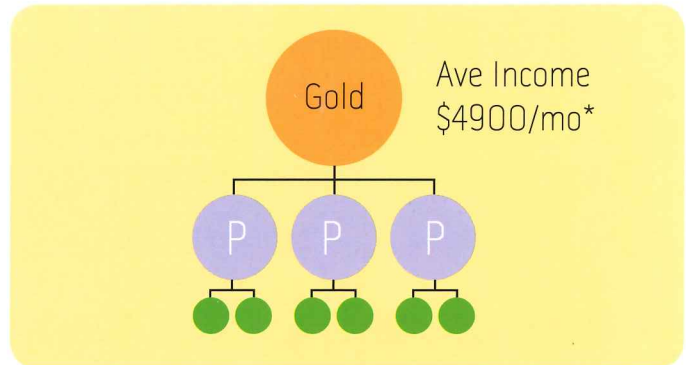
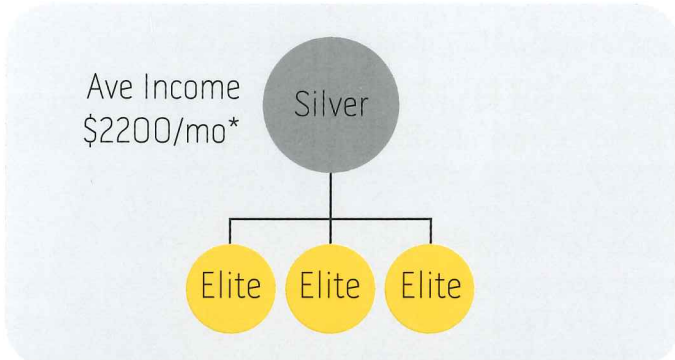
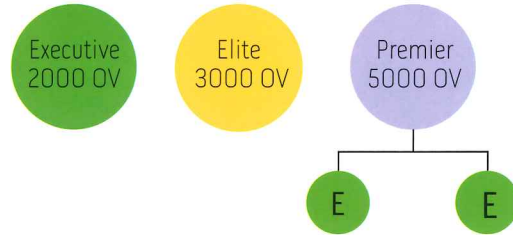
1%

Presidential Diamond
≈ \$15,000 - \$35,000

- Each month the company takes 6% of total global sales and splits it up between five leadership bonus pools
- 2% is split between Silver, Gold and Platinum ranks
- 1% is split between Diamond, Blue Diamond and Presidential Diamond ranks
- 1% is split between Diamonds
- 1% is split between Blue Diamonds
- 1% is split between Presidential Diamonds

ranks

- A personal LRP of 100+ pv required to achieve rank
- PV = personal volume resulting from your own purchases
- OV = over all sales volume produced by your organization
- Enrollership on qualifying Wellness Advocate is required to advance ranks
- Earnings vary. Averages are based on reported incomes from 2015



*see doTERRA's opportunity and earnings disclosure summary

what kind of doTERRA business do you want to create?

Consultant to Elite

Earn Free Product

HOURS
3-5 hrs per week

TIME FRAME
2-4 months*

Premier to Gold

Part-Time Business

HOURS
8-12 hrs per week

TIME FRAME
1-2 years*

Platinum to Diamond

Full-Time Wealth

HOURS
15-30 hrs per week

TIME FRAME
2+ years*

*No guarantee of income. Individual results will vary greatly.

Specifically, 12% of dōTERRA members do not become Wellness Advocates and cannot earn commissions. Wellness Advocates classified by the rank of Consultant account for 74% of all dōTERRA members and don't generally enroll other members or earn commissions. Entry-level Wellness Advocates with the rank of Manager, Director and Executive earn up to \$1,600 annually in commissions and account for 9% of all dōTERRA members. At the mid-level ranks of Elite and Premier (4% of all dōTERRA members), Wellness Advocates learn about participating in dōTERRA as a business and are almost always doing the business on a part-time basis. Average annual earnings for these ranks range from \$3,950 to \$9,950 per year.

The highest levels in the commission plan are the leadership ranks (approx. 1% of all dōTERRA members) and the 2015 average annual earnings for these ranks are shown in the following chart. Within these ranks are some dōTERRA members that conduct business on a full-time basis. This chart shows the rank, the average annual earnings of Wellness Advocates paid at that rank during 2015, and the percent of people within these leadership ranks who were paid at that specific rank in the United States:

Rank	Average Annual Earnings	Percent of Leaders
Silver	\$26,600	62%
Gold	\$59,000	23%
Platinum	\$115,000	5%
Diamond	\$205,000	7%
Blue Diamond	\$462,000	2%
Presidential Diamond	\$1,353,000	<1%

dōTERRA experienced tremendous growth during 2015 in large part due to an increase in the number of people achieving leadership ranks globally. During the year, the company recognized several thousand new Wellness Advocates that achieved leadership ranks with details as follows:

Rank	Number of First Time Rank Achievement in 2015
Silver	3,096
Gold	1,020
Platinum	435
Diamond	266
Blue Diamond	60
Presidential Diamond	13

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 Wellness Advocates that desire to focus on developing a "for profit" business by working full time and achieving the leadership ranks, there is a significant earnings opportunity as noted above. Of course, each Wellness Advocate's actual earnings will depend on many factors including the time and effort they put into building their own dōTERRA business.

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2015 Opportunity and Earnings Disclosure Summary_FINAL

