

Comparison of Selected Essential Oil Brands

Criterion	doTERRA	Edens Garden	NOW Foods	Plant Therapy	Rocky Mountain Oils	Young Living
Purity	Excellent. Rigorous internal "Certified Pure Tested Grade" (CPTG) protocol with extensive testing.	Excellent. 100% pure and natural, verified by third-party testing.	Good. 100% pure, verified by a mix of in-house and third-party testing.	Excellent. 100% pure, verified by multi-stage, third-party testing.	Excellent. Verified by robust third-party testing as part of their "S.A.A.F.E. Promise".	Good. "Seed to Seal" promises purity, but testing is primarily internal.
Sourcing	Transparent/Ethical. "Co-Impact Sourcing" model partners with growers, many in developing nations, emphasizing fair trade and sustainability.	Transparent/Ethical. Sources from ethical and sustainable farms, prioritizing fair wages and environmental impact.	Less Transparent. Sources globally but lacks specific farm or distiller details; audits suppliers.	Transparent/Ethical. Works directly with suppliers; publicly committed to ethical, sustainable practices.	Transparent/Ethical. Works with vetted suppliers committed to sustainability.	Less Transparent/Controlled. "Seed to Seal" involves corporate farms, partner farms, and vetted suppliers.

Testing	Robust. Internal and third-party tests include GC/MS, chirality, and isotopic analysis.	Robust. Third-party GC/MS tested, with results publicly available.	Robust. Primarily in-house GC-MS testing supplemented by third-party verification.	Robust. Independent, third-party GC/MS testing for every batch.	Robust. Third-party GC/MS testing of every batch, confirmed with in-house checks.	Less Transparent. Extensive internal testing; less emphasis on third-party verification.
COAs	Yes. Batch-specific GC/MS results available via "Source to You" website.	Yes. Batch-specific GC/MS reports available on product pages.	Limited. COAs available by batch number online for single oils only, not blends.	Yes. Batch-specific GC/MS reports published on product pages.	Yes. Batch-specific GC/MS results available via website lookup.	No. Batch-specific COAs are not made public.
Reputation	Mixed. Highly regarded for quality, but tied to the MLM model, which can lead to overhyped claims.	Very Positive. Known for quality, affordability, and transparency.	Positive. Trusted mass-market brand for reliable, budget-friendly natural products.	Very Positive. Highly regarded for quality, affordability, and educational resources.	Positive. Strong direct-to-consumer reputation for quality and transparency.	Mixed. Highly regarded by members, but faces criticism for MLM practices and lack of transparency.

Therapeutic Focus	Potentially High. Profiles can be checked via batch-specific COAs; "CPTG" is a marketing term.	Potentially High. Profiles can be checked via batch-specific COAs.	Potentially High. Profiles can be checked via batch-specific COAs, but testing is less comprehensive.	Potentially High. Profiles can be checked via batch-specific COAs.	Potentially High. Profiles can be checked via batch-specific COAs.	Potentially High. Profiles not verifiable via COAs; "Seed to Seal" is a company-specific standard.
Pricing	High. Significantly more expensive due to MLM structure.	Accessible. Affordable prices compared to MLM brands.	Low. Very affordable, mass-market pricing.	Accessible. Affordable prices compared to MLM brands.	Accessible. More expensive than budget brands but cheaper than MLM.	High. Significantly more expensive due to MLM structure.
Safety	Good. Extensive guidelines; internal use promoted via "Vitality" line.	Excellent. Comprehensive guidelines; offers specific "KidSafe" line.	Good. Provides clear diffuser and usage guidelines; no internal use.	Excellent. Comprehensive guidelines; offers specific "KidSafe" line.	Excellent. Extensive guidelines; provides batch-specific diffuser instructions.	Good. Extensive guidelines; internal use promoted via "Vitality" line.