

dōTERRA[®] LIVING

ISSUE NO. 2 WINTER 2011



Kick Start Your
New Year's Resolution
WITH dōTERRA PRODUCTS

Plus:
JAMES BYBEE

"Frankincense has endless benefits.
I use it daily and wouldn't be with-
out it in today's world."



Letter from the Editor

DEAR dōTERRA FAMILY AND FRIENDS,

As we welcome in a new year, we're excited to introduce our dōTERRA Living magazine to you. With an initial launch in September 2010 at convention, our magazine is now being published quarterly and will be distributed to all customers and members at the beginning of each quarter, as well as being available for sale. Inside each issue, you will find essential oil product information, tips and ideas for greater health and well-being, business building strategies from top leaders, and recognition of our top ranking Independent Product Consultants.

It is our hope that the articles and stories shared in our magazine will help you in creating a life of wellness and abundance. We encourage you to share your thoughts with us at editor@doterra.com.

In this issue, we begin the new year by focusing on the simple things we can do on a daily basis to improve health and well-being—from starting off the day with an invigorating scalp massage with the essential oils found in our phenomenal hair care products, to diffusing essential oils in our homes to uplift the mood and create a healthy home environment. For those of us who may have overindulged over the holidays, we share a few weight loss ideas that focus on exercise and diet, with the right dōTERRA products to help us reach our ideal weight. The seven Diamonds featured in this issue will inspire you to follow your dreams with their unique approaches to reaching their goals and their commitment to sharing health with others. Their feelings of excitement and energy are contagious! I feel a great sense of optimism for 2011, and hope that you are also encouraged about the possibilities that this New Year offers. Thank you for joining us on the journey!

SUZETTE CAPLIN
DIRECTOR, MARKETING COMMUNICATIONS



WE WANT TO HEAR FROM YOU

What do you think of our dōTERRA Living magazine? Please write to us at editor@doterra.com

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FROM OUR READERS

CONNECTED AS FAMILY AND FRIENDS

"I wanted to share with you my experience of dōTERRA Living magazine. I find that the magazine has us as IPC's connected as "family and friends". The fun part of the oils is experimenting with them! I love reading about others' experiences with the oils and seeing how they are changing people's lives. I am able to use others' experiences to share with my customers and fellow consultants. I also love reading about leaders in the company and admire their transparency by allowing us to learn about their lives and families. The magazine makes me feel like I am part of a community and has me feel cared about as a customer and an IPC. Thank you for it!"

—Bryan Olsen, Henderson, NV



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The Comforts OF HOME

When winter weather makes its way into our lives, there is nothing quite like the warmth of a cozy home. Home is a retreat from the outside world—places where we can rejuvenate, relax, and renew. The most inviting and comfortable homes undoubtedly have familiar, fragrant aromas that delight the senses and add to the feeling of belonging.

WITHIN OUR HOMES, aromatherapy can play a pivotal part in creating a positive mood. Aromatherapy is defined as the use of fragrances to affect or alter a person's mood or behavior and to promote health. When diffused in your home, dōTERRA CPTG essential oils provide an aromatic experience that enhances relaxation, uplifts the mood, and promotes well-being.

AROMATHERAPY: DIFFUSING ESSENTIAL OILS

Three important activities take place when essential oils are diffused into the air in your home.

First, CPTG essential oils have the ability to eliminate airborne pathogens, thus creating a healthy home environment free of unwanted germs. We tend to spend more time indoors during the winter months, so it is vital for good health that the air quality in your home is germ-free.

Second, when CPTG essential oils are diffused, they are inhaled into the lungs. The oil molecules are absorbed into the tissues of your body, and you now get the benefits of the oil throughout your entire body. Just as the essential oils act as a detoxifier in the environment, they have the ability to act as an immune enhancer in your body by directly attacking pathogens, microbes, and germs in the body.

Third, essential oils have the powerful benefits of improving mood and behavior. Aromas can be relaxing and calming, keeping tension and stress at bay; uplifting and invigorating so that the mood is upbeat and positive; or simply refreshing, bringing a sense of cheer and hope.

POPULAR AROMAS FOR THE HOME



RELAXING & CALMING:

Lavender	3011
Serenity	3109



HEALTH PROMOTING:

On Guard	3110
Purify	3106



INVIGORATING & UPLIFTING:

Citrus Bliss	3102
Peppermint	3019



HOPEFUL & MEDITATIVE:

Elevation	3104
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Kick Start Your NEW YEAR'S RESOLUTION

A NEW YEAR HAS ALWAYS BEEN a time to reflect on the past while looking forward to the future. With the ringing in of the New Year comes a determination to change and resolutions are made. What's interesting is that we seem to choose the same topics when we make our list: family, finances, career, and for a majority of the population weight loss, health, or fitness become the main target of resolve.

While it's obvious that proper diet and exercise are the master keys to realizing our ideal weight, health, and fitness ambitions, there are other things we can do to ensure we succeed this year—2011.



SLIM & SASSY®

A recent article entitled, *5 Spices That Can Help You Lose Weight*, highlighted cinnamon and ginger—two of the main ingredients in dōTERRA's Slim & Sassy blend. The article stated that in 2003 a study published in *Diabetes Care* showed that as little as one teaspoon of cinnamon per day can boost the body's weight-loss ability by reducing blood sugar and promoting healthier processing of carbohydrates. It also lowers LDL cholesterol (bad cholesterol) by 7 to 27% and total cholesterol by 12 to 26%. Plus, cinnamon has been shown to prevent the metabolic syndrome commonly seen in pre-diabetics.

Ginger, long used for its medicinal properties, is an effective diuretic. It improves gastric mobility and hinders the absorption of cholesterol. Although more study is needed according to the Mayo Clinic, preliminary evidence suggests that this versatile spice helps to increase metabolism.

Just add 1 to 8 drops to 16 oz. of water and drink between your healthy meals. Use this essential oil blend daily to speed up metabolism, suppress appetite, help your body cleanse harmful toxins to which fat cells "cling", and elevate mood.*

With these simple tips, exercise, and a proper diet, 2011 can be the year where goals are reached and lifestyle is improved!

ZENDOCRINE™ DETOXIFICATION COMPLEX

A detox can be a great way to jump start a new fitness regimen. Detoxification gives your body a healthy advantage by allowing for a clean slate. If you're feeling sluggish before beginning a new exercise program, then the likelihood of you completing it will decrease. Whether you're trying to lose weight or improve your health, a detoxification can be like a good holiday – it makes you feel refreshed, happy, and ready to begin again!

dōTERRA's Zendocrin™ Detoxification Complex supports healthy cleansing and filtering functions of the liver, kidneys, colon, lungs and skin.* Simply take two capsules daily, one in the morning and one in the evening with meals. Avoid increasing the toxic load to your organs by reducing the amount of foods prepared with artificial colors, preservatives, and sweeteners. Meals prepared at home tend to have a higher nutritional value, which leads to greater health and energy. And when healthy food is just a refrigerator or a lunch bag away, it is in fact faster than fast food, and saves calories and money, too.

TERRAZYME™ DIGESTIVE ENZYME COMPLEX

An important factor to remember when targeting health and weight loss is proper digestion. Health and nutrition are intricately associated. If we stay fit, it is the direct result of good nutrition through healthy eating and proper digestion.

dōTERRA's TerraZyme™ Digestive Enzyme Complex is a powerful combination of digestive enzymes that support the

body's constant production of enzymes critical to healthy functions throughout the body. TerraZyme™ includes a variety of whole-food enzymes that help with the digestion of proteins, fats, complex carbohydrates, sugars, and fibers. Take one to three vegetable capsules with meals throughout the day. If your meals include fresh, raw foods, take one capsule. If your meals include highly processed, cooked foods take two to three capsules.

*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.





ONE OF THE EASIEST WAYS TO LOOK YOUR BEST EACH DAY IS BY HAVING HEALTHY, SHIMMERING HAIR. SMOOTH, SILKY, SHINING STRANDS OF FULL-BODIED HEALTHY HAIR ADD TO ONE'S ATTRACTIVENESS AND SELF-CONFIDENCE. WITH PRODUCTS FOCUSED ON HAIR AND SCALP HEALTH, ONE CAN ACHIEVE BEAUTIFUL HAIR AND KEEP IT LOOKING ITS ABSOLUTE BEST.

Look Your Best with LOVELY LOCKS

SANOBELLA™ HAIR—HEALTHY BEAUTY

SANOBELLA PROTECTING SHAMPOO is a color-safe, sulfate-free professional salon formula of gentle cleansers, essential oils, and other botanical extracts which provide antioxidant protection against UV damage and photo degradation of color in treated hair. SanoBella Protecting Shampoo safely cleans and detoxifies treated hair while repairing and reducing damage caused by styling. Its conditioning and moisturizing formula leaves hair soft, shiny, and silky.

SANOBELLA SMOOTHING CONDITIONER is a color-safe, sulfate-free professional salon formula of conditioning emollients, essential oils, botanical extracts, and natural proteins which seal the hair cuticle against damage caused by water penetration into the hair shaft and improve hair luminosity and shine. SanoBella Smoothing Conditioner reduces mechanical styling damage caused by combing force and blow-dry time, smoothes hair, and provides anti-static effect that keeps hair shafts aligned during styling.

WHAT MAKES THESE PRODUCTS UNIQUE?

- Contains CPTG Certified Pure Therapeutic Grade essential oils to help naturally cleanse and detoxify hair
- Contains proprietary formula of botanicals, essential oils, and other ingredients which not only work to repair previous damage to hair but also help to reduce future damage caused by UV exposure, heat, and styling
- Formulated according to doTERRA's "NONE OF THE BAD" philosophy

Restoring your hair to its full beauty requires just a few minutes a day, and with products formulated with doTERRA essential oils, you get the added benefit of a boost to your mood with a pampering scalp massage!

ESSENTIAL OILS: Orange & Lime

ESSENTIAL OILS:
Lavender & Peppermint

Citrus essential oils CLEANSE AND DETOXIFY the hair, hair follicle, and scalp

Essential oils that SMOOTH HAIR and seal against water damage for STRONGER, SHINIER HAIR

TOPICAL SCALP TREATMENTS that contain essential oils NOURISH THE SKIN of the scalp and help PROMPT HAIR GROWTH. Weekly scalp massages (whether at a salon or in your own shower) can also relieve stress.



SanoBella™ Hair—Healthy Beauty

BEAUTYDESTINATION



THE VITTA CORPORALE SPA IN COAST RICA is considered to be “at the gates of paradise”. An unrivaled world of rest and personal care await you in an exquisite environment surrounded by scents, colors, and textures intended to provide spiritual and physical harmony. The Vitta Corporale Spa uses innovative methods in the field of aesthetics, with spa treatments using the highest quality essential oils—dōTERRA CPTG Certified Pure Therapeutic Grade®—with the purpose of balancing the mind, body, and spirit.

To learn more, email info@vittacorporalespa.com or visit Vitta Corporale Spa San José, Costa Rica, 5420-1000 San Jose Costa Rica.



