



Becoming a Wellness Advocate:

What should I know about the dōTERRA Business Opportunity and Earnings?

What should I know about dōTERRA's business model?

dōTERRA is a product-driven company supported by a direct sales model. A direct sales business has many advantages, including schedule flexibility and low overhead costs. The majority of new dōTERRA U.S. customers—approximately 93%—are Wholesale and Retail customers who purchase products at wholesale or retail prices for personal use. This creates an exceptionally stable customer base for those who choose to build a dōTERRA business. dōTERRA distributors, known as a Wellness Advocates, in addition to purchasing products at wholesale prices for their own use, can also earn money through their business.



What should I know about this business opportunity?

A dōTERRA business is an opportunity to earn modest supplemental income. Like all businesses, some succeed while others do not. There are no guarantees that you will earn money. Building a successful dōTERRA business takes time, effort, and skill, and expenses may be incurred—for example, the cost of products, marketing materials, training, events, and other business expenses. These costs vary by individual and may reduce or exceed any commissions earned. Most Wellness Advocates start by working part-time and selling to people in their network. Participation is always optional. You are not required to purchase large amounts of inventory, and dōTERRA offers a generous refund policy.

How can I earn money?

As a Wellness Advocate, you can earn money through your dōTERRA business in two ways. First, you can sell the products you bought at wholesale prices to others. Wholesale prices average 25% below suggested retail prices. Second, you can earn commissions when customers in your network purchase products from dōTERRA. Commissions are based on product sales and not recruiting or sponsoring alone. The role you play of educating those customers on the benefits of the products is vital.

How much could I make annually?

Although Wellness Advocates can earn commissions, most are like other customers and do not build a business. For this disclosure, an "active Wellness Advocate" is one who has purchased product, enrolled a new Wellness Advocate or Wholesale Customer, or earned a commission during the year. In 2025, approximately 58% of U.S. active Wellness Advocates did not earn any commissions from dōTERRA. About 42% earned commissions, and the following shows their annual commissions before expenses.

First Year Active Wellness Advocates Who Earned Commission (3,750)

Top 50%:	Annual Median: \$435	Annual Average: \$1,453
Top 10%:	Annual Median: \$2,260	Annual Average: \$5,601
Top 1%:	Annual Median: \$13,928	Annual Average: \$32,384

All Other Active Wellness Advocates Who Earned Commission (about 111,000)

Top 50%:	Annual Median: \$244	Annual Average: \$3,840
Top 10%:	Annual Median: \$3,918	Annual Average: \$18,013
Top 1%:	Annual Median: \$66,067	Annual Average: \$129,857

A dōTERRA business provides distributors an opportunity to earn modest supplemental income. The top 2% of active Wellness Advocates hold the rank of Silver, Gold, Platinum, Diamond, Blue Diamond, and Presidential Diamond. Presidential Diamonds have averaged over 14 years with dōTERRA, with the longest being 17 years and the shortest approximately 2 years.

How do I become a Wellness Advocate?

There are two ways to become a Wellness Advocate:

1. Connect with an existing Wellness Advocate who can teach you about dōTERRA products and get you set up.
2. If you don't know any Wellness Advocates, you can visit [doterra.com](https://www.doterra.com) and follow the link to become a Wellness Advocate.

What if I choose to leave dōTERRA?

You can cancel your dōTERRA distributorship at any time. Within 30 days of a purchase, you can return unopened products for a full refund. You can also receive a 90% refund for products purchased within a year.

Please contact (800) 411-8151 or visit www.doterra.com for more information.



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