



# A New Standard in Essential Oil Quality

**CPTG** Certified Pure Therapeutic Grade®



**dōTERRA®**



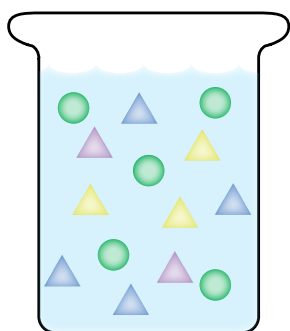
## ESSENTIAL OILS ARE NATURAL AROMATIC COMPOUNDS FOUND IN THE SEEDS, BARK,

stems, roots, flowers and other parts of plants. They can be both beautifully and powerfully fragrant. If you have ever enjoyed the gift of a rose, a walk by a field of lavender, or the smell of freshly cut mint, you have experienced the aromatic qualities of essential oils. Essential oils can lift the mood, calm the senses and elicit powerful emotional responses. Yet determining the quality and efficacy of an essential oil goes well beyond its fragrant appeal.

### The Process of Becoming a Certified Pure Therapeutic Grade<sup>®</sup> Oil

Let's consider a lavender plant, brimming with fragrant and appealing aromatic compounds. The amount of essential oils in each plant can vary, but all lavender plants have water, fibrous material in the root and stem, flowering material and more. Among these components are essential oils. The oil in a lavender plant protects it from sunlight damage, bacteria, insects and immediate decay.

To illustrate, imagine the materials in a container represent the different compounds of a lavender plant, including essential oils. The white circles represent heavier organic compounds and multi-colored triangles represent lighter compounds.



Essential Oils  
Organic Compounds

## Certified Pure

First, consider the “Certified Pure” part of the Certified Pure Therapeutic Grade® process. Achieving certified pure status starts by choosing the right plant material and harvesting it **at the perfect moment**. Lavender from Mexico is different from the lavender grown in France. The pH level and nutrients in the soil are different in each location, relative humidity is different, and more. Each harvest of plant material has its own “fingerprint,” and therefore each must be tested later in the process for purity and therapeutic grade qualities.

It's critical for harvesters to understand the nuances of harvesting raw materials containing essential oils. For example, harvesting bark versus harvesting a delicate flower is a very different process, and requires different procedures. An inexperienced oil provider with lesser standards may not understand this, nor consider this important. The way one raw material is harvested is not the same for all raw materials harvested. Each requires a very different process and demands mastery.



Certified Pure<sup>®</sup>  
Therapeutic Grade<sup>®</sup>





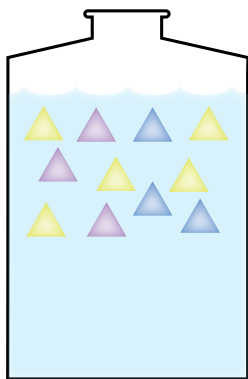


After a lavender harvest, large containers are loaded with plant material. Then, steam is gently and skillfully circulated under pressure up through the plant material, and the aromatic compounds are naturally liberated with the steam. As the steam mixture cools, the water and oils naturally separate and the oils are collected in their pure form.

To ensure the highest quality oil extract, with the correct chemical composition, **temperature and pressure** must be monitored very closely, and standardized for each type of raw material. Too little heat and too little pressure will not release valuable oil, while too much heat can change an extract's composition and potency. As important as the carefully controlled extraction process is, it is also vital to ensure the perfection of the resulting essential oil.

The essential oil that is left behind is collected in a holding tank, leaving behind the non-aromatic compounds. This does not mean the non-aromatic compounds (circles) are bad, they may have potent properties as well for other uses. But, to comply with dōTERRA CPTG purity standards, it is **only the aromatic, pure extracts** (triangles) that are gathered.

For this process to happen optimally, it is **critical to control the rate at which temperature increases and decreases**, and also the **amount of pressure applied** to the plant material.



## dōTERRA Doesn't Compromise

Some companies try to replicate this procedure and circulate steam too fast, too hot or too long and consequently a lot of compounds become mixed into the distillation. Other companies will take compounds that look like essential oils, claim them as “therapeutic” and intentionally mix in ineffective compounds so they can maximize profits.

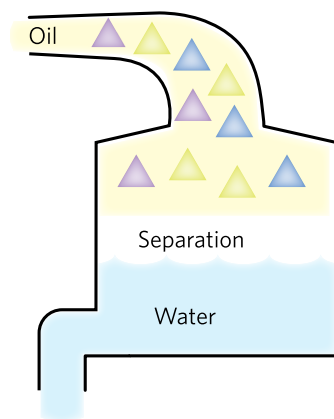
For example, the fragrant qualities of the synthetic, chemical version of Wintergreen are very closely matched with the fragrant qualities of the certified pure version of Wintergreen. It is very hard to detect a difference between the two – if judged by smell only. The synthetic chemical smell is very similar to natural Wintergreen extract. This is another area where many companies might compromise; they might simply replace or mix the missing natural Wintergreen elements with a synthetic. dōTERRA does not do this. These extra methods of testing ensure consistency and potency each and every time.

For dōTERRA standards, to have a certified pure essential oil extract, it must contain aromatic compounds only, and it must have been done with a consistent rate, temperature, and time for optimal quality. Some essential oil companies do all this, and extract very good essential oils, but dōTERRA does not stop there like other companies do.

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Wintergreen  
*Gaultheria procumbens*

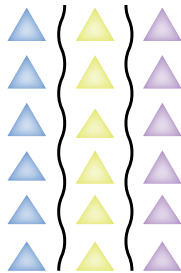
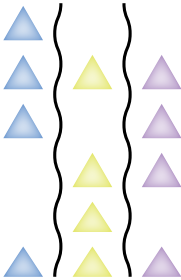




## Gas Chromatography and Mass Spectrometry (GCMS) Streams

To achieve “Therapeutic Grade” essential oil, dōTERRA takes its certified pure aromatic compounds and passes them through Gas Chromatography and Mass Spectrometry (GCMS) scanners. When the oil passes through the GCMS scanner, it is separated all the essential oils into columns or streams. So with the lavender example, all the essential oils in the lavender plant might fall into a variety of categories, each according to its kind.

Once each component of the essential oil extract has been separated, it is ready for analysis that will determine if it can officially be classified as “Therapeutic Grade.”



## Therapeutic Grade

To be “Therapeutic Grade” scientists then verify the stream of oil extract elements do not have contaminants, and that each column has the right amount of compounds in each stream. If there are too many of any given compound (triangles) in one stream, the batch fails. There is no manipulation done by dōTERRA; this is a significant differentiator when compared with other essential oil products. Each extract either passes or fails.

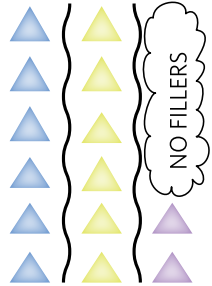


When dōTERRA conducts these tests, it's possible for the plant material to contain impurities that should not be there. It might be an aromatic compound, or it could be foreign material that should not be there. If there is contamination of any kind, the oil fails the test.

After scientists finish their analysis on an extract, it is possible that they find one stream or column to not have the normal number of elements that make up that part of the extract. If this happens, it is found that the extract is "short." Another company (without the CPTG process) might simply buy that type of oil and add it as a filler, but dōTERRA does not do this; this is what is meant by "there are no fillers or synthetics" in dōTERRA products.

Finally, one of the most significant, unique qualities that sets dōTERRA apart is its scientific expertise in determining how the oil can most effectively be used with people. It is dōTERRA's expertise in the practice of using essential oils.

The CPTG process has been in development for many years. dōTERRA scientific experts have a long history of what CPTG essential oils should look like in order to be certifiably aligned with the "fingerprint" of historical purity.



# A New Standard

## CP<sup>®</sup>TG Certified Pure Therapeutic Grade<sup>®</sup>

dōTERRA oils are Certified Pure Therapeutic Grade<sup>®</sup>. We guarantee a consistent, safe standard of quality that is in the bottle. Every batch of dōTERRA oils is put through the Certified Pure Therapeutic Grade<sup>®</sup> process, every time.

*"Certified Pure Therapeutic Grade<sup>®</sup> essential oils mean something very different. It means we protect the chemical compound of the plant just as it was produced from the earth. We don't need to improve upon that. If we have the care, the scientific knowledge, the commitment and the integrity, we can preserve that."*

— Dr. David K. Hill



### How Do Your Oils Compare?

- ☐ No fillers
- ☐ No synthetic oils added
- ☐ No contaminants or toxins
- ☐ The right plant material selected
- ☐ Grown in the right environment
- ☐ Harvested at the right moment
- ☐ Harvested in the right way (bark vs. flowers vs. other plant material)
- ☐ Heated at the right temperature, and temperature has increased at the right rate
- ☐ Steam has been circulated the right way, at the right pressure and temperature for the right amount of time
- ☐ Cooled at the right rate
- ☐ Efficacy tested for its purity and therapeutic grade qualities by scientists
- ☐ Carefully controlled extraction process
- ☐ Only aromatic, pure extracts are gathered – no ineffective compounds mixed in
- ☐ Tested for balanced levels of aromatic compounds
- ☐ Gas Chromatography Mass Spectrometry tested

Contact:

