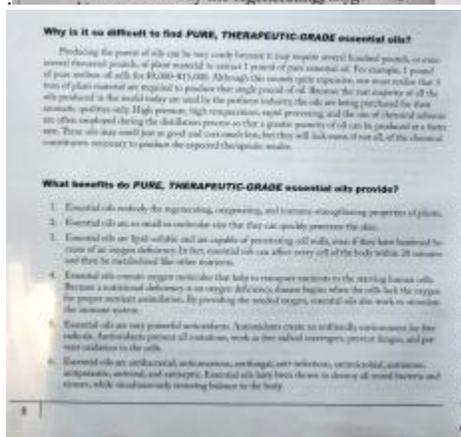
