David Sterling, Founding Executive and CEO

New and Expanding Offices
- 3 new offices in Europe
  - London
  - Vienna
  - Moscow
- Australia office doubling in size

Groundbreakings
- 2 weeks ago ground breaking for new corporate campus
- 2500 employees
  - 2000 here, 500 scattered in offices around the world
- New office building for 400 employees
  - daycare center that can handle ~100 kids
- 200,000 sq ft of new manufacturing space (200-250 employees)
- Clinic! - 40k sq ft, 5 med doctors including nutritionists, chiropractors, etc.
  - initially for dT employees and wellness advocates
- New Fulfillment Center: 300k sq ft, 250 employees
  - in July, the crossed the 1 mil orders in one month (just out of this one facility)

New Tools and Features
- Mobile enrollment
- Mobile shopping
What’s Next?
- Will finish migrating everyone stateside to the new system by the end of the year
- New system will allow us to grow up to 10x current size

OUR
- Haiti: After-Care Facility
- Mexico: Transportation vehicles
- Africa

Our medical system functions on 2 models
- 3rd party payer, or insurance companies
  - natural incentives are misaligned
  - consumer is detached from actual costs
- Fee For Service
  - Medicaid and Medicare
    - Top medical executives were asked if dōTERRA was a threat to them; their response was “if you make $50mil in the Medicaid/Medicare industry, we will take you out”

Is our medical system fixable
- His wife was diagnosed with cancer several years ago; she is now healthy and cancer-free; she never had chemo or radiation treatments
- This is what dōTERRA has been building for since the beginning
- The more of a path we can pave into the health care industry, the easier it will be for others to follow
New Essential Oils

- Conifer oils
  - Fir oils all have similar characteristics and benefits
    - Primarily mono-terpines
      - One of the things that makes White Fir so powerful is the concentration of limonene
  - NEW OIL - SIBERIAN FIR
    - comes from twigs and branches
  - Do I need both White Fir and Siberian Fir?
    - There is no more White Fir
    - Siberian Fir is a better oil than White Fir
      - Siberian Fir has more prominent chemistry
        - it is possible to have an oil that fits the purity standards perfectly, but doesn’t have the potency required
      - Siberian Fir outperforms White Fir in almost every category
        - One exception is Limonene, but the citrus oils have a vastly greater quantity of limonene than White Fir does
  - Siberian Fir uses:
    - Relaxation (to the central nervous system)
    - Cardiovascular
    - Metabolism (the efficiency with which your body uses the nutrients it receives)
    - INTERNAL USE! as well as Topical and Aromatic
      - Aromatic: for usages of relaxation, soothing to the airways
      - Topical: skin irritation
      - Internal: supports normal, healthy cellular function (can be used well with Frankincense)
• Application against environmental threats

Floral Oils
- Relaxing to body/emotions, soothing/replenishing to skin, supports proper immune activity
- Can come from pedals, roots, aerial portion (the part of the plant that is above ground)
- Chamomile Essential Oils
  • BlueTansy (from Morocco)
  • BlueChamomile
  • Their chemistry can be very different
    - Roman Chamomile: very soothing (mostly esters)
    - German Chamomile:
    - Blue Tansy:
  • NEW OIL - BLUE TANSY (gets its color from chamazulene)
    - Similar oils to blue tansy: roman chamomile, yarro
    - Great anti-oxidant capacity
    - Body has primary response of protection, healing, sustainability
      • soothing relief and skin support help the body directly through these receptors
      - Aromatically (very penetrating) and topically (both from irritation and oversensitivity)

Endocannabinoid System
- CB1 Receptor
  • Brain and CNS
- CB2 Receptor
  • Endocrine System
  • Immune System

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• Sustained body responses in these areas

- 3 main cannabinoids (anything that derives or works with the CB receptors) derived from plants

  • CannaBiDiol - a cannabinoid from the cannibis plant
    - very small amounts (fraction of a percent) in the oils currently on the market
    - does not act directly on the CB receptors
      • we want direct activity so we get direct responses from the receptors
  
  • TetraHydroCannabinol (THC) - present in hemp oil in very high amounts
    - acts directly on the CB1 receptor

• BetaCaroPhyllene
  - no CB1 receptors
  - same benefits as the other cannabinoids
  - CB2 direct interaction
  - present in therapeutic amounts
  - oils w/ BCP: Black Pepper, Melissa, Ylang Ylang, Clove, Helichrysum, Jumper Berry, Oregano

