

## Assessments of selected brands of essential oils based on the following criteria (AI based)

### Criteria for Brand Selection of Essential Oils

- **Purity:** 100% pure, undiluted oils, free of synthetics/additives.
- **Sourcing:** Ethical, sustainable, preferably organic, with transparent supply chains.
- **Testing:** Third-party lab testing (e.g., GC/MS) for terpene profiles and contaminants.
- **Certificates of Analysis (COAs):** Online availability of COAs for each essential oil
- **Reputation:** Positive reviews, industry recognition, and accessibility.
- **Therapeutic Focus:** Oils with high content of linalool (lavender, coriander), geraniol (rose, geranium), limonene (lemon, orange), BCP (black pepper, rosemary), pinene (pine, rosemary) for pain, anxiety, migraine.
- **Pricing:** Note average pricing of 15ml bottles of essential oils with comparison to other essential oil providers
- **Safety:** Suitable for diffuser use; minimal risk in well-ventilated rooms.

### Brands reviewed

1. doTERRA
2. Edens Garden
3. NOW Foods
4. Plant Therapy
5. Rocky Mountain Oils
6. Young Living

An assessment of doTERRA, Edens Garden, NOW Foods, Plant Therapy, Rocky Mountain Oils, and Young Living reveals a spectrum of quality, transparency, and pricing, heavily influenced by their respective business models.

## Comparison of 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.

## 1. **NOW Foods**

Based on your criteria, **NOW Foods** essential oils are a generally reliable option for recommendation, offering strong points in purity and testing but with limitations in sourcing transparency and batch-specific COA availability compared to more premium, specialized brands. Their accessible price and reputation for quality make them a suitable choice for many patients, but practitioners should be aware of the brand's direct-to-consumer, mass-market focus.

### Assessment of NOW Foods essential oils by criterion

#### Purity

NOW Foods is committed to providing 100% pure, undiluted essential oils, free of synthetics or additives. The company publishes Certificates of Analysis (COAs) for each batch of its 100% pure essential oils, allowing confirmation of purity and composition for a specific product lot number. The company also offers a line of certified organic essential oils, which are verified by Quality Assurance International (QAI) to be free of pesticides, synthetic fertilizers, and herbicides.

#### Sourcing

NOW Foods lacks comprehensive public information on the specific farms and distillation practices for each of its essential oils. The company states it sources ingredients from around the world based on quality and value but does not provide specific supplier details for each oil. While this approach helps keep prices low, it reduces supply chain transparency compared to brands like doTERRA or Edens Garden that emphasize direct sourcing

relationships. However, NOW Foods does audit its suppliers and performs extensive testing for contaminants to ensure ingredient safety, mitigating some risk.

## Testing

NOW Foods has a robust testing program that utilizes multiple analytical techniques, including gas chromatography-mass spectrometry (GC-MS) for verifying identity and purity. The company performs the majority of its testing in-house but also uses independent, third-party labs as needed. Additional testing includes inductively coupled plasma mass spectrometry (ICP-MS) for heavy metals and liquid chromatography/mass spectrometry (LC-MS/MS) for pesticides. This provides a strong level of quality assurance.

## Certificates of Analysis (COAs)

NOW Foods provides COAs for its single essential oils, which can be looked up by lot number on their website. This is a significant step toward transparency. However, it is not as comprehensive as some specialized brands, and the COAs for their essential oil blends are not available online.

## Reputation

NOW Foods has a strong, long-standing reputation as a large and respected natural products company. It is known for providing high-quality products at an accessible price point, which is a key differentiator from MLM brands. Online reviews from consumers on retailers like iHerb and Amazon are overwhelmingly positive, with users praising the scent, purity, and value of their essential oils.

## Therapeutic focus (Terpene content)

NOW Foods' COAs confirm the purity and chemical profile of their oils, which supports therapeutic use. For the oils you listed, you can check the specific batch's GC-MS results to confirm the

presence and percentage of key terpenes. The company's testing ensures that the oils are pure and contain the correct constituents, although they do not promote the oils for internal use.

## Pricing

NOW Foods essential oils are significantly more affordable than those from premium MLM brands like doTERRA and Young Living. Prices for a 15ml bottle are typically a fraction of the cost of MLM brands. This price accessibility, combined with verified quality, is a major advantage for patients on a budget.

