



THE
PURSUIT

2023 IMPACT REPORT



We help
the world
Heal

LETTER FROM LEADERSHIP



dōTERRA was born from the belief that pure essential oils have the power to change lives—the lives of both those who use the essential oils and those who create them. The mission of dōTERRA has always been to source the best essential oils while helping the most people along the way.

For over 15 years, this mission has not changed. The more we grow, the more global good we can accomplish through our relentless pursuit of positive impact.

We realize the millions of households benefitting from the purity of dōTERRA essential oils are directly tied to the millions of lives supported by the farming, harvesting, and distilling of these products. As dōTERRA has grown, so has our impact across the world.

Through Cō-Impact Sourcing[®] and dōTERRA Healing Hands[®], we can provide resources, present opportunities, and support basic health and safety for millions of people. As a member of the dōTERRA community, you are part of a global movement for good.

dōTERRA is leading essential oil science and research to better understand how essential oils affect the human body. Our pursuit includes partnering with the world's experts—including the National Center for Natural Products Research (NCNPR), an internationally renowned research center.

dōTERRA means “gifts of the earth,” and as the recipients of these gifts we feel a responsibility to give back to the people and places that create our beautiful essential oils. That is why we have made it our mission to triple our impact by 2030. This means more individuals and families will experience the benefits of our products and more communities will be empowered in real and sustainable ways.

As you explore this report, please feel our gratitude for your partnership. Because of you, dōTERRA is uniquely positioned to be a massive force for good around the world. Thank you for being part of our pursuit of what's pure.

In gratitude,
Emily Wright, President & Founding Executive



2030 GOAL

4.2 Million People Empowered
through sourcing jobs

5.8 Million People Impacted
through charitable projects in sourcing areas

Cō-Impact Sourcing® allows us to ethically source pure essential oils (and other ingredients) worldwide. Through Cō-Impact Sourcing, dōTERRA builds relationships with local farmers, harvesters, distillers, and community leaders.

These relationships help our corporate sourcing team, dōTERRA Healing Hands®, and on-the-ground partners to work together to identify needs in global supply chains and communities so we can improve people, processes, and the planet where possible.



2023



1,556,963
People Empowered
through sourcing jobs[†]

1,546,872
People Impacted
*through charitable projects in
sourcing areas^{††}*



[†]This figure includes individuals who performed a job in a supply chain that supported the production of a dōTERRA[®] essential oil or extract between September 2022 and August 2023, as well as the members in their immediate households.

^{††}This figure includes unique individuals to date who've benefitted from a charitable project that was funded by the dōTERRA Healing Hands Foundation[®] or a dōTERRA market in a community where a dōTERRA essential oil or extract was sourced at the time the project was implemented.