- NEW OIL: COPAIBA

  • Unique blend of 4 different species
    - Copaifera officinalis
    - We increase potency and the effects of potency though blending these oils
    - All of the responses work through the CB 2 receptor
    - Topically for neuronal excitability; internally for cellular support, cardiovascular health; aromatically to calm/sooth emotion
    - Immune support, inflammatory response, reduction of neuronal excitation

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Emily Wright, Founding Executive, Sales & Marketing

doTERRA’s Early Focus
- Empowerment - bring awareness about essential oils and how to use them
- CPTG - had to have a standard to hold all products to
- Lifelong Vitality Pack
- Healthcare Revolution

NEW OIL - NEROLI TOUCH
- Neroli flower from Egypt
- Neroli trees have been untouched in Egypt since 642 A.D.
- 3 oils from the orange tree
  - Petitgrain Oil from the leaves
  - Neroli Oil from the flowers
  - Bitter Orange Oil from the skin of the orange
- Linalool connects with the NMDA receptor
- Gaba binding: calming, reduces neuron activity to aid in sleep
- Helps improve hormone balance
- Protects cells from damage

Process of Emotion
- Before you even recognize the smell you breath in, your body is already producing the chemicals to tell your body how to respond
  - scent bypasses the processing portion of the brain and produce a direct response

NEW OIL - JASMINE TOUCH
- Must be picked at 3-4 in the morning because the compound is so volatile that the sun burns it off
- Jasmine is an Absolute - it is harvested in a different way than the steam distillation used for most essential oils
  - Absolutes are much more concentrated than essential oils
- Without carrier oils, essential oils are so volatile that most of the oil isn’t absorbed and evaporates through a process called Flash-Off
- FCO is the recommended carrier oil - it is a small enough molecular size to be absorbed by the skin without being so large and greasy that it can’t be absorbed by the skin

NEW OIL - ROSE TOUCH

- Rose has the highest concentration of alkanes in any essential oil (25-35%)
  - alkanes are odorless, but they allow for rose to stay on your skin so much longer than most oils
- Helps body naturally release its desire for pain medication
- Helps support healthy, rejuvenated nerves
- Helps support healthy brain activity in children
- Helps with feelings of happiness and support after childbirth
- Helps with immune support strength
- Her daughter Ashlyn was playing on a blow-up slide; a few days later had a skin eruption (grew from what appeared to be a spider bite to a skin eruption the size of a quarter in one day); very serious health concern that could be terminal; Rose Oil had been shown to be more effective than all other oils against this particular issue; within 1 weeks time her skin was healthy again; same thing happened to three other children who also were playing on the same slide; they followed the same protocol of applying Mellaluca Touch and Rose Touch and were healed as well

NEW PRODUCT - LUMO DIFFUSER

- Can run for up to 10 hours

Wild Orange

- 75% of our Wild Orange now comes from Southern Brazil

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- Our oils are sourced from over 20,000 small farmers

**Elena Brower, Blue Diamond**

**YOGA COLLECTION**

- 3 NEW BLENDS
  - ANCHOR - Steadying Blend
  - ALIGN - Centering Blend
  - ARISE - Enlightening Blend

**Greg Cook, Founding Executive, President, Greater China**

**Disease Prevention**

- 80% of disease is caught through direct or indirect contact (touching the person or a contaminated surface)
- 164 million school days are missed each year due to illness

**A NEW ADDITION TO THE ONGUARD FAMILY**

- OnGuard Sanitizing Mist

**2017 Convention Kit**

- Each kit includes a 5 mil Birch for Convention attendees
- 2 per attendant
- Not an LRP kit
- Available to everyone on Oct 2nd
- LUMO Diffusers also available
  - 2 per account

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Corey Lindley, Founding Executive, President, CFO

Company Growth
- “Growth” isn’t about dollars or the bottom line for us, it is about changing lives
- In 2008, 98% of sales were in the U.S., 2% in Canada
  - This year, 39% of our growth is from overseas
- Highest growth rate is still here in the U.S. & Canada