## Safety

NOW Foods explicitly states that its essential oils are intended solely for aromatherapy and should only be used in a well-ventilated area. They provide extensive safety information on their website, including recommendations for use with diffusers. The company cautions against internal or undiluted topical use. Their ultrasonic diffusers do not use heat, which maintains the oil's integrity and avoids burn risk.

## Overall recommendation

NOW Foods essential oils are a good choice for recommending to patients, especially those who need a more budget-friendly option. Their commitment to extensive in-house testing, third-party verification, and public transparency via Certificates of Analysis offers a strong basis for confidence in their product quality and purity. While sourcing transparency is limited for non-organic products, their robust testing for contaminants mitigates this concern. The accessible pricing and positive reputation further support their suitability.



## 2. Edens Garden

1. Based on your criteria, **Edens Garden** is an excellent brand for recommending to patients, similar to Plant Therapy and Rocky Mountain Oils. It offers a strong combination of third-party testing, ethical sourcing, and accessible pricing without the business model conflicts of multi-level marketing (MLM) brands.

### Assessment of Edens Garden essential oils by criterion

#### Purity

Edens Garden states that all of its essential oils are 100% pure, natural, and free of synthetics, fillers, and additives. Its dedication to purity is supported by its rigorous testing procedures, which include independent, third-party lab analysis. The brand is committed to providing oils of a therapeutic standard, which is why it utilizes third-party GC/MS testing to confirm purity.

#### Sourcing

Edens Garden is highly committed to ethical and sustainable sourcing practices.

- **Ethical Practices:** The company partners with farms that value fair wages, safe working conditions, and respect human life above profit.
- **Sustainability:** Partner farms are required to use sustainable practices to avoid over-exhausting crops, ensuring the long-term viability of the plants. The company also makes sourcing decisions based on factors like climate, soil, and water quality to ensure optimal crop health.

- Transparency: Edens Garden is transparent about its sourcing standards, including the expertise of its farming partners and the locations where it sources its oils, such as Bulgaria and India.

## Testing

Edens Garden has a robust multi-stage testing protocol that includes both in-house and third-party laboratory analysis.

- Third-Party GC/MS Testing: Every batch of oil is GC/MS tested by independent laboratories, like Essential Oil University, to confirm purity and potency.
- In-house Analysis: The test results are then reviewed by in-house aromatherapists to ensure they meet the company's high standards.
- Public Reports: The company makes its test reports publicly available.

## Certificates of Analysis (COAs)

Edens Garden provides Certificates of Analysis (COAs) for each batch of its single essential oils. These batch-specific GC/MS reports can be accessed on the individual product pages of their website, providing complete transparency for health professionals and consumers.

## Reputation

Edens Garden has a very positive reputation, built on its commitment to quality, affordability, and transparency.

- Customer-centric: As a direct-to-consumer, woman-owned, and family-operated company, it focuses on customer well-being rather than a multi-level marketing structure.

- Affordability: By avoiding the MLM model, it offers high-quality oils at more accessible prices.
- Recognition: Its products are consistently highly rated by customers on platforms like Amazon and are often compared favorably to other top brands.

## Therapeutic focus (Terpene content)

The public availability of batch-specific GC/MS reports makes it easy to verify the terpene profiles you are seeking. By reviewing the COA for a specific batch, you can confirm the concentration of relevant terpenes:

- Linalool: Edens Garden explicitly notes that its Bulgarian Lavender is high in both linalool and linalyl acetate.
- Geraniol: Found in its Geranium oil, sourced from Egypt.
- Limonene: The dominant molecule in its citrus oils like Lemon.
- BCP: Found in its Black Pepper oil.
- Pinene: Found in its Rosemary oil.

## Pricing (15ml bottles)

Edens Garden is consistently positioned as a more affordable, non-MLM alternative to premium brands like Young Living and doTERRA. A 15ml bottle from Edens Garden is generally priced significantly lower than the MLM counterparts, while maintaining a level of quality comparable to other reputable direct-to-consumer brands.

## Safety

Edens Garden prioritizes safety and provides comprehensive guidelines for diffuser use.

