



June 19, 2015

Dear Young Living Member:

D. Gary Young, Founder and CEO of Young Living, has asked that I write to Young Living members and provide some guidance about sharing Young Living the right way. As a company that offers dietary supplements, certain U.S. rules and laws regulate how we market our products and opportunity. These rules are created and enforced by the U.S. Food and Drug Administration (FDA).

Because our members are our partners in bringing Young Living essential oils to every home in the world, you are also subject to these rules and regulations when sharing Young Living within the U.S. As the world leader in essential oils, we are committed to conducting ourselves in accordance with all applicable laws, rules, and regulations and to helping our members do the same.

We want to empower all Young Living members to understand how they can share Young Living the right way and according to U.S. regulations, so I have provided a few of the most frequently asked questions on this important topic and our official answer to each. Please carefully review these questions and immediately implement this guidance into your Young Living business. We also encourage you to visit the “Sharing Young Living the Right Way” tab of the Member Resources section of [Virtual Office](#) and read the full version of this FAQ for much more in-depth guidance. This important document will be updated and expanded on a regular basis.

Here are just a few of the important questions and answers that can be found in the full FAQ:

Question: As a Young Living member, why are FDA regulations important to me?

Answer: The FDA’s rules and regulations apply to all essential oil companies in the industry, including Young Living’s business in the United States. These rules and regulations govern, among other things, how Young Living promotes and sells its products and how Young Living members promote Young Living and its products. In order for Young Living to remain in good standing with the FDA, all Young Living members must also be compliant with FDA regulations.

Question: When am I considered to be “promoting Young Living or its products?”

Answer: As an independent distributor of Young Living, you are promoting Young Living and its products when you engage in any activity (online, in person, through the mail, on the telephone, etc.) where people can enroll or purchase products, including (i) any event or meeting where new members can enroll; (ii) when information is shared about Young Living and its products, even if the opportunity to enroll or purchase products comes after and separately

from the event or meeting; and (iii) when you are providing assistance to others in their efforts to enroll new members or in their efforts to sell Young Living products. The rules are broad enough to include meetings in your home, meetings on private internet forums, educational meetings at tradeshows, and one-on-one discussions with friends and family.

Question: What is an example of an inappropriate product claim?

Answer: Any statement about a Young Living product that is untrue is an inappropriate product claim. Additionally, any claim that a Young Living product is intended to diagnose, treat, cure, or prevent a disease is considered an inappropriate product claim. For example, the following claims by Young Living members were cited by the FDA in the September 2014 letter as examples of inappropriate product claims:

“Viruses (including Ebola) are no match for Young Living Essential Oils.”

“Top on my list is Thieves. Thieves is highly anti-microbial . . . it could help against Ebola.”

“Rosemary research in regards to Alzheimer’s disease showed aromatherapy as a potential treatment for the cognitive (eg, memory) impairments caused by dementia.”

Question: Are Young Living members allowed to share personal experiences (testimonials) about Young Living products?

Answer: If the personal testimonial includes an inappropriate product claim (i.e., that Young Living products can be used to diagnose, treat, cure, or prevent a particular disease), Young Living members cannot make such statements in connection with marketing Young Living or its products. For example, the following personal testimonials are considered inappropriate product claims when used in promoting Young Living:

“I haven’t needed a single allergy med since I was introduced to Young Living’s Peppermint essential oil.”

“We have used Thieves oil to much success when fighting strep throat.”

“We were able to replace our entire medicine cabinet of pain meds and fever reducers with Young Living’s essential oils.”

This rule applies to any setting where a member is promoting Young Living or its products. Even classes conducted in a member’s home are subject to this rule. Section 5.4 of Young Living’s Policies and Procedures specifically addresses testimonials and meetings. Find this rule in the Policies and Procedures document in Virtual Office, under the “Sharing YL the Right Way” tab of Member Resources.

Question: Does Young Living have a list of suggested product claims members may use in connection with promoting Young Living and its products?

Answer: Yes. Young Living is committed to providing members with suggested claims for every product. To date, Young Living has published claims for more than 50 of its products and is publishing additional ones each week. These claims are included in the biweekly Young Living newsletter *Grow!* and are also hosted in a document titled “Suggested Product Claims” in the Young Living Virtual Office under the “Sharing YL the Right Way” category of Member Resources. Young Living members may use these recommended product claims when promoting Young Living and its products in the United States. Check this document often as we continually add more products to this list and its suggested product claims.

Question: Are there specific words I should avoid using when promoting Young Living and its products?

Answer: Yes. You should avoid using any direct or indirect words suggesting that Young Living products are intended to diagnose, treat, cure, or prevent a disease. Some of these words were featured in a June 2015 communication from Young Living titled “Young Living 25 Hot Words,” which specified 25 frequently used terms to avoid when sharing Young Living and its products. This resource is also available in Virtual Office in the “Sharing Young Living the Right Way” section of Member Resources.

Thank you for your attention to this important information. We will continue to provide additional tools, resources, and guidance on these issues in the coming weeks. As we do, please take time to review the information and incorporate it into your Young Living business, and to share it with your team. Together, we can continue to spread a positive message of wellness, purpose, and abundance, while also fostering a culture of total regulatory compliance and responsible sharing.

Best regards,

Shawn Stewart
Chief Legal Officer