



June 3, 2019

VIA EMAIL AND OVERNIGHT MAIL

Peter C. Marinello, Director
Direct Selling Self-Regulatory Council
112 Madison Avenue, 3rd Floor
New York, NY 10016
[REDACTED]

Re: Illegal Health Claims by Young Living Essential Oils, LC

Dear Peter:

Young Living Essential Oils, LC (“Young Living”), a Utah-based multi-level marketing company well-known for selling essential oils¹ has been using – and continues to use – unsubstantiated, and therefore deceptive, health and disease-treatment claims to market its products. Such claims – made both expressly and implicitly – include representations that Young Living’s essential oils can treat or alleviate the symptoms of urinary tract infections, autism, PTSD, depression, epilepsy, insomnia, anxiety, strep throat, the flu, bronchitis, Alzheimer’s disease, and arthritis, to name a few. TINA.org has collected more than 150 examples of such deceptive claims made by Young Living through its distributors, which are available at <https://www.truthinadvertising.org/young-living-health-claims-database/>.² Alarming, the vast majority of these claims – 124 of them, or more than 80% – were collected *after* TINA.org notified the company in November 2016 of precisely this deceptive marketing issue. These findings also come after the U.S. Food and Drug Administration issued a warning letter to Young Living

admonishing it and its distributors' use of disease-treatment claims to market its products, none of which are FDA-approved drugs.³

For example, there are some Young Living marketing materials promoting the essential oils' ability to alleviate or treat the symptoms of autism.⁴

**Essential Oils
&
Autism**

wholechildwellness
PEDIATRIC CARE
ALTERNATIVE • TRADITIONAL

(469) 547-1173
13601 Preston Road, Suite E 1050 Dallas, TX 75240

Dr. Amber Brooks- Whole Child Wellness
Like This Page · April 4, 2018 · Edited ·

Essential oils may help your child think more clearly, calm down, and stay focused on what they need to help them. If you're looking for holistic and new ways to help your child with autism, We would like to invite you to join Dr. Brooks for a personal 20-minute consultation.

For Dr. Brooks' current patients, here is the link to purchase your Young Living Essential Oils for the month: <https://tinyurl.com/DrBrooksYL>

#EssentialOils #YoungLivingEssentialOils #SeedtoSeal®

1 Like 3 Comments 2 Shares


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Julia Renee Barks Zane hasn't been to your office in quite some time but we may have to come see about these essential oils. I have heard lots about them but not quite sure how to use them.
Like · Reply · 1y

Dr. Amber Brooks- Whole Child Wellness I would love to help you. Let me know what we can do. I have a colleague that helps me and would love to help. Let me know.
Like · Reply · 1y

Write a comment...

 **Christine Thomas** shared a link.
April 12
https://www.youngliving.com/en_US/products/rosemary-essential-oil

CONDITION: AUTISM

Autism appears to have its roots in very early brain development. However, the most obvious signs of autism and symptoms of autism tend to emerge between two and three years of age. Most cases of autism appear to be caused by a combination of genetics and environmental factors influencing early brain development.

ESSENTIAL OILS:


- *Vetiver: Contains relaxing and calming properties; helps with concentration and focus.
- *Lavender: Calms the mind and body. Can help with neurological issues.
- *Frankincense: Shown to reduce stress. Helps reduce heart rate and high blood pressure.
- *Rosemary: Stimulates the senses and supports memory retention.

"RESEARCH: A recent study found that inhaling rosemary essential oil produced a significant enhancement of performance for overall quality of memory. In addition, inhaling a combination of rosemary and lemon in the morning showed significant improvement in personal orientation."

HOME REMEDY: Calming and Relaxing Blend. Mix equal parts of vetiver, frankincense, lavender and rosemary. Each morning and evening, inhale for as long as the child is willing. These oils can also be diluted in coconut oil and massaged into the skin.

Reference from: Essential Oils Ancient Medicine
By: Dr. Josh Axe; Ty Bollinger; Jordan Rubin;

When ordering be sure to tell Young Living that I introduced you by entering my sponsor/enroller ID 1076166! Thank you!



YOUNGLIVING.COM
Rosemary Essential Oil
Rosemary essential oil is known for its immune-supporting and mentally-clarifying properties. It also adds flavor to dishes. Try Young Living oils today.

Other Young Living promotional posts – some that have been on the internet for more than five years (and are still in publication as of today) – claim the company’s essential oils can cure urinary tract infections:⁵

*How I cured my UTI in 3 days...
First, I made 9 capsules with the following recipe. Then, I took 1 pill 3 times a day. And..... Literally did the happy dance and yelled 'YAY' after every restroom visit following my 2nd pill!*

For more information on how Young Living Essential Oils can help you & your family, please contact me:
Kristin Blue #1485079
www.ylscents.com/nature
www.facebook.com/naturelifeandoils

Kellie Bosch
Follow · November 27, 2013 · 🌐

How to cure a UTI with Young Living Essential Oils!

👍 2

👍 Like ➦ Share

Jasmine Dominique
January 12 · 🌐

A week ago Friday, I felt the symptoms of a UTI coming on fast. I had just started Whole30 and didn't want to go on antibiotics if I didn't have to! I pulled out my Young Living essential oils and started making my own capsules with Oregon and Thieves essential oil. Took 3 of those a day, drank lemon essential oil water, and oiled my abdomen and lower back with oregano and thieves a couple times a day. By the end of the day my symptoms were gone! I was amazed at how fast I beat it!!!! I did this for a few more days. I had a natural path appointment the following Wednesday and she confirmed my Uti was gone.

I love that:

- 1)I didn't have to waste my time sitting in a walk in.
- 2)I didn't have to find care for my kids (cuz who wants to bring kids to a clinic 😊)
- 3)I didn't have to wipe out my immune system with antibiotics

Love that I have the resources that God made for us to use to heal our bodies! I love my essential oils and I love the that i can 100% trust Young Living's quality of oils.

#yloilsforthewin #beatmyutinaturally #keptmyimmunesystem #empowering!
#younglivingessentialoils

Oregano Essential Oil

Oregano Essential Oil may help:

- Support immune system
- Support respiratory system
- Relieve coughs
- Throat discomfort
- Support digestive system
- Reduce appearance of aging
- Decrease swelling
- Relax muscle tension

Oregano Essential Oil can be found in:

- Immupower
- Ortho Sport Max
- Regenerolon Max Cream

How to Use:

- Directly inhale
- Apply topically
- Diffuse
- Dietary Supplement

Graphic Designed By: The Stopped Popping Pills www.stoppedpoppingpills.com
©2019 Essential Oil Book Reference by Life Science Publishing and Reference Guide for Essential Oils by Crystal & Jo
©2019. This content is for educational purposes only. We don't replace your doctor, we just support you. We are not affiliated with Young Living. It is our responsibility to ensure you are safe. These products have not been approved by the FDA.

(January 12, 2019)

While other Young Living marketing materials make multiple disease-treatment claims:⁶

 **Melissa Daniels Wellman**
March 1 · 🌐

Since I started using the young living essential oils especially thieves. Wills allergies are a whole lot better! An he really never gets sick anymore. Diffusing Peppermint really helps with headaches an thieves o it has so many uses! I call it a natural Lysol on steroids 🤪 Wanna know more just message me! Your gonna wish you did sooner!



USES TO USE:	THE BENEFITS:
Cold & Flu	• Improves concentration and alertness
Household Germ	• Restores digestive and gastrointestinal efficiency
Strep Throat	• Relieves head pressure
Gingivitis or Bleeding Gums	• May curb hunger and the desire to snack
Fungal Skin and Toenail Infections	• Soothes minor stomach discomfort
Mold	
Cold Sores and Canker Sores	
Bronchitis	
Washing Dishes	

YOUNG LIVING
ESSENTIAL OILS
AN OIL A DAY

Another Young Living post instructs consumers to ignore the FDA's warning letter to the company claiming that Young Living essential oils will reduce anxiety, depression, and PTSD:⁷

 **Lilliana Corredor** ▶ **Lilliana Corredor**
October 4, 2015 · 🌐

I LOVE 2 Young Living Oils: STRESS AWAY & SARA - brilliant to reduce ANXIETY & DEPRESSION. For all PTSD sufferers! And they smell good to boot. Don't believe FDA on this. They push pharmaceuticals funded by the World Bank...



REALFARMACY.COM
FDA sends warning letters to Essential Oil Companies, Young Living and doTERRA!

The above examples are merely a handful of the more than 150 collected by TINA.org that make unsubstantiated health and disease-treatment claims.

In short, Young Living has been aware of this deceptive marketing issue for years but has failed to put an end to it, while consumers continue to be deceived, some of whom may be induced to use these essential oils in lieu of physician-recommended medications for serious health conditions.⁸ The resulting harm cannot be understated. Accordingly, TINA.org strongly urges the DSSRC to review the health claims made by Young Living and its distributors and take appropriate action.

If you have any questions, please do not hesitate to contact us.

Sincerely,



Laura Smith, Esq., Legal Director
Michael Springer, Esq., Attorney
Truth in Advertising, Inc.

Encl.

¹ Young Living also sells supplements, personal hygiene and skincare products, weight-loss shakes, food items, household cleaners, and other health products.

² This data is also available on the enclosed flash drive.

³ See Letter from TINA.org to Young Living, dated Nov. 22, 2016, available at <https://www.truthinadvertising.org/wp-content/uploads/2016/11/DSA-Notification-Letters-plus-caption.pdf>, at 61; FDA Warning Letter to Young Living, dated Sept. 22, 2014, available at <https://www.fda.gov/inspections-compliance-enforcement-and-criminal-investigations/warning-letters/young-living-09222014> (“Your consultants promote many of your Young Living Essential Oil Products for conditions such as, but not limited to, viral infections (including ebola), Parkinson’s disease, autism, diabetes, hypertension, cancer, insomnia, heart disease, post-traumatic stress disorder (PTSD), dementia, and multiple sclerosis, that are not amenable to self-diagnosis and treatment by individuals who are not medical practitioners. Consumers interested in your Young Living Essential Oil products are then redirected by your consultants to your website...to purchase your products and/or register as members.”)

⁴ Young Living April 4, 2018 Facebook post, <https://www.facebook.com/DrAmberBrooksTexas/photos/a.202213302703/10156319653387704/?type=3&theater> and https://www.truthinadvertising.org/wp-content/uploads/2019/05/YL-facebook-4_04_18-wm.png; Young Living April 12, 2019 Facebook post, <https://www.facebook.com/groups/1893476534313077/permalink/2271093833218010/> and https://www.truthinadvertising.org/wp-content/uploads/2019/05/YL-facebook-4_12_19-wm.png.

⁵ Young Living November 27, 2013 Facebook post, <https://www.facebook.com/photo.php?fbid=10151717972107461&set=a.10151658747422461&type=3&theater> and https://www.truthinadvertising.org/wp-content/uploads/2019/05/YL-facebook-11_27_13-wm.png; Young Living January 12, 2019 Facebook post, <https://www.facebook.com/jasmine.dominique.161/posts/10155808867196759> and https://www.truthinadvertising.org/wp-content/uploads/2019/05/YL-facebook-1_12_19-wm.png.

⁶ Young Living March 1, 2019 Facebook post, <https://www.facebook.com/melissa.daniels.982/posts/2678585638824693> and https://www.truthinadvertising.org/wp-content/uploads/2019/05/YL-facebook-3_01_19-wm.png.

⁷ Young Living October 4, 2015 Facebook post, <https://www.facebook.com/Lilliana.Corredor/posts/177852582551011> and https://www.truthinadvertising.org/wp-content/uploads/2019/05/YL-facebook-10_04_15-wm.png.

⁸ As the former Director of the Bureau of Consumer Protection at the Federal Trade Commission explained: “[C]laims that [] products actually can prevent, treat, or cure diseases . . . place consumers at great risk, putting their faith in unproven remedies in lieu of getting established therapies. . . . Those who succeed in selling products based on fear or unsubstantiated claims that they will treat or cure serious diseases prey on the fear and desperation of the sick, the elderly, or those without the means to afford conventional medical care.” Advertising Trends and Consumer Protection, Hearing Before Subcomm. on Cons. Prot., Product Safety and Insur., Comm. On Commerce, Science and Transp., 111th Cong. (July 22, 2009) (testimony of David Vladeck, Director, Bureau of Consumer Protection, Federal Trade Commission); see also Diane Hoffman and Jack Schwartz, Stopping Deceptive Health Claims: The Need for a Private Right of Action Under Federal Law, 42 Am. J. Law & Med. 53, 56–57 (2016) (“Even more troubling is the potential for harm caused by giving consumers false hope that nutritional products are the best solution to their health problems. . . . Such claims might lead consumers to forgo medically recommended therapies.”).