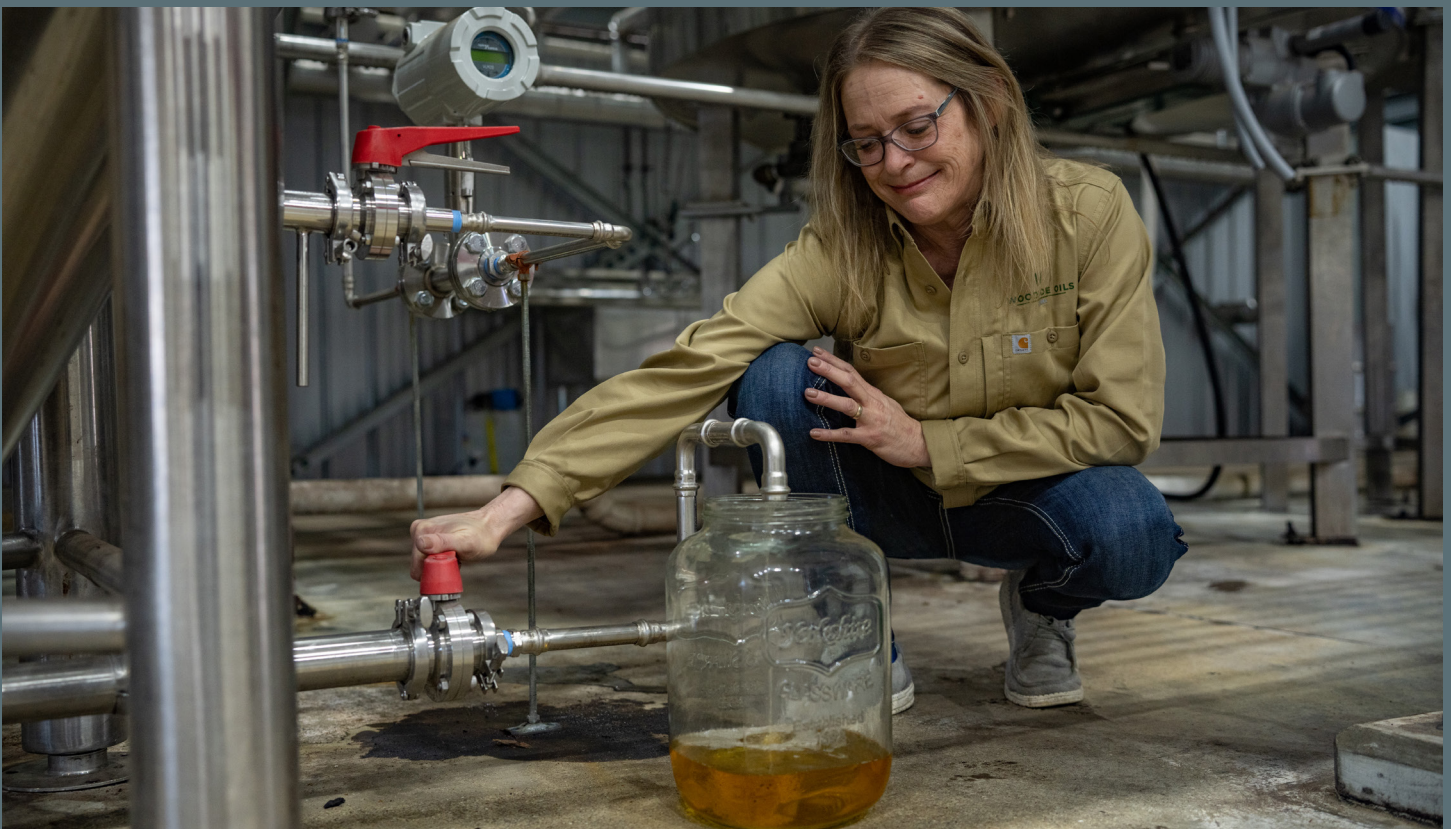


2030 GOAL

Achieving at Least CIS Silver Status in at least 95% of essential oil supply chains[†]

Working with professional consultants, the dōTERRA Sourcing team built our supply chain evaluation program by adapting existing third-party certification programs. The evaluation contains more than 180 questions which we use to consistently measure how well each supply chain is meeting dōTERRA [Sourcing Guiding Principles](#).

In our scorecard, achieving a Cō-Impact Sourcing[®] (CIS) Silver status means we have a (measurable and documented) record that indicates the supply chain is meeting our standards of ethical and sustainable sourcing practices. Gold and Diamond statuses recognize partners who've invested significant resources, time, and effort to exceed expectations.



[†]The supply chains being evaluated in this program are essential oil, absolute, and extract supply chains. [Learn more.](#)

Statuses Awarded:

2023



CIS Silver



CIS Gold

To Date



CIS Silver



CIS Gold



CIS Diamond

Total Silver
and above

29 To Date



2023



Note: dōTERRA supply chain partners must reach 100% compliance on all mandatory questions in our evaluation to be eligible for an official Cō-Impact Sourcing® (CIS) status. They must also achieve at least 50% compliance on the remaining questions to receive a Silver status, 71% to receive a Gold status, and 91% to receive a Diamond status. [Learn more.](#)



2030 GOAL

1 Million Lives Improved

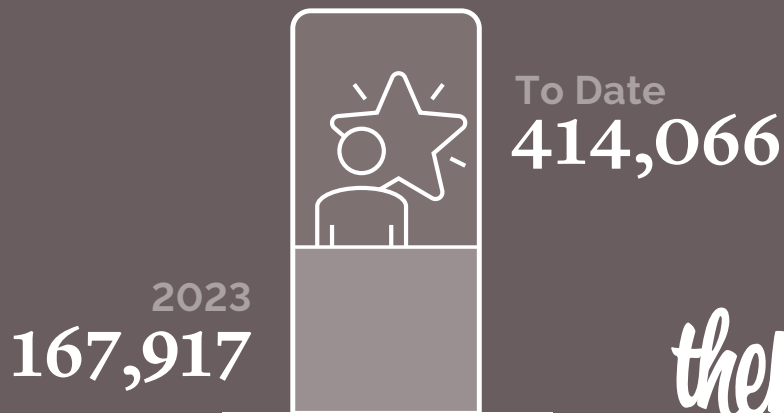
via the Match Program

The dōTERRA Healing Hands® Match Program doubles the impact of dōTERRA Wellness Advocates by matching the funds they raise for philanthropic projects. This grant program allows Wellness Advocates to #EngageInGood as they support causes that matter to them and their teams.