- Usage Guidelines: It recommends diffusing for 30–60 minute intervals and notes the need for proper ventilation.
- Sensitive Individuals: The company provides safety information for using diffusers around sensitive individuals like children and pets, including recommended dilution rates and oil selections.
- Expert Advice: It offers access to a team of licensed aromatherapists to answer customer questions.

## Overall recommendation

Edens Garden is an exceptionally reliable brand for your patients, combining high-quality, third-party verified oils with ethical sourcing and accessible pricing. Its transparent approach to providing batch-specific test results is a major strength, allowing for data-driven recommendations. The absence of an MLM structure also ensures that quality is prioritized over sales tactics.

## 3. Rocky Mountain Oils

2. Based on your criteria, **Rocky Mountain Oils** (RMO) is a strong choice for recommendation, boasting robust testing, transparency, ethical sourcing practices, and a direct-to-consumer business model. They provide accessible, detailed information to ensure you can confidently assess their product quality.

# Assessment of Rocky Mountain Oils by criterion

## Purity

Rocky Mountain Oils offers 100% pure essential oils, and their commitment to this is verified through what they call their "S.A.A.F.E. Promise". This promise means the oils are:

- Satisfaction guaranteed
- Authentic
- Analysis (tested)
- Free of adulterants
- Effective and pure

## Sourcing

RMO is actively committed to sustainable and ethical sourcing by working directly with trusted farmers and suppliers. They require suppliers to follow stringent quality guidelines, including responsible farming and manufacturing practices. Furthermore, they have an "Eco-Conscious" commitment, which includes using sustainable packaging and discontinuing some essential oils sourced from endangered plants.

## Testing

RMO conducts a rigorous, multi-stage testing process for every batch of oil.

- Pre-purchase testing: Samples from suppliers are tested via GC/MS for adulterants and purity before a bulk order is placed.

- Third-party testing: Once a bulk order arrives, it undergoes another round of GC/MS testing by an independent, third-party lab to confirm it matches the initially approved sample.
- In-house testing: RMO's own quality control team performs additional spot tests to ensure the oil meets internal standards.

## Certificates of Analysis (COAs)

One of RMO's key strengths is its transparency in providing batch-specific GC/MS test results. Customers can enter the unique batch number from the bottom of their bottle into the website's GC/MS lookup tool to view the independent lab results. This allows for a precise, data-driven assessment of the oil's components.

## Reputation

RMO has a solid reputation as a reliable and trustworthy direct-to-consumer brand, free from the multi-level marketing model of companies like Young Living and doTERRA.

- Customer service: They offer a 90-day, "no questions asked" return policy on all products.
- Accessibility: Their products are available through their website and on other major platforms like Amazon, providing a wide range of options.

## Therapeutic focus (Terpene content)

The public availability of batch-specific GC/MS reports makes it simple to verify the terpene profiles you are seeking. By checking the COA for a specific batch, you can confirm the concentration of relevant terpenes like:

- Linalool: Found in Lavender and potentially Coriander.

- Geraniol: A primary component of their Geranium oil.
- Limonene: Abundant in citrus oils like Lemon and Orange.
- BCP (beta-caryophyllene): Found in oils like Black Pepper.
- Pinene: Found in oils like Rosemary.

## Pricing (15ml bottles)

Rocky Mountain Oils is positioned as a quality-focused, non-MLM brand, and its pricing reflects a balance between quality and accessibility. While more expensive than some budget brands, it is consistently and significantly less expensive than premium MLM brands like doTERRA and Young Living. For example, a 15ml bottle of RMO Lavender is far less costly than a similarly sized doTERRA Lavender oil.

## Safety

RMO provides thorough safety guidelines and precautions for diffuser use.

- Ventilation: They recommend using diffusers in well-ventilated, open spaces.
- Specific products: The company offers specific diffusers and provides detailed usage and safety instructions for each. For instance, their "Handheld Personal Diffuser" instructions advise against inhaling the mist directly and suggest using it in a well-ventilated area.
- General recommendations: They also advise taking breaks from diffusing after 30-60 minutes and keeping children and pets away from the mist.

