

MLM Company Profile: doTERRA Intl



doTERRA®

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doTERRA Intl.

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

doTERRA Intl.'s name is a Latin derivative that means "Gift of the Earth."

doTERRA Intl. started offering 25 single oils and ten oil blends on April 25, 2008.

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The company is based out of Orem, Utah.

Impact on the Industry

NA


Discussion of Products

doTERRA Intl. offers essential oils, as well as products in the categories of nutrition, spa, and healthy living. All the products are fall into the company's umbrella philosophy of dedication to nutrition, exercise, rest and stress management, reduction (www.mlmllegal.com) of toxic load, informed self-care, and proactive healthcare.

Discussion of Opportunity

doTERRA Intl. enables consultants to earn profits two ways: through retail commissions and bonuses.

The company offers the following compensation plan:



Retail Profit
Independent Product Consultants earn 25% profit on the purchases made by their Retail Customers.

\$100 Retail Purchase → Retail Profits 25% → \$25 BONUS

Preferred Customer Profits
Independent Product Consultants earn 9% profit on the purchases made by their Preferred Customers.

Fast Start Bonus (Paid Weekly)
Paid on New Enrollee volume for their first 30 days. Enroller must be on 100 PV autoship to participate.

Enrollment Level 3: 5%
Enrollment Level 2: 10%
Enrollment Level 1: 20%

Power of 3™ Team Bonus (Paid Monthly)
See Power of 3 details page for complete description and requirements.

100 PV You → Level 1 (3+) → \$50
Level 2 (3x3=9+) → \$250
Level 3 (9x3=27+) → \$1500

Unilevel Organizational Bonus (paid monthly on compressed organizational volume)

Paid as Title	Consultant	Manager	Director	Executive	Elite	Premier	Silver	Gold	Platinum	Diamond	Blue Diamond	Presidential Diamond
Monthly PV	50	100	100	100	100	100	100	100	100	100	100	100
Monthly OV	*	500	1,000	2,000	3,000	5,000	*	*	*	*	*	*
Qualified Legs*	*	*	*	*	*	*	3	3	3	4	5	2 + 4
Leg Requirements	*	*	*	*	*	*	Elite	Premier	Silver	Silver	Gold	Gold Platinum
Level 1	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Level 2		3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Level 3			5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4				5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 5					6%	6%	6%	6%	6%	6%	6%	6%
Level 6						6%	6%	6%	6%	6%	6%	6%
Level 7							7%	7%	7%	7%	7%	7%

Dynamic Compression –

2% Infinity Performance Pools (paid monthly on total company volume)			Leadership Performance Pool			Diamond Performance Pool		
Performance Pool Shares: Earn additional shares for each personally enrolled Elite (Leadership Performance Pool) or Premier (Diamond Performance Pool)†			1 1+	3 1+	6 1+	1 1+	2 1+	3 1+
			1%			1%		

3% Diamond Pools (paid monthly on total company volume)			Diamond Pool	Blue Diamond Pool	Presidential Diamond Pool
Diamond Rank Shares: Earn additional shares for each personally enrolled Premier†			1 1+	1 1+	1 1+
			1%		

*Legs must be personally enrolled. †Must be first-time qualifiers, unlimited shares. See company policies for details.

For additional information, one must contact the company.

Discussion of Distributor Base and Sales Volume in U.S.

The company operates in North America, Europe, Latin America and Australia.

Company Website: <http://www.doterra.com/>

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MLMLegal.Com typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a

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Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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