Emergency Doterra Call

Please don’t be concerned or worried. /but there are some things happening which are necessitating changing policies.

It is about using compliant language, particularly in internet marketing.

Oils are wonderful, and there are studies that show that…but there are some updates that need to be made to keep businesses and company healthy and viable.

David Stirling, Mark Wooford, and some vice chair people.

Mark Wolfort to begin….the share the policy changes. Introduced Kirk Jowers, a very influential man in Utah….lots of legal expertise. How did he come to doTERRA. He is now with us, due to an experience with people and products. Very impressed with the people.

Those who have been with doTERRA for a while know there were things we used to say that we cannot say and be responsible. Last September, the FDA shared concerns they had. A recent meeting showed that although there have been progress, there needs to be stronger moves made. There need to be better results about what we are saying.

There is still confusion. Mark said there could have been better communication. Hence there are clear policy changes.

We do need to be more compliant.

1. Whenever we are talking about doTERRA or its products in any media, Wellness Advocates may only make claims that are approved by the company. These are structure/function claims about supporting the body. Go to [doterratools.com](http://doterratools.com) to find the PDF list (which is constantly growing) that we can use. It is the Approved Claims List. It is also on DoTERRA University.
2. All doTERRA WA may only have a presence online with a replicating online website. look on your website and personalize it. This is a safe place you can go that talks about doterra safely. It can have no links to other sites. If you have other websites or blogs to promote doTERRA products, that is no longer allowed. Nothing proprietary to doTERRA can be included. You cannot link to any doterra site from your own personal site. You cannot purchase or capture. You will only be able to have a button that says contact me to purchase essential oils. The reason for this is that Wellness Advocates have made claims on their sites. It has been nearly impossible to clean it up fast enough. (No static sites, which means blogs). They are going to beef up the replicated sites to make them better. Those sites have to come down immediately and be scrubbed. Please work with them and get them scrubbed immediately. – If you are going to have a blog or an online side, or post on Facebook, you can only talk about general single oils only, such as peppermint or lavender. (but you can’t mention that they are doTERRA). It’s okay to talk about the doTERRA business opportunity. It’s also okay to have a website with a password for your team where you have a little more leeway to post team calls, etc.
3. The only internet sites that can be linked to a doterra site must be a doterra site. Disease/health claims must cease. A drug claim would be that I used lemongrass to lower my cholesterol. That makes it a drug claim. Please note that even sharing your own personal experiences online can be considered a drug claim if the experience makes a claim.
4. You can submit some claims you think are ok to compliance to have it vetted.
5. Those pages that are branded DoTERRA….Pinterest, Facebook, Twitter, You Tube ETC. must stop. No pictures of products, no name of the brand.
6. Wellness advocates should make sure that any material you produce should be legal and compliant with FDA guidelines. Make sure before you publish. If you ever have any questions, please submit your compliance questions to [compliance@doterra.com](mailto:compliance@doterra.com)
7. On doTERRA university they have placed two training videos. Everyone premier and above are going to be asked to go on and watch those. There is a quiz that everyone will be asked to take.
8. Remove any reference to rank or company on your website. Those things make it marketing. When you post about oils, still ok to do, but use compliant approved language.
9. Don’t make any of our products drugs.
10. Sharing experiences has tightened up. Everyone has a personal story, but they are still claims.
11. A letter will be sent out so that it is in writing. It may or may not be a final document. Things may change moving forward.

This approach will help us stay clean.

If there isn’t a measurable decline in “drug claims,” there may have to be stronger measures taken in the future.

These are measures we have to take now, due to the FDA.

DoTerra’s mission has not changed.

Please take this very seriously.

Don’t be fearful.

It is an adjustment, but make it a good adjustments.

Q&A: If we have a Youtube video on how to use an oil, or kit…do we need to take it down? It should be reviewed that claims are OK. Password protect your site. Also keep it generic…no reference to doTERRA. Still use appropriate claims when sharing the oils.

About customers sharing inappropriately…we do have to educate them.

New protocol for non-compliant sites:

First a contact

10 day letter

The disciplinary action (suspend account until it is corrected)

WEB/YOUTUBE/Blogs (Static) vs FACEBOOK, Pinterest, instagram (Social Media)

A decade or so ago, there was a personal exemption. You could share personal experiences. That has changed. Now you can’t. (doTERRA’s attorneys and departments are also working from a legislative standpoint to soften the rules regarding personal exemption. If you would like to help make a difference, you can contact your state senate office)

The replicated website will empower you for anything linked to doTERRA.

Social media may seem a little more open, but not really.