## Overall recommendation

Rocky Mountain Oils is a highly reliable brand for your patients. Its combination of verifiable third-party testing, strong ethical and sustainable sourcing, and transparent accessibility of batch-specific COAs empowers you to make well-informed, evidence-based recommendations. The fair pricing and absence of an MLM structure also make it a more accessible and trustworthy choice compared to some premium brands

## 4. Young Living

3. An assessment of **Young Living** essential oils reveals a strong emphasis on sourcing, but limited transparency regarding third-party lab testing and significant concerns regarding reputation, accessibility, and high pricing. The company's multi-level marketing (MLM) structure is a major contributor to its mixed reputation and high cost.

### Assessment of Young Living essential oils by criterion

#### Purity

Young Living, like doTERRA, is an MLM brand that advertises 100% pure, therapeutic-grade oils, free of synthetics or additives, under its "Seed to Seal" promise. This promise is internally verified through its own extensive testing. The company also tests for microbial contamination, heavy metals, and agrochemicals.



However, the use of the term "therapeutic grade" is not regulated by any external body.

## Sourcing

Young Living emphasizes its Seed to Seal sourcing process, which it claims is the industry standard for purity. The company operates a network of corporate-owned farms, partner farms, and certified suppliers to maintain control over production. The company has a strict Supplier Code of Conduct and a robust audit program to ensure ethical practices, including against forced labor and human trafficking. However, a 2020 appeal against a NAD decision questioning the "therapeutic grade" claim highlights some scrutiny regarding its sourcing claims.

## Testing

Young Living has an extensive internal testing process that includes gas chromatography/mass spectrometry (GC/MS), microbial screening, and contaminant testing. However, unlike doTERRA and Plant Therapy, it does not provide publicly accessible Certificates of Analysis (COAs) for specific product batches. This lack of third-party transparency is a significant weakness for evidence-based recommendations.

## Certificates of Analysis (COAs)

Young Living does not provide online access to batch-specific Certificates of Analysis for its essential oils. The company highlights its internal testing but relies on customers trusting the Seed to Seal process rather than providing the data to prove it. For a healthcare professional, this lack of transparency is a major drawback when assessing quality.

## Reputation

Young Living, as a multi-level marketing (MLM) company, has a mixed and polarized reputation.

- Positive: Supporters, often distributors ("members"), praise the company's quality, sourcing, and community. The company has also received a positive A+ rating from the Better Business Bureau (BBB).
- Negative: Critics, however, point to the potential for misinformation from non-expert distributors making unsubstantiated health claims, as seen in the 2020 NAD case. The MLM model itself is frequently criticized for prioritizing recruitment over product sales and for high prices.

## Therapeutic focus (Terpene content)

Without public access to COAs, it is difficult to confirm the precise terpene profiles for a specific batch. Young Living states that its process ensures the desired constituents are present, but this cannot be verified by a third party. While the company sells the oils you listed (Lavender, Lemon, etc.), the exact concentration of linalool, limonene, BCP, and pinene is not transparently available.

## Pricing (15ml bottles)

Young Living is a premium-priced brand, typically comparable to or slightly more expensive than its MLM rival, doTERRA. Its prices are significantly higher than direct-to-consumer brands like Plant Therapy and NOW Foods. For example, a 15ml bottle of Lavender from Young Living (around \$35 retail) is more than double the price of a Plant Therapy 15ml bottle.

## Safety

Young Living provides comprehensive safety guidelines and precautions for its essential oils.

- Diffuser Use: The company advises caution and proper ventilation when diffusing, especially around children and pets.

- Internal Use: Young Living promotes internal use via its "Vitality" line, but this is a contentious practice not widely endorsed by the general aromatherapy community. For healthcare professionals, this raises additional safety considerations.

## Overall recommendation

Due to the lack of transparent, third-party Certificates of Analysis and the high cost associated with its multi-level marketing structure, Young Living is a less optimal choice for clinical recommendation compared to brands like Plant Therapy. While Young Living has a strong internal commitment to sourcing, the non-public nature of its testing reports makes it difficult to verify its claims for specific patient needs. For a healthcare provider prioritizing data-driven, evidence-based recommendations, the lack of third-party verification is a significant weakness.