Units of Inventory
- We are currently in stock 99% of the time
- Currently distribute out of two facilities - 40% Salt Lake City, UT, 60% in Atlanta, GA
- Building new state-of-the-art Distribution Facility, highly automated
- Goal is to meet then exceed Amazon Prime’s 2-day shipping
- Add new shipping facility in Dallas, TX in 2018
  - Next-day delivery in TX and nearby states
- New shipping facility in Anchorage, AK and Honolulu, HI coming in 2018
  - will also allow members to pick up orders from the shipping center that were placed that morning

Co-Impact Sourcing
- Nepal (source of Wintergreen Oil)
- Ultimately our co-impact sourcing initiative is about improving lives
- 12 major co-impact sourcing initiatives around the world

Sourcing Summit
- 14 countries, met in Bulgaria
- Focused on quality
- Focused on increasing quantity to ensure the oil supply for years to come

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Focused on continuing to improve the lives of the workers

Esseterre Update - Bulgaria (where we get our Lavender and Melissa Oils)

- dT has build the most technologically proficient distillery in the country of Bulgaria (first distillery overseas for dT)
  - distills Frankincense, Lavender, Melissa, etc.

Co-Impact Sourcing: Kenya

*From David, the native leader of the Fair Oils Team in Kenya:*

- Harvesting on 3 major mountains
- Built a lot of new infrastructure
  - building wells, gathering water
- High levels of poverty in the region
  - the farm brought jobs, but also works as an anchor to bring in farmers and establish a community in the area
- Growing to be able to support 5,000 farmers in the next few years
- People matter to dT, they have worked hard to build a strong team and a strong relationship with their growers; the Fair Oils Team is excited to have a client who shares their passions of building sustainable communities in Africa
- dT has build 2 schools that are very crowded
- They have built a new bridge across a dangerous river
- Build a new community center for events, training meetings to teach farmers how to increase their productivity

Healthcare Initiative

- Current life expectancy is declining, even though we spend ~50% more on healthcare than the next closest nation
- We have fewer doctors than most developed countries
- Countries average ~10% on healthcare; ours is 18%
- National average cost of health care of demographics similar to dT employees is 2x what dT faces for their employees
  - even though child birth rate in dT is 6x the national average
- National average spent on pharmacy costs is 3.9x what dT spent
- dT oils need to be part of our healthcare system to increase patient outcomes and lower patient costs

- Healthcare Vision
  - Patient-centric clinical healthcare model that uses essential oils
  - Publish continuing research on medical benefits of essential oils
  - Double US customer base by 2020

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**Clinic Expansion Model**

- Partial clinic open by end of next year owned and operated by dT
- Plan to build clinics across the country with partner clinics

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**OMNICURA**

- Trusted Partner including 2 medical doctors
- Partnering with dT to provide wholistic medicine

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**Healthcare the way it should be**

- [healthcare.doterra.com](http://healthcare.doterra.com)
- Will select the first few locations for dT-partnered wholistic clinics in the next months
- Plan on building a few every quarter after that

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**Dr. Brannick Riggs, M.D.**

- US Healthcare: Where are we at?
  - Data from 2015:
    - U.S. spent 18% of their GDP on healthcare
• the next closest country spent ~11%
  - Healthcare spending: US spent $9,541 per person
  - Germany spent $5,267 on healthcare
• Infant Mortality Rates: 5.8 deaths per 100
• Life expectancy at birth: US 78.8 years for someone born in 2015
• Overweight/obese population:
  • 70% in US
    - 1 in 3 have a risk of developing diabetes
  - 30/30 problems: we spend 30% more but receive 30% less care
  - 10/2 problem:
    - We rank #37 in the world for healthcare

dT is uniquely positioned to change how we deliver healthcare
  - Customer centered
  - Health focused

Jennifer Eddins, SM (ASCP)
Specialist in Microbiology

The Power of OnGuard
  - Study done a few years ago: Effects of dōTERRA On Guard
    • Hospital Challenge: community outbreak (started in the hospital and spread to the community outside the hospital)
    - Laboratory Experiments
      • used standard methodology, adding microorganisms to disks infused with 1/6th of a drop of the respective oils, OnGuard and Melaleuca
• increased the amount of OnGuard the disk was exposed to, but wasn’t comparatively more effective in the larger doses