Take anything out of your Facebook name that refers to doterra or rank. That changes the site completely to the FDA. The images you have posted can significantly change it to the FDA as well.

You want to show that these oils are supporting normal body function. Different body systems.

What about site that show oils and sells them and does not make any claims at all. The problem is that there are inferences from the website that are not helpful. It is too complicated to keep up websites outside the replicating site.

How long do we have? ASAP

Can pass any suggestions for the replicating site on through your account managers.

doTERRA is having to change things too. Can no longer take blanket suggestions on how to use certain oils. We will stop being asked those questions.

How will this info be transferred…

Call made available to silvers and above.

Letter will be sent.

Q&A sheet will be prepared.

Do not want to stop Webinars from occuring. Make sure they are compliant language. Can refer people to the replicating website for purchase.

If you are archiving your webinar, make sure it is totally compliant.

You can’t have your own shopping cart that sells doTERRA product.

They are updating the shopping cart on the replicating site, but it will take two years to get there.

Third party tear pads can no longer reference doTERRA.

(Use the tear pad in Class in a Box).

If your question hasn’t been answered, submit to you your account manager for the question and answer pages.

Question: Will doterra produce compliant videos that we can use. Yes!

Even doctors have to be compliant when they are marketing doterra. This is not the same as working with individual patients.

A lot of facebook questions are posted about what to use. How to answer people? Both public and closed. Keep detailed conversations completely private.

The public ones are most at risk. Even the private ones are dicey, because people can re-post what you have said privately.. You can’t contain it. Keep referring back to systems.

Have to stop being able to find doterra and disease claims by a google search. To see for yourself the problem doTERRA is now trying to contain…google doterra and any medical condition (cancer, diabetes, fibromyalgia, allergies, etc. ….)

Justin Harrison: If you are going to put it on the internet…leave doTERRA out of it.

85% of your check will not be affected in any way by what you have heard. Those are your customers. We all have some changes to make, and we all do it.

The sites either come down or DoTERRA comes down. (Justin said that is what Dr. Hill said.)

What about secret vs. open groups….? Stay congruent. There are no secrets on the internet.

Can we do webinars? Yes, as long as statements are compliant.

Cannot do facebook classes….but will double check. They are OK. The main demographic is young and Facebook connected. You can use the doTERRA brands there. You can use images, but use compliant language. If your language is compliant, they can be recorded. They are still subject to search.

Try to find and delete old FACEBOOK posts because they can be brought be back up on the feed. (Compliance team is emailing the ones they find…but if you can do it, it will save so much.)

People who are younger in doTERRA really need to help here….this is where the problem really is. (There may eventually be different contracts.) Help our newer members to clean up their sites.

Static sites (don’t change.) vs. social media (fluid). The Static sites have to be clean.

Can you use photos on doterra tools. Where and when? Yes, but not on a website. You could possibly on FACEBOOK. OK, on password protected sites…On your personal Facebook page, can link to co impact sourcing…..

For every picture doTERRA tools applied to a page, you are personally responsible for any comments made. OK to say Immortelle works as a deodorant.

Private groups on FACEBOOK, have a little more leeway.

Can we have some variability on the replicated website? It would make it easier to participate. (Have to be careful because of what people will post.)

About redirecting….straight to replicated site. That is ok.

Must remove doTERRA from your wellness advocate….Let’s say someone will come in and compete with doTERRA….they can’t find you if doTERRA is gone.

What about podcasts…there is one on iTunes.

Conference calls…can they be recorded. For business training….Yes. Password protected…yes.

What about teams that are outside the US? They are putting stuff on the internet..how are they impacted? (It shows up everywhere—everyone must be compliant).

What can we use instead of CPTG. Therapuetic Grade is OK.

Can we leave doTERRA business stuff on our website. What about that?

Are we allowed to post links to the doterra blog…..the things doTERRA posts and has scrubbed?

Can we share doTERRA posts on the internet?

What about linking to aromatic science on our personal websites…they can find research on their own?

Advocate wellness has already been shut down – doTERRA is actively searching for a solution for this website; this is one website outside of doTERRA’s replicated sites that doTERRA would like to leave up. The other one is everythingessential.me – and doTERRA is reviewing that site as well to see if there’s a way it can be left up.

Dr. Hill has to follow these same rules. We all have to follow the same rules.

Comments will all have to be approved. (Because they are repeated.)

Any kind of product claim will have to be passed through compliance.

Have Emily clarify password protected (the oils games).

Emily Wright/Kirk Jowers:

WE HAVE TO PROVE THAT DOTERRA CAN CONTROL THEIR DISTRIBUTORS.