## 5. Plant Therapy

4. Based on your criteria, **Plant Therapy** is an excellent brand for recommending to patients, offering a strong combination of purity, transparency, safety, and affordability without the conflicts of interest associated with an MLM business model.

### Assessment of Plant Therapy essential oils by criterionPurity

Plant Therapy is dedicated to providing 100% pure, undiluted essential oils, verified by multiple rounds of testing. The brand is transparent about the difference between its standard and certified organic oils, encouraging customers to purchase the

latter if they need a guarantee that the oil was grown organically. This honesty helps patients understand the specific quality level they are receiving.

## Sourcing

Plant Therapy works directly with suppliers and distillers worldwide to ensure high-quality and ethically sourced oils. The company has shown a commitment to sustainability by becoming the first essential oil brand to be powered entirely by renewable energy and by not selling endangered species of plants, such as Rosewood. By obtaining oils directly from the source, they can offer more affordable prices by cutting out middlemen.

## Testing

Plant Therapy has a very robust, multi-stage testing protocol that includes both in-house and third-party laboratory verification.

- Initial Testing: Every batch undergoes organoleptic testing (visual and olfactory assessment) by a world-renowned essential oil expert before being sent for further analysis.
- Third-Party GC/MS Testing: Each batch is then subjected to GC/MS testing by independent laboratories. These tests are critical for identifying and quantifying the terpene profile and checking for adulterants or contaminants.
- Chiral Analysis: In cases where adulteration is suspected, a more sophisticated chiral analysis is performed to distinguish between natural and synthetic components.

## Certificates of Analysis (COAs)

Plant Therapy makes batch-specific GC/MS reports for its single essential oils easily accessible on its website. This level of transparency is a key strength, allowing you and your patients to review the precise chemical makeup of each oil.

## Reputation

Plant Therapy enjoys a very positive reputation among consumers and within the aromatherapy community.

- **Positive Aspects:** It is highly regarded for its commitment to safety, affordability, and extensive product education. The brand has a loyal following due to its high-quality products and customer-focused approach.
- **KidSafe Line:** Its "KidSafe" line, formulated by a certified aromatherapist, provides clear guidelines for safe use with children, addressing a common safety concern for many families.
- **No MLM:** As a direct-to-consumer brand, its reputation is not impacted by the negative associations of multi-level marketing.

## Therapeutic focus (Terpene content)

The batch-specific COAs confirm the specific terpene profile of each oil, enabling you to select those with high concentrations of desired compounds for your patients.

- **High Linalool:** Plant Therapy sells single oils known for high linalool content, including Lavender, Coriander, and Basil linalool.
- **High Geraniol:** The brand offers Geranium oil, which is high in geraniol.
- **High Limonene:** Citrus oils like Lemon, Sweet Orange, and Grapefruit are tested and shown to have high limonene content.
- **High BCP and Pinene:** GC/MS reports will indicate the concentration of BCP (beta-caryophyllene) in oils like

Copaiba and Black Pepper and Pinene in oils like Rosemary and Scots Pine.

## Pricing (15ml bottles)

Plant Therapy is generally considered a mid-range, accessible brand. It is more expensive than bulk or lower-quality oils (like NOW Foods for some items) but is consistently more affordable than premium MLM brands like doTERRA.

- Pricing Example: A 10ml bottle of Lavender is approximately \$8, with a 30ml bottle being about \$17. By comparison, a 15ml bottle from doTERRA can be \$38 or more, while a similar 15ml bottle from Plant Therapy is likely cheaper than its 30ml size.

## Safety

Plant Therapy's commitment to safety is a core value.

- Extensive Safety Information: The company provides a wealth of educational material, including diffusing guidelines, safety sheets for individual oils, and a team of certified aromatherapists available to answer questions.
- Diffuser Safety: The company provides clear guidelines for safe diffuser use, recommending intermittent diffusion and noting that diffusers should not be run all day. They also offer a range of different diffuser types.
- Specific Lines: The "KidSafe" line is a testament to their focus on providing tailored, safe options for different populations.

