

dōTERRA Website Claims Guide



Instead of static websites and YouTube channels, you should link and send all of your leads to your dōTERRA replicated website. You can set up your replicated website in your back office under “My Web Site.” You will get to choose a personalized URL such as, mydoterra.com/Janelovesoils

Do's

- Post only claims from the Approved Claims List.
- Have a “Contact Me” section that allows you to capture interested leads and teach them more through personalized interactions using compliant wellness language.

Top benefits of the new replicated websites:

1. Directly links visitors to your shopping cart.
2. Captures attention with dōTERRA's most popular videos.
3. Allows you to add personal information and a picture of yourself.
4. Great blog articles on essential oil usages as well as recipes and DIY posts.

Don'ts

- Post disease claims.
- Imply disease claims through words and/or pictures.
- Post research making disease claims about oils.
- Use dōTERRA or dōTERRA trademarks anywhere on your site.
- Use dōTERRA images, trademarks, or trade dress anywhere on your site.
- Use dōTERRA or any trademarks as tags or meta tags on your site.
- Use a word, phrase, or image that would obviously indicate dōTERRA.
- Post videos that talk about dōTERRA products or opportunity on YouTube or Vimeo.
- Link to your social media platforms.
- Link to any dōTERRA owned websites.
- Link to any websites that do make disease claims.