- Study on Surface Cleaning
  • measured the survivability of organisms on a surface cleaned with OnGuard
    - a vast majority of organisms can survive on surfaces for quite a while (7-14 days) without a surface that provides food for them
  • the counter was sprayed with OnGuard, allowed to air dry, then the organisms were introduced
  • they tried every day for 7 days to get live samples of the organisms, but they were all killed by the OnGuard, could not get a single live sample from the organisms they had introduced
  • the surfaces were not wiped - they simply sat there with the oils, interacting with them, and the organisms couldn’t survive
    - the majority of hand washing, surface wiping, etc. just washes the spores off and doesn’t kill the germs

Nicole Stevens, MSC
Managing Scientist, Essential Oils

What do you know?
- OnGuard
  • pleasant aroma
  • powerful internal benefits: healthy skin, respiratory system
  • phenomenal topical benefits: non-toxic cleaner
- dōTERRA OnGuard is our largest line - because it works
  • University of Oklahoma: dōTERRA On Guard Research, BMC Complementary and Alternative Medicine
    - OnGuard has a special ability to help defeat cells that live within host cells, adding their information to host cells and growing within them

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• may have inhibitory effects upon the replication process of these microorganisms

• In another scientific study, OnGuard was shown to promote healthy cellular process and protect against outside threats

Juli Reynolds, BSN, RN

Vanderbilt University Medical Center

A Genesis Story

- Their work was evaluated by the IRV
- Study on workplace stress (will be published within the next year)
  • significant decrease in workplace stress
  • significant increase in perceived ability to handle stress
  • baseline stress of staff was well above national average - after diffusing essential oils it was significantly lower, below the national average
  • significant improvement in patient outcomes from reduces stress among the staff

Dr. Rena Szabo, PsyD, CAADC, MA, MEd

Psychology Director of the Psychology Department in an Integrative Oncology Clinic

- doTERRA Emotional Aromatherapy Blends
  • 37-44% of providers struggle with compassion fatigue
  • 32-78% of oncology care providers experience symptoms of burnout
  • Started using and diffusing doTERRA’s Aromatherapy Blends for her colleagues in the clinic
    - The neuroscience of smell
      • 10,000 times more sensitive than the other senses of our body
• the sense of smell is immediate - the only place in our central nervous system that is exposed to our external environment

• the sense of smell travels to two parts of the brain: the Neocortex and the Limbic System
  - Limbic System controls emotions, behaviors, social attachment, autonomic function, hormones, memory retrieval, circadian rhythms, hunger, etc.

• Ran a test in her clinic: for the first 6 months no oils were diffused

• For the next 6 months they diffused a different emotion oil each month

• Every employee was surveyed weekly

• Stress levels before oils were 69% - after diffusing oils, the rate dropped to 49%

• 61% of the team felt overwhelmed before oils - after diffusing oils it dropped to 32%

• Significantly increase in positive feelings and significant decrease in negative feelings (75% down to 58%)

• Positive feelings by blend
  - 4 significantly increased: Forgive (100%), Cher, Passion, Motivate

• Negative feelings by blend
  - forgive decreased negative feelings by 68%

• Happiness: Cheer and Forgive

• Positivity: Cheer, Passion, Forgive

• Relaxed: Motivate, Forgive, Cheer

• Frustrated: Forgive, Cheer, Console, Peace

• Anger: Cheer, Forgive, Console, Peace

• Anxiety: Cheer, Motivate
  - Forgive: significant decreases in anxiousness, apathy, gloom, anger
  - Motivate: reduced feelings of bitterness, disinterest, discouragement
Dr. Brian M. Lawrence, PH.D, Scientific Advisor

How to Define Quality

- Quality Control: making sure each batch is pure
- Quality Assurance: making sure each batch is as pure as the ones before

Essential Oils

- 17,500 plants have essential oils glands, but only 350-400 are currently harvested for their essential oils

Rob Young, Founding Executive

Lifelong Vitality Pack

- Compression of Morbidity:
  - We live longer as a whole, but we see an earlier onset of chronic disease - our goal with the lifelong vitality pack is to compress that onset and push it back to as far into our future as possible
  - Discomfort is a response to a stimulus our cells receive and respond to
    - an increase in stress increases the discomfort experienced by the cells
    - free radicals cause oxidative stress on our cells
    - antioxidants have free electrons that neutralize free radicals, removing those extra stressors on our cells
    - one of the best ways to get antioxidants in our body is through eating fruits and vegetables
    - LLV Pack contains Silymarin extracted from Milk Thistle
    - Boswellia Serrata and OMEGA-3 fatty acids help mediate overactive response from the cell membrane
  - As we age, our mitochondria produce less ATP per cell and put off more free radicals

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• Ginko biloba extract to support memory & focus; it is anti-stress and neuroprotective
• All of the nutrients in the LLV Pack are standardized and bioavailable (can be metabolized easily by your body)

Dr. Daniel Leverenz, Board-certified Emergency Physician

Omega Fatty Acids
• When our omega acids are out of balance, from a 3-1 to 4-1 ratio, we start to see some health consequences; the normal diet is 15-1 omega-6 to omega-3
  • this invariably and obligatorily leads to dramatically increased expression of pro-inflammatory cytokines
    • cytokines are signalers that send distress signals through the body for help causing inflammation
    • this chronic inflammation is exhausting, beleaguering, and confusing to your body
    • leads to malfunctions in the Metabolic System that sparks and perpetuates diabetes, HTN, HLD, etc
    • your inflammatory and immunologic systems are interrelated so chronic inflammation leads to overwork and overuse of the immune system
      • you are functionally immunocompromised
  • Benefits of balanced Omegas
    • reduced triglyceride levels
    • “tuning down”; improved mental, behavioral, and cardiovascular health
• Vitamins & minerals
  • they are essential ingredients for the multitude of biochemical reactions
  • supreme example of attending to your cellular health
  • again, the right rations are important
  • the importance of “presentation” (how the vitamins are presented to your body)
- when you eat fruit, you are taking in more than just the vitamins within
  • you consume a CLOUD of various nutrients that are critical in helping your
    body recognize and utilize the various components within the fruit
- Alpha CRS
  • targets the cell in an all-out effort to optimize cellular health
  • 2 main objectives: 1) enhance cellular energy production and 2) defend the cell
    against oxidative damage/stress
- Cellular energy production
  - Exogenous provision: relies on stimulate doses
    • ex. caffeine
  - Endogenous production: relies on body’s own well-equipped machinery for
    production
    • Mitochondria - first-line bioreactors
      - the series of complex biochemical reactions here are called mitochondrial
        respiration
- Cellular energy support:
  • Coenzyme Q10:
    - embedded on inner membrane of mitochondria
    - plays an essential role in mitochondrial respiration
  • Alpha-lipoic acid (ALA)
    - vital cofactor for mitochondrial respiratory enzyme complexes (the
      molecules that actually do the work [like the robots in a car factory]
    - supplementation has been demonstrated to improve mitochondrial function
      by a variety of different measurements
    - you can actually measure the health of that mitochondrial membrane, and
      ALA supplementation directly improves the health not only of the
      membrane, but the output of the whole process
    - preliminary data suggests that ALA supplementation may enhance
      mitochondrial biogenesis

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- exercise is one undisputed way to increase the output of the mitochondrial respiration process

• Acetyl-L-carnitine (ALCAR)
  - sits on mitochondrial membrane
  - supplementation has been demonstrated to increase mitochondrial mass and structure
    - may increase mitochondrial biogenesis
  - attenuates the natural process of decline in mitochondrial function and number

- CoQ10 + ALA + ALCAR
  - goal is to enhance output, preserve longevity, and attenuate decay
    - *like composting the soil, adding in vital nutrients to restore health*

- Cellular Defense
  - main defense system is antioxidants
    - antioxidants = molecular disruption machines
  - damage to genetic material is the main concern
    - genetic material exists in the DNA and the mitochondria
  - Oxidative stress
    - carries out a constant cellular assault
    - is a main target of Alpha CRS
    - sources of oxidative stress: toxin exposure through air, illness, poor diet, and even the perfectly normal cellular process and metabolic pathways, including mitochondrial respiration (if you smoke, you breathe in 1 quadrillion toxins with every breath)
      - your body has normal ways of handling this, but if the toxicity levels become too high, your body can’t handle it
    - CoQ10 + ALA + ALCAR are powerful antioxidants
      - they not only clean up extra toxins, but power the cells as well
- Polyphenol antioxidants
  - baicalin
  - reservatrol
- Fundamentally different approach targeted to optimize cellular health
- Short term benefits
  - more energy
- Long term benefits
  - “compression of morbidity” - delaying the point at which you experience the onset of chronic disease