## Overall recommendation

Plant Therapy is an excellent choice for recommending to patients. The brand's transparency, rigorous third-party testing,

ethical sourcing, and commitment to safety, all at an accessible price point, make it a reliable and trustworthy provider of high-quality essential oils. The availability of batch-specific COAs allows for precise assessment of therapeutic compounds, empowering you to make evidence-based recommendations

## 6. doTERRA

An assessment of **doTERRA** essential oils reveals strong transparency in testing and sourcing practices, but these benefits come with a significantly higher price point than competitors. The multi-level marketing (MLM) structure of the company also factors into its reputation.

### Assessment of doTERRA essential oils by criterion

#### Purity

doTERRA has an extensive "Certified Pure Tested Grade" (CPTG) protocol that aims to ensure oils are 100% pure, unadulterated, and free of synthetics or contaminants. The CPTG process involves both in-house and third-party testing at multiple points during production.

#### Sourcing

doTERRA employs a "Co-Impact Sourcing" model, with an emphasis on creating stable, ethical supply chains by working directly with farmers and distillers in over 45 countries, including many developing nations. The company promotes fair wages,

sustainable practices, and community development projects funded by its Healing Hands Foundation.

## Testing

doTERRA has a robust testing protocol that goes beyond basic GC/MS testing. The CPTG process includes:

- Gas Chromatography-Mass Spectrometry (GC/MS): Separates and identifies individual compounds.
- Microbial and Heavy Metal Testing: Checks for biohazards and contaminants.
- Chirality Testing and Isotopic Analysis: Verifies natural origin and rules out synthetics.
- Fourier Transform Infrared Spectroscopy (FTIR): Identifies the chemical structure of compounds.

## Certificates of Analysis (COAs)

For full transparency, doTERRA makes GC/MS test results available to the public. Customers can use the batch number on their bottle to access the COA for that specific batch on the company's "Source to You" website.

## Reputation

doTERRA has a positive reputation among its customers and distributors ("Wellness Advocates") for high-quality products. However, the multi-level marketing (MLM) business structure creates a mixed reputation.

- Benefits: The MLM model empowers distributors to build their own business and can facilitate education and community.
- Criticism: Some critics argue the model relies too heavily on recruitment over product sales. The FTC has also taken



action against doTERRA distributors for making false medical claims about the products.

## Therapeutic focus (Terpene content)

doTERRA publishes information on the key constituents in many of its single oils. For the terpenes you listed, doTERRA sources oils with known high concentrations of these compounds:

- Linalool: High in their Lavender, Coriander, and Basil oils.
- Geraniol: A main constituent of their Geranium oil.
- Limonene: Abundant in their citrus oils (Lemon, Wild Orange).
- Pinene: Found in oils like Frankincense, White Fir, and Rosemary.
- BCP (beta-caryophyllene): Information regarding specific BCP content was not immediately found in the search results.

## Pricing (15ml bottles)

doTERRA is a premium-priced brand, and its oils are often significantly more expensive than those from providers like NOW Foods.

- doTERRA pricing: As seen on its site and through distributors, 15ml bottle prices can range from \$25 to well over \$100 depending on the oil. For example, Lavender is around \$38 (retail) and Sandalwood is \$120 (retail) for 15ml.
- NOW Foods comparison: A quick search shows NOW Foods' 1oz (30ml) bottles are priced similarly to, or less than, a 15ml bottle of doTERRA's equivalent, making NOW a much more accessible option.

## Safety

doTERRA provides extensive and detailed safety guidelines for their essential oils, particularly for aromatic, topical, and internal use.

- Diffuser Use: They provide specific guidance on using diffusers in well-ventilated areas, especially when diffusing for children or pets.
- Additional Safety: The company strongly advises against using undiluted topical oils and consuming oils not explicitly labeled for internal use.

## Overall recommendation

doTERRA offers exceptionally high quality and a rigorous, transparent testing process. Their Co-Impact Sourcing model provides a degree of ethical assurance that many other brands do not. However, the significantly higher price and the MLM sales structure, which can lead to misinformation from distributors, are notable downsides.

For your patients, this means:

- High Quality: Patients can be confident in the purity of the product.
- Potential Misinformation: Some patients may receive exaggerated or medically unverified advice from distributors. It is important to emphasize your recommendations and provide a clear safety plan.
- Accessibility vs. Budget: For patients on a limited budget, the high cost of doTERRA may be prohibitive, and equally safe and effective oils can be found for a lower price.