Join the dōTERRA WELLNESS REVOLUTION

dōTERRA'S LIFELONG VITALITY PROGRAM makes it convenient and affordable to take the first step on the path towards a lifetime of vitality and wellness. dōTERRA's three core supplements, Alpha CRS+®, xEO Mega®, and Microplex VMz® are formulated to provide you with potent levels of essential nutrients and powerful metabolic factors for optimal health, energy, and longevity. Our overall health and vitality depend on many factors including diet, physical activity, weight management, rest and managing stress, exposure to toxins, and inherited genetic proclivities for disease or wellness. While some of these variables may be beyond our complete control, breakthrough scientific research has revealed important ways we can influence our body's ability to keep us healthy and fit. Understanding what is happening in our bodies at the cellular level helps us understand the impact of our lifestyle choices on our overall health and how we feel.

PROTECT YOUR CELLS WITH POLYPHENOLS

Free radicals are molecules that can damage and even destroy healthy, functioning cells and speed the aging

process by compromising cellular DNA and other critical cell structures, including energy-producing mitochondria. Cellular free-radical damage is believed to play a major role in many degenerative diseases associated with aging including cancer, atherosclerosis, and others.

Antioxidants are stable molecules that can neutralize the danger of free radicals. Antioxidants are found in the foods we eat, particularly in fruits and vegetables, and some antioxidants can be manufactured by the body. Most medical experts recommend that we increase our consumption of foods rich in antioxidants. Polyphenols are a particularly powerful group of antioxidants that provide protection against free-radical damage. Alpha CRS+ Cellular Vitality Complex contains potent levels of powerful polyphenols. And because vitality means feeling younger not just living longer, Alpha CRS+ also includes a cellular energy blend.

SUPPORT A HEALTHY INFLAMMATORY RESPONSE IN CELLS BY REDUCING OXIDATIVE STRESS

Our bodies are made up of millions of cells which rely on complex chemical communication pathways to perform their many specialized and synchronized functions. When



cells are under stress, they respond defensively through a process of inflammation. Inflammation is an important and normal part of the body's immune system. Free-radical damage to critical cell structures can trigger this response that, if left unchecked, can lead to chronic inflammation which has been linked to a myriad of illnesses such as chronic pain, cardiovascular and pulmonary disease, neurological diseases, diabetes, and autoimmune disease such as arthritis.

In addition to the potent Cellular Longevity Blend contained in Alpha CRS+, dōTERRA's Lifelong Vitality Program includes xEO Mega, a revolutionary approach to supplementing our diets with essential fatty acids and fat soluble nutrients. xEO Mega Essential Oil Omega Complex provides a unique blend of essential fatty acids. Fatty acids make up the lipid walls of cells and play a critical role in intracellular communication and healthy inflammatory response to cellular stimuli. Healthy levels of essential fatty acids in our diet also contribute to healthy brain and joint function.*

xEO Mega includes a proprietary blend of dōTERRA's Certified Pure Therapeutic Grade essential oils that also function as antioxidants, support healthy inflammatory response in cells, and provide other powerful health benefits.* They also function as a natural preservative system protecting the essential fatty acids in xEO Mega from oxidation and rancidity.

SUPPORT YOUR IMMUNE FUNCTION

A healthy immune system begins with a healthy diet with optimal levels of antioxidants, vitamins, minerals, and essential fatty acids that are vital for optimal immune function. Poor nutrition, stress, inadequate rest, and exposure to other environmental stressors can all lead to weakened defenses against infectious pathogens and other factors that can compromise health.

dōTERRA's Lifelong Wellness Program is formulated to provide nutritional support for healthy immune functions.* Microplex VMz represents the gold standard in natural vitamin and mineral supplementation. Microplex VMz provides a balanced blend of essential antioxidant vitamins A, C, E, an energy complex of B vitamins, and Vitamin D. It also contains important minerals of metabolism and the essential bone nutrients calcium, magnesium, zinc, and 72 organic trace minerals. xEO Mega is formulated with immune supporting essential fatty acids and a proprietary blend of essential oils including clove, frankincense, and thyme. Alpha CRS+ provides powerful antioxidant and immune support through a potent blend of polyphenols and the mitochondria.

dōTERRA's wellness products are specifically formulated to support a wellness philosophy of eating right, exercising, resting, and managing stress. Our mission as a company is to empower people to live healthier, more productive lives and to share the blessing of lifetime wellness with others. We invite you to join our dōTERRA wellness revolution and take control of your health and the health of the loved ones in your care.

*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.

CREATING HEALTH AND HOPE

ROXANE & JAMES BYBEE



“I HAVE SEEN MY FRIENDS SHIFT AND BECOME EMPOWERED TO CARE FOR THEIR FAMILIES AT HOME.” -ROXANE

SOMEHOW, THE TERM “SNAKE OIL” CAME TO MIND WHEN

James was first given a bottle of dōTERRA essential oil. The bottle sat on a shelf for a while until one day James picked it up and put some in his mouth. “I got quite a jolt from On Guard®!” he exclaimed. That definitely got his attention, so the next time his sister-in-law, Natalie Goddard, contacted him about the oils, he listened. “We know Natalie is passionate about health and wellness, so we were intrigued by the fact that she and her husband Andy were involved with a network marketing company and were so passionate about it. They had previously rejected anything related to network marketing, so it piqued our curiosity to see them so committed,” explained James.

James’ wife, Roxane, was hesitant to get involved, but she finally decided to try the oils on their children. The results amazed her, and she was convinced. “I had an experience with Serenity,” recalled Roxane. “My youngest son had an awful time taking naps, and as the mother of three young boys, I was so frustrated by this. I had tried everything I could think of and was at my wits end. Finally, I tried Serenity on his spine and the bottom of his feet to see if it would help him. He took a two-hour nap and woke up happy instead of the usual forty-five minute nap where he would wake up crying. I tried it over and over and it worked so consistently that I could not deny it was this amazing blend and nothing else I had done. For me it was a turning point in my belief.”

Roxane called her sister Natalie and let her know that they were interested. Since then, they have grown their business by sharing the powerful benefits of dōTERRA essential oils with everyone they meet. “We usually say just enough to get some oil on them or in them, and then as Natalie says, ‘Step back, get out of the way, and let the oils do their job,’” explained James. “From health professionals to novice essential oil users—we hear the same thing—‘Your products are amazing!’”

Roxane shares, “One of the biggest benefits is watching people who lived with chronic pain for years become free from that pain because of dōTERRA’s products. I have seen my friends shift and become empowered to care for their families at home.”

When the housing market crash took a toll on them financially, Roxane and James realized that dōTERRA was the vehicle for a healthier financial future. They had previously relied on traditional jobs to support their family—James worked in IT and Roxane worked on the corporate side of network marketing—but they became excited about their new opportunity. “Because of our dōTERRA business, Roxane was able to quit her job outside of the home, and I’m planning to do the same in the first quarter of 2011,” shared James. “There is nothing else out there that can create this kind of residual income from a



relatively small investment of money, time, and energy. dōTERRA has changed our hopes and outlook for our financial future, as well as our health,” said James.

For Roxane, dōTERRA has helped her believe in her dreams. “When our upline, Natalie and Andy Goddard, began talking to us about achieving Diamond, the dominant thought going through my mind was, ‘No way! How could we ever do that?’ I decided that even though I didn’t believe I could do it at that moment, by planning and working for it, we would be no worse off. We set our date, printed out our goal, and pasted it all over the house. We began working harder than we had ever worked before. There were setbacks and bumps in the road, but when we made it, we knew it was a miracle. God helped us every step of the way.” James adds, “A big factor in our success is that we made the time to be at all the major dōTERRA events. Each event took us to the next level of action and belief. Convention 2009 started the fire, which was stoked by the cruise, and finally made unquenchable by the Leadership Retreat at Aspen Grove. When we left that meeting, we knew we needed to be Diamond! Once our intention was clear and commitment was made—written and vocalized—the way opened up and we charged through with a mission of Diamond

or bust. It takes hard work and sacrifice, but the long term results for a short time of sacrifice are priceless and well worth it.”

Roxane continues, “I have also watched as my children learn that their dreams can be achieved if they plan and work. Now when my children ask me for something, my mentors have taught me to respond with, ‘How can we work together to create that?’ instead of saying, ‘No,’ or ‘We can’t afford that.’ dōTERRA has given us so much, that we want to create health and hope for everyone we touch as well.”

FAVORITE PRODUCTS

Roxane: PastTense® and Deep Blue® take care of all my aches and pain, from a sprained ankle to headaches. They are like liquid icepacks. I no longer need to take pain relievers!

James: Frankincense has endless benefits. I use it daily and wouldn’t be without it in today’s world. I also love LIME! From the aroma to the flavor, it’s so refreshing. My favorite way to take it is by filling a glass with ice, adding 5-6 drops of lime on the ice, then pouring a cold bottle of Perrier over the ice. It tastes terrific and helps with swollen glands. And if you are trying to give up soda, it is a great replacement.

MAKING EVERY SECOND COUNT

JEN & MARC GARRETT



Jen Garrett has been teaching the ABCs and 1,2,3s to preschoolers for the past several years. As a preschool teacher and homeschooling parent, Jen's days have been filled with story time, snack time, and play time. Two years ago during one particularly active afternoon, Jen began to have a tension headache. She mentioned this to her friend, Natalie Goddard, and told her that she did not want to take any medicine (Jen was pregnant with her fifth child at the time). Natalie, who was part of the same homeschooling group, suggested Jen try dōTERRA's peppermint essential oil. Jen recalled, "I thought it was weird, but Natalie was my friend, so I tried it. I had previous experience with inexpensive essential oils, but I had never used anything therapeutic before. The peppermint oil relieved my tension, but I wasn't interested in doing anything more with the oils at that time."

However, when Natalie approached Jen's husband Marc about purchasing a Premium kit, Marc was completely convinced about the products and the opportunity. He pursued the business on his own—first by creating ads online, and then by hosting booths at expos. At the time Marc was working full-time in the technology industry, but he realized that he wasn't getting a lot of fulfillment from sitting in a cubicle all day. "I identified dōTERRA as the answer I was looking for," explained Marc.

Although Jen believed she was too busy to get involved in the business, she supported Marc by attending and helping at his booths. As she started sharing with others how to use the oils, she discovered that she loved connecting with people. Marc shares, "Jen was just radiant in that setting—and she realized that part of her life mission is to connect with people." For Jen, being a mother and caring for her family came first in her life, but she realized that by helping Marc with the business, the other pieces in her personal life would benefit as well.

That summer, Jen and Marc decided to do as many booths at expos as they could. They called it their "summer blitz". As commissions started coming in, they were elated to first cover their AutoShip payment, then their car payment, then their house payment...until they realized they could earn enough to have Marc home full time. "That became our goal," explained Jen. "I married him because I want to be with him; now we're united on the home front, united in work, and united in the same vision. I feel closer to him because we get to be together all day," shared Jen. "Being in business together has enhanced our relationship as a

"BEING IN BUSINESS TOGETHER HAS ENHANCED OUR RELATIONSHIP AS A COUPLE, AS PARENTS, AND IT HAS HELPED US SET AN EXAMPLE FOR OUR CHILDREN THAT THEY TOO CAN LIVE TO FULFILL THEIR DREAMS." - JEN



couple, as parents, and it has helped us set an example for our children that they too can live to fulfill their dreams.”

Their shared vision includes empowering parents to recognize life and all its possibilities, and to help others experience the type of freedom and abundance that they enjoy. “After the gala at convention, I had people on my team tell me that they now believe they can accomplish their goals. It’s a gift to have that kind of influence,” said Jen. With a clear vision and determination to live with intention and clarity, this couple is making every second count.

FAVORITE PRODUCTS

Marc: I appreciate the spiritual aspect of frankincense, its rich aroma, and the historical uses of it. It’s very centering to me. I put a drop on my tongue and along my spine. The Lifelong Vitality Pack gives me the energy I need to keep going, and it helps me from feeling little aches and pains that others get. In

addition, I like oregano essential oil because it’s great for knocking out infections and viruses.

Jen: I really need to keep up my energy because I am juggling a lot, and Lifelong Vitality helps me feel great. I use Balance and frankincense before any presentation—Balance on the chest and back of neck so that I can be calm and grounded, and a drop of frankincense under my tongue so that my mind is alert. I love all the On Guard® products because they keep our family healthy.

ENJOYING THE JOURNEY

BRIANNE & NATE HOVEY



“I WILL USE THE OILS AND TEACH ABOUT THEM FOR THE REST OF MY LIFE.” -BRIANNE

WHILE MOST KIDS GROW UP EATING Lucky Charms, Cap’n Crunch, or Fruity Pebbles cereal for breakfast, Brianne Hovey remembers eating a bowl full of herbs. Her childhood tastes and food choices were different than her peers’ because of an early awareness of health and nutrition. At the age of ten, Brianne’s mother was diagnosed with ovarian cancer, which led her family on a journey of health.

“When my mother passed away four years after being diagnosed with cancer, something clicked in me. I wanted to share what true health really is with every person I came in contact with. I became the friend everyone came to for all health remedies. In high school, I would take friends home with me, making them drink some concoction of greens that would make whatever sickness they were feeling disappear. I continued helping my friends as they became mothers to know what homeopathic herb or supplement to use when their child was ill,” shared Brianne.

While attending Utah State University, Brianne was unsure of which degree to pursue. At that time, her sister mentioned Massage College. “I thought she was crazy—that couldn’t be the direction for me. But two weeks later I was enrolled and attending Utah College of Massage Therapy. From that moment on, the doors blew open! I was exposed to so many different healing modalities that I never even knew existed,” stated Brianne.

Brianne went on to become a National Educator for a French skincare company, traveling all over the world, going into hundreds of spas teaching the theory behind skin and body care products along with hands-on application. Her depth of knowledge led her into a position as a sales representative, and she developed a whole new passion for sales. “I could not believe how much I loved sales. I was a sales rep for a few years, and then started consulting for spas and skin care companies before being introduced to dōTERRA,” explained Brianne.

Brianne’s sister, Stefanie, had been using dōTERRA’s oils and shared some with Brianne. “Right away I noticed a difference,” said Brianne. “I had used essential oils for years, but never really got behind them because I didn’t see a noticeable difference. With dōTERRA’s oils, I found that when I worked on clients in massage and esthetics, my hands would go so far, stop, and then the oils just kept going. I saw such incredible results with clients’



chronic conditions that would disappear. I was amazed!" shared Brianne.

Soon after, her step-sister, Allyse Sedivy, called and told her about the business opportunity. "I had quit my job four months prior and was taking a break from working when she called. I knew the minute I got off the phone with her that I was going to do this as a business and that something big was going to come from it. I felt it was an inspired decision," said Brianne. "My husband Nate is a nutrition counselor, and we are finding such joy merging our worlds together and teaching others about nutrition and the oils. Nate is my best friend and is the most supportive husband at home and with my dōTERRA business. Our three-year-old son Phoenixx makes us laugh every day and teaches us to be better human beings."

With hard working leaders, a supportive upline, products that improve health and vitality, and consistency, Brianne has found that all her hard work has been worth it. She shares, "It is

important for our family to have a balanced lifestyle and time together to stay strong and live a happy life. The oils add to this balance, and I will use them and teach about them for the rest of my life. I am truly enjoying this journey."

FAVORITE PRODUCTS

Brianne: I have battled with migraines for years, and frankincense has totally changed my life. I am also in love with Breathe because my son used to suffer from asthma. He is now completely free of needing daily steroid treatments partly because of that oil.

Nate: I haven't been able to run for years because of four knee surgeries. After using Deep Blue, I can run again! I have asked Brianne to order her own Deep Blue so that we won't fight over who gets to use it anymore. Helichrysum is another favorite of mine.

FOLLOWING HER INTUITION

LAURA & JERRY JACOBS



“FOLLOW YOUR INTUITION. WHEN YOU STUDY THE OILS, YOU WILL LEARN WHAT’S RIGHT FOR YOU.”
 –LAURA

GETTING A HANDLE ON OUR HEALTH and balancing all that life throws our way can be challenging. Mood changes, insomnia, weight challenges, stress, or typical aches and pains—these are some of the health issues that may start someone on a search for natural remedies that will bring relief. Over fifteen years ago, Laura Jacobs opened her store Herbs for Health in Pleasant Grove, Utah, to give people solutions to these and other everyday health concerns. As a health coach, Laura discovered her passion for helping people achieve greater health and life balance. She has coached over 15,000 clients using her unique approach.

Laura’s own search for natural solutions to health issues began when her first child was suffering from an ear infection. Her interest in finding a natural solution rather than depending on over-the-counter or prescription medication led her to pursue classes in alternative medicine. She was mentored by Al Garcia in iridology and kinesiology and studied other modalities as well. Soon she began offering health coaching in her home and then later in her store. Through her experiences with helping individuals, she and a friend, Karyn Grant, developed an idea for a program that would bring healing in homes all over the world. “A healer in every home” has been their motto, but it wasn’t until Laura was introduced to dōTERRA that she found a way to make that program a reality.

When Natalie Goddard (a former student of Laura’s in kinesiology and iridology) approached her about dōTERRA’s essential oils, Laura’s first reaction was, “Another MLM—no way!” But Laura felt prompted to listen to her. “I trusted Natalie and decided to listen to her presentation. The first oil I used was oregano. I had been experiencing pain in my leg, so I took one drop of oregano in a capsule. I was surprised to see how quickly the pain went away because nothing else had worked that fast. Because of the immediate relief I felt, I knew that these products and dōTERRA were right for me,” explained Laura. Although she was familiar with aromatherapy and had used essential oils before, she had not experienced any results from those other oils. By using dōTERRA oils on herself and family members, she understood the purity of these oils because of their effectiveness.

“As soon as I realized that these products are what I had been looking for, I made a list of people that I thought would be blessed by either the oils or the opportunity. I got on the phone that weekend and called those people. They all trusted me because of our years of connections. By the end of the weekend, I was a Gold. All of those people are still involved with dōTERRA either by using the products or being involved in the business,” Laura shared.



Since then, Laura has continued to share with others through classes and webinars. She explains that she has been strategic about placement since the beginning—choosing her captains—which has allowed her to focus on leadership as well as teaching. “My desire in this business is to empower people with knowledge so that they can have a lifestyle of wellness—a healer in every home. I want people to be knowledgeable and capable of caring for their health,” stated Laura. Her advice to others is to listen to your own body and follow the messages of what is right for you. “Follow your intuition. When you study the oils, you will learn what’s right for you,” said Laura. She’s also a strong advocate for living a lifestyle of prevention and making the necessary lifestyle changes with intelligence and common sense.

So how does this businesswoman, wife, and mother of five maintain the lifestyle she encourages? “I have lived a healthy lifestyle for years, but now because of my dōTERRA business, I am finding even more balance in my life. My husband Jerry (who has been an incredibly supportive spouse) was able to

quit his job and join me in this business because my income from dōTERRA has surpassed what we were previously earning with his job and my store. This gives us more time together so that we can find balance and joy in what we do,” expressed Laura.

FAVORITE PRODUCTS

Laura: I spend a lot of time on the phone and computer, so I use PastTense and Deep Blue® for everyday head and neck tension. The aromas of Whisper, sandalwood, ylang ylang, and Elevation make me feel good, and I’m a big fan of frankincense because it has such vast applications.

Jerry: I work out a lot, so Deep Blue is my favorite essential oil blend. It is great for quick recovery and minimal soreness. I enjoy the citrus oils, shampoo, and my favorite single oil is birch because it makes my mouth feel cleaner and my teeth are getting whiter!

FROM STRUGGLES TO SUCCESS

ROB & WENDY JAMES



“WE HAVE SUCH PEACE OF MIND NOW—BOTH FINANCIALLY AND PHYSICALLY.” -WENDY

FOR ROB JAMES, WORKING AS A CHEF WAS A WAY TO express his creativity and pursue his passion for cooking. After unexpectedly suffering from a major stroke though, Rob was unable to continue in that career because it was too painful to use his arms. With enormous hospital expenses and loss of income, Rob and Wendy were struggling to make ends meet.

It was at this time that Rob’s longtime friend, Dave Stirling, called and invited them to attend a meeting in Utah County. “Dave didn’t say what the meeting was about—he just said he wanted us to come,” recalled Wendy. “We didn’t know how we could afford the gas money to get from St. George to Lindon—we were that broke. My mom loaned us the money to buy gas. That meeting has changed our lives.”

The meeting that the Jameses were invited to attend was the first dōTERRA meeting. Rob and Wendy were familiar with essential oils, but Rob had always had severe reactions to them, so they were hesitant to try a new brand. The company owners passed around a few samples of frankincense, lavender, lemon, and peppermint for their friends to try, and Rob immediately noticed the difference. He and Wendy loved these oils, so on their way home that night they called their friend Gina Truman. From that initial meeting, they began sharing oils with everyone they knew.

“We made a concerted effort to have people attend our essential oil parties and to help them host their own. We knew that if we gave them a sample to go home with, they would have their own experience. That’s exactly what happened,” shared Wendy. Since the company had just launched, Rob and Wendy knew it was important to familiarize people with the company name and products, so they also hosted booths at expos. “At the end of our first month with dōTERRA, we had earned more money with Fast Start bonuses than we had earned in the previous ten years,” shared Rob.

In addition, the Jameses have spent considerable time and expense on the Internet to help their team. They started a Google group called Everything dōTERRA (www.everything-doterra.com), which is a question/answer and testimonials group board that is open to the public; a searchable database on essential oils, health concerns, and scientific research (everythingessential.me) that includes information on essential oils from leading authors such as Dr. David Hill, Kurt Schnaubelt, and Robert Tisserand; and their own site (www.zdoterra.com).



“We have such peace of mind now—both financially and physically,” expressed Wendy. “We’ve seen and experienced great health benefits from the essential oils. Rob was on 7-8 medications after his stroke, but now he isn’t on any.” With three active boys, Wendy and Rob are able to care for their children’s health needs as well—from breathing problems and the sniffles to improving sleep and mood. “Whenever my kids are in a bad mood, I diffuse the oils and it changes the whole mood in our home. I love that my children are growing up using the oils because they know how to be healthy. Our lifestyle has changed so much with dōTERRA that my sons want to build a dōTERRA business when they grow up,” expressed Wendy.

When asked what the key to their continued success has been, Wendy and Rob both agreed that it’s education. “Education is the key to our team’s success,” explained Rob. “The more educated people are about how to use the oils, the more they use the products. We also encourage our team members to work on self-improvement. You have to have that dream—that desire. It’s not IF it’s going to happen, it’s WHEN it’s going to happen,” stated Rob.

And good things are certainly happening for the James family.

FAVORITE PRODUCTS

Rob: Peppermint works as a natural blood thinner for me. I also use it whenever I feel a heaviness in my chest or if I have heartburn. I love to use peppermint with frankincense too. There is just something about those oils that is uplifting and supportive of my health issues. Because of my stroke, I sometimes get a brain fog. Whenever that happens, I put a drop of Melissa on the roof of my mouth and it clears my mind.

Wendy: Balance, frankincense, and Citrus Bliss give me emotional stability and clarity. For digestive issues, I use DigestZen, and I love lemon and lime for their flavor and ability to cleanse.

MORE REWARDING THAN RETIREMENT

PAT & NOLAN LEAVITT



“IT’S A GIFT TO BE ABLE TO HELP PEOPLE, AND THAT’S WHY WE’RE A PART OF dōTERRA.” -PAT

FOR MANY COUPLES, RETIREMENT IS THE ULTIMATE REWARD

for a lifetime of hard work. For Pat and Nolan Leavitt though, continuing to live an active lifestyle in their golden years is far more meaningful. After a short “retirement”, they realized they had too much life left to live, so when they were offered an opportunity to join dōTERRA and build a business, they jumped onboard wholeheartedly.

Lifelong entrepreneurs, the Leavitts have always believed in the freedom offered through owning a business. They have owned several successful businesses, including The Leavitt Company (a land development and construction company), and the Las Vegas Design Center. After moving from Las Vegas, Nevada, to St. George, Utah, Pat continued with her fondest hobby—healthy cooking—and shared her expertise as a host of a local TV cooking show. “I have always liked cooking for people—especially my family,” Pat explained.

Pat and Nolan have been married for 47 years and are the proud parents of five children—three sons and two daughters. One of their daughters, Wendy James, introduced them to dōTERRA. “Wendy called and said, ‘Mom, I want you and Dad to come to this meeting with Dave Stirling,’” Pat explained. She agreed to go and listen, but insisted that she didn’t want to get involved. The meeting they were invited to was the first dōTERRA meeting held in St. George, Utah, and there were close to 25 people in attendance at Gina Truman’s home. “By the end of the evening, everyone who had been invited enrolled. There were no products—just tiny samples, but we knew these oils could help people,” explained Pat. “It’s a gift to be able to help people, and that’s why we’re a part of dōTERRA.”

Nolan understands that his wife is happiest when she’s surrounded by people, and believes that this is exactly what they’re supposed to be doing. dōTERRA has given them the opportunity to help people with their physical and financial concerns. “For some people, \$200-\$300 extra per month isn’t much. But for others, it’s the difference between eating and not eating. It’s so gratifying to help people,” remarked Nolan.

“More than anything, it has fulfilled our lives in our golden years,” stated Pat. “It has reenergized us and helped us financially. Because of the current economy, it has been a blessing to have extra income. And, we don’t suffer from all the minor aches and pains that other people suffer from at our age.” In fact, the Leavitts shared that they no longer have medicines in their home anymore—just CPTG essential oils. “I am 70 years old and I don’t use any medications. Isn’t that great? Pat and I believe in a healthy lifestyle and in using the best natural products to care for our health,” shared Nolan.



Because they are in great health, they are able to spend several months at a time traveling around the country in their RV. While they travel, they meet people and share the oils with them. “I have become good friends with people all over the country. As we travel, I share with them the health benefits of the oils. We talk about their healthcare needs and I give them samples. We have met some incredible people and built long-lasting friendships because of dōTERRA,” shared Pat.

Much of their success with dōTERRA is due to the fact that they talk to everyone about the oils. “Just talk to everyone and share the product. Everyone has a health concern that needs to be addressed, and once they experience the oils, that will make all the difference.” In addition to talking to people throughout the day, the Leavitts host essential oil classes in their home at least once a month, and Pat usually serves homemade food prepared with essential oils. “The oils create a more defined flavor in all foods. People love the taste of foods prepared with essential oils, especially lemon and Slim & Sassy,” explained Nolan.

Combining her love of cooking and essential oils, Pat is currently collaborating on a cookbook with her son-in-law Rob James. “We are developing healthy, amazing recipes for this

cookbook, *IPCs for Healing Hands*, and plan to publish it within the next year. All proceeds will be donated to the dōTERRA Healing Hands Foundation,” said Pat. (See one of Pat’s amazing recipes below)

FAVORITE PRODUCTS:

Nolan: I use Deep Blue regularly because it relieves the discomfort in my knees. I love the taste of lemon and Slim & Sassy in food. The taste is fabulous.

Pat: On Guard is my favorite blend because I love the freshness of the aroma, and I love knowing that everything is germ-free after I use it. I also love PastTense for headaches.

PAT’S FAMOUS DRESSING

- 1/4 cup rice vinegar (or red wine)
- 1/4 cup unfiltered Agave
- 2 tbsp chopped red onion
- 2 drops of lemon essential oil
- 2 drops of Citrus Bliss essential oil
- 1/2 tsp salt
- fresh ground pepper (two good twists)
- Blend with 1 cup grapeseed oil



A BEAUTIFUL WORLD FOR EVERYONE

TERRY & LIL SHEPHERD



“IT’S EASY TO SHARE WITH OTHERS—SIMPLY TAKE THE LID OFF THE BOTTLE AND ALLOW THEM TO HAVE EXPERIENCES WITH THE OILS.” -LIL

WAKING UP ONE MORNING WITH A TINGLING SENSATION down her face, Lil Shepherd wasn’t too concerned—until the sensation became more intense over the next few days and included pain in her eyes, cheeks, and mouth. After visiting with neurologists, she was told she had a virus at the base of her brain. She was prescribed medication for severe seizures, which left her frustrated because it caused short-term memory loss and changes in mood and personality. “I couldn’t even remember my grandchildren’s names,” shared Lil. “The doctor told me I would get used to it, but I didn’t want to get used to it, so I called Dr. Hill and asked him for some help. I began taking frankincense in a capsule, and the symptoms faded. Whenever the symptoms returned, I would put a drop of frankincense under my tongue and would be back to normal.”

Lil continued to take frankincense under her tongue every day until dōTERRA introduced Lifelong Vitality. “The oils in Lifelong Vitality build you at a cellular level and are amazing for our systems,” explained Lil. “An Amish man once shared with me years ago, ‘If you have healthy cells, you’ll have healthy tissues; if you have healthy tissues, you’ll have healthy organs; if you have healthy organs, you’ll have a healthy body.’”

Although passionate about the products, Lil was hesitant about building a business. She had worked for thirty years on the corporate side for other network marketing companies and was comfortable being “in the background”. However, she again realized the powerful benefits of essential oils when she brought her father home for end-of-life-care. The hospice gave her morphine and suppositories to give her father for his pain and fever. She wanted him to be as comfortable and alert during his final time with family, so she chose to use peppermint essential oil instead. In less than ten minutes, the fever dropped and the pain lines disappeared. He passed away peacefully a few days later, fully aware of his surroundings and family members. At that point, Lil decided she had to share with everyone how to use the oils as natural medicine.

“It’s easy to share with others—simply take the lid off the bottle and allow them to have experiences with the oils,” said Lil. She began first by sharing with her own family members, including her husband Terry. Sweethearts since high school, Lil and Terry have a large family, including several grandchildren. “The grandkids all know how to use the oils. They like to come up and have oil rubbed on the bottom of their feet, or they come running in with a bee sting and go straight for the oils,” said Terry. The Shepherds have an emergency



preparedness kit in their home that includes nineteen oils, and they have also given each of their children a Family Physician Kit.

“When my parents passed away, my father was on seventeen prescription medications and my mother was on thirteen medications. Terry and I are teaching our children and others that dōTERRA CPTG essential oils are nature’s medicine,” shared Lil. “There is so much science behind essential oils—I am constantly learning as much as I can,” expressed Lil. “The book, *Advanced Aromatherapy*, by Kurt Schnaubelt tells in simple terms how and why the essential oils work. I also learn from Dr. Hill, by attending as many of his classes as possible, and I am blessed to have Dr. Susan Lawton on my team. Dr. Lawton has been using essential oils for 38 years, but she was previously spending all her time trying to source good oils. When she tried dōTERRA’s oils, she exclaimed, ‘These are the real deal! They are so pure.’”

With a supportive spouse and a great team, Lil has seen great growth in her organization and is thrilled to have made new

friends all around the globe. “I went to Australia in June to thank my team there. From one initial contact, I now have over 100 Independent Product Consultants on the other side of the world! I love being able to share the oils and bring the goodness of health and wealth to people everywhere,” commented Lil. As any of her team members can attest, Lil has the ability to make everyone feel like family. “I love our dōTERRA family. We are close, we share with one another, and we help each other. We realize it’s our responsibility to share goodness and to create a beautiful world for everyone,” stated Lil.

FAVORITE PRODUCTS

Lil: Frankincense and Lifelong Vitality help me care for my body in the best possible way! I won’t ever be without these products.

Terry: Serenity, Balance, and White Fir are some of my favorite oils. I add these oils to Epsom salt then pour the salt in my jetted tub. It’s the best way for me to relax in the evening after a hard day’s work.

FOUNDERS AUSTRALIA



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not pictured Harmonic Energy

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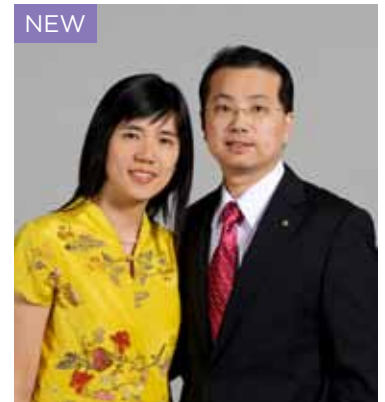
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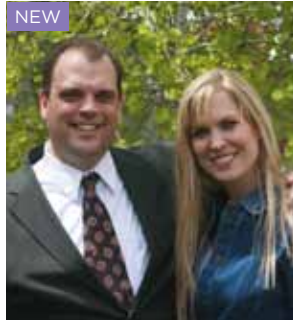
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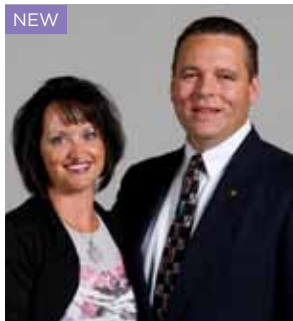


Lil and Terry Shepherd

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