Lives Improved:



thematch
PROGRAM



2030 GOAL

\$3 Million Donated Annually

to the Hope Action Plan

dōTERRA Healing Hands® fights human trafficking and victimization with its Hope action plan. Through Hope, dōTERRA *educates* parents (and law enforcement) on ways to better protect the vulnerable and *advocates* alongside other nonprofits to build engaged solutions that better protect our communities.

Amount Donated:

2023
\$579,767





2030 GOAL

1 Million Trees Planted

at Kealakekua Mountain Reserve

Kealakekua Mountain Reserve (KMR) spans nearly 10,000 acres on the western coast of Hawai'i Island. The reserve is owned and managed by dōTERRA in partnership with the state government of Hawai'i. It was established to conserve and protect the native forest while rebuilding and regenerating its delicate ecosystem, which had previously been threatened by two centuries of over-logging and livestock grazing.

KMR is helping 'Iliahi (Hawaiian Sandalwood) and other native Hawaiian species thrive once again. In fact, the reserve is now home to the largest reforestation effort in Hawai'i's history!



Trees Planted:



“dōTERRA recognized that the ethical and sustainable sourcing of ‘Iliahi [essential oil] first requires a commitment to restore the natural habitat that previously existed on the land, and to do so in a way that reverences the remarkable culture of the Hawaiian Islands.” —Greg Hendrickson, KMR General Manager





2030 GOAL

Carbon Neutrality

Carbon footprints measure the total greenhouse gas emissions caused (directly or indirectly) by an individual, organization, event, or product. Many companies with a goal to be carbon neutral simply compensate for their carbon footprint by buying carbon credits. This means carbon offset providers are allowing businesses to meet carbon neutrality goals without requiring them to make any meaningful changes to their processes.

dōTERRA is pursuing truly green solutions over buying carbon credits wherever possible.



“We don’t just want to buy trees. We want to make the changes we can make to actually reduce our emissions output and become more energy efficient as a company.”

—Corey Lindley, Founding Executive

2023 Update

dōTERRA engaged a professional third-party consulting firm to measure the carbon footprint of all dōTERRA-owned and leased facilities in 24 countries. Though this measurement is only the first step in our carbon neutrality journey, the evaluation provided a better view into our current emissions and a benchmark for improvement.



dōTERRA Healing Hands Foundation®

Donation and Solicitation Disclosure

Florida A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE (of Florida). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Registration #: CH48280.

ILLINOIS CONTRACTS AND REPORTS REGARDING THE CHARITY ARE ON FILE WITH THE ILLINOIS ATTORNEY GENERAL.

Maryland A copy of the current financial statement of the dōTERRA Healing Hands Foundation is available by writing 389 S 1300 W, Pleasant Grove UT 84062, or by calling (801) 437-7918. Documents and information submitted under the Maryland Solicitations Act are also available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis MD 21401, (410) 974-5534.

Michigan Registration # 55179

NEW JERSEY INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215 AND IS AVAILABLE ON THE INTERNET AT [HTTP://WWW.NJCONSUMERAFFAIRS.GOV/](http://WWW.NJCONSUMERAFFAIRS.GOV/). REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT.

North Carolina Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-814-5400. The license is not an endorsement by the State.

Virginia A Financial Statement is available upon request from the Office of Charitable and Regulatory Programs P.O. Box 1163, Richmond, Virginia 23218 Phone 804-786-1343.

Washington dōTERRA Healing Hands Foundation, a Utah Non-Profit Corporation, is registered with the State of Washington Secretary of State Corporations and Charities Division. For further information please contact the Secretary of State at 360-725-0378 or <https://www.sos.wa.gov/charities>.

Power of One 100% of donations to the dōTERRA Healing Hands Foundation® are always given to aid because dōTERRA International covers the operating costs of the foundation. Of the donations used to support a Power of One project, 100% is used to empower the individuals in Cō-Impact Sourcing® supply chain areas for the current project. Once the fundraising goal for a Power of One project has been met, dōTERRA Healing Hands® will distribute additional donations raised among other projects in need of funding until the following quarter when next Power of One fundraiser launches and fundraising for that project begins.

Cō-Impact Sourcing®

Supplier Code of Conduct Disclosure

dōTERRA® or a certified third party evaluates supply chains' compliance with the dōTERRA Supplier Code of Conduct in part through the CIS Evaluation Scorecard. Failure to comply, or failure to work with dōTERRA or a third party to correct mandatory areas of non-compliance with the dōTERRA Supplier Code of Conduct, are grounds for cancellation of purchase orders, discontinued use of non-complying supply chains, or termination of our business relationship.

dōTERRA®
pursue what's **pure®**