



Feb. 7, 2022

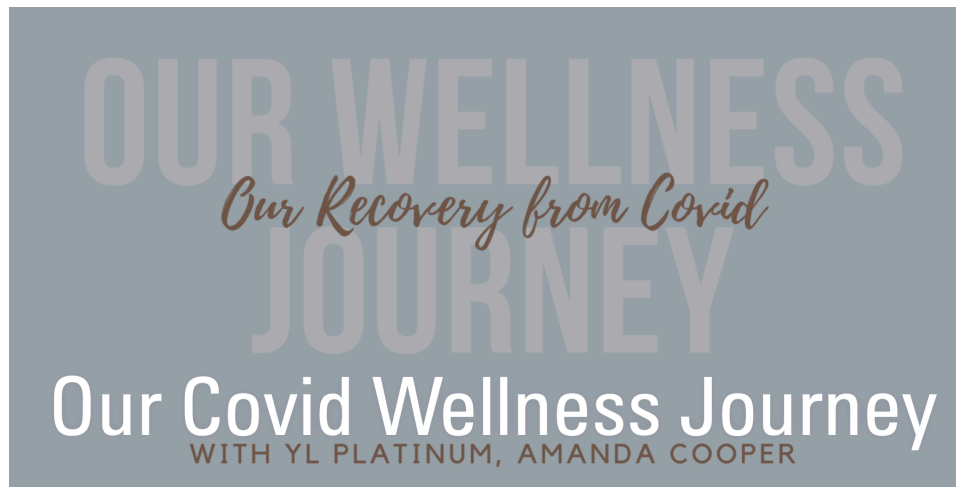
VIA EMAIL

Peter C. Marinello, Director
Direct Selling Self-Regulatory Council
112 Madison Avenue, 3rd Floor
New York, NY 10016
pmarinello@council.bbb.org

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

Dear Peter:

Young Living Essential Oils, LC (“Young Living”), a Utah-based multilevel marketing company well-known for its essential oils and supplements continues to use unsubstantiated, and therefore deceptive, health and disease-treatment claims to market its products.¹ This time, it is a distributor making claims that Young Living’s essential oils and supplements can prevent, treat and mitigate the symptoms of COVID-19.²



¹ See, e.g., https://www.truthinadvertising.org/wp-content/uploads/2020/04/02_20_20-DSSRC-Young-Living-Decision.pdf

² See <https://www.youtube.com/watch?v=rpnEotfwns4> and <https://sway.office.com/GPOes7TYHCZSCDWZ?fbclid=IwAR2EE9pVCRYLU26hn9q5KiV72qjx2DX8Fp9pv8d5lg00FlxNxUwfS5SRqhk>.

<p>Disclaimer: I ONLY suggest using Young Living oils for the following suggestions. These are the only essential oils that I will use in my home, because of their high therapeutic value, and the need to seal commitment. I use them because they are not only safe, but they actually WORK. And if I am going to spend money on something, I feel it needs to meet both of those requirements. When we are sick, we are not wanting to waste time on inferior products. I am grateful to have the world leader of essential oils in my home, to use daily as prevention and to strengthen our bodies, and to use as support when we are not well.</p> <p>DO NOT use other oil brands in the way that I am sharing below, as the side effects could be dangerous. There is a reason why we only used these.</p> <ul style="list-style-type: none"> • Young Living Peppermint Vitality - water with a drop of Peppermint oil was amazing for managing fever, nausea, and hydration. We had no appetite so this was so helpful in settling our stomach too. We also applied Peppermint oil on crown of head, forehead, and bottoms of feet as needed for fever. This will lower a temp by two degrees, or more. Fevers are actually GOOD for helping the body fight viruses, but using peppermint oil can help ease the discomfort of it. • Raindrop oils down spine and bottom of feet every hour. And then applied hot compresses on top. • The Raindrop oils are: Oregano, Thyme, Basil, Cypress, Wintergreen, Marjoram, Peppermint, Aroma Siez, and Valor <p>Extra oils applied throughout the day:</p> <p>Thieves Immupower Longevity frankincense oregano lemon tea tree geranium pine Exodus II Evergreen Essence</p>	<ul style="list-style-type: none"> • Thieves cough drops as needed (these cough drops do not contain sugar and other additives that weaken the immune system. One cough drop lasts hours and is a slow release of essential oils that help to open up the lungs. I HIGHLY suggest having these on hand! • Thieves chest rub as needed (this can be applied to chest, back, and bottoms of feet, and takes the place of vapor rubs that contain toxic chemicals that actually weaken the immune system. • Seedlings baby wipes on forehead for headaches and fever discomfort (this was so weird but it worked! The lavender in the wipes was so cooling and really helped us with the discomfort) • Sulfurzyme (8-16 daily for us adults and 4 for kids) this helped to reduce the horrible cramping in our legs! It was a game changer. We took this amount for 4-5 days and have since backed down to 1 a day for kids and 4 for us adults. • Magnesium detox baths with lavender and geranium oil from YL. Add 4-8 drops of each essential oil to 1-2 cups of magnesium flakes. This helped with the cramping in our legs and helps to pull the virus out faster. • Immupro chewables - 1-4 tablets at night as needed (these have immune supporting ingredients + melatonin to help us sleep) • YL Cinnamon CBD drops - a full dropper full 2-3x a day. This reduces inflammation and supports the immune system. Because covid changes so rapidly, and CBD creates balance in the body, I felt like this was really helpful. This CBD is THC free and contains essential oils that help the body in multiple ways. It is safe for children and pregnant women as well. • Zyng + Nitro for energy and brain fog (these are both natural energy + brain support drinks) • Golden Turmeric powder, Aminowise, and Sulfurzyme powder - we made drinks with all of this together to also help with the leg pain • Diffusing oils 24-7 - thieves oil, RC, Raven, peppermint, pine.
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Young Living, in response to a previous DSSRC inquiry, argued that it has a robust compliance operation and adequate educational outreach but the fact remains that its distributors continue to violate the law. Eliminating deceptive marketing after the fact is not an acceptable business practice. Young Living must do more to ensure false and illegal health claims are not made in the first place. Until that happens consumers will continue to be deceived, some of whom may be induced to use these essential oils and supplements in lieu of physician-recommended medications or treatments. The resulting harm cannot be understated. Accordingly, TINA.org strongly urges the DSSRC to once again review the health claims being made by Young Living and its distributors and take appropriate action.

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

Sincerely,



Bonnie Patten, Executive Director
Truth in Advertising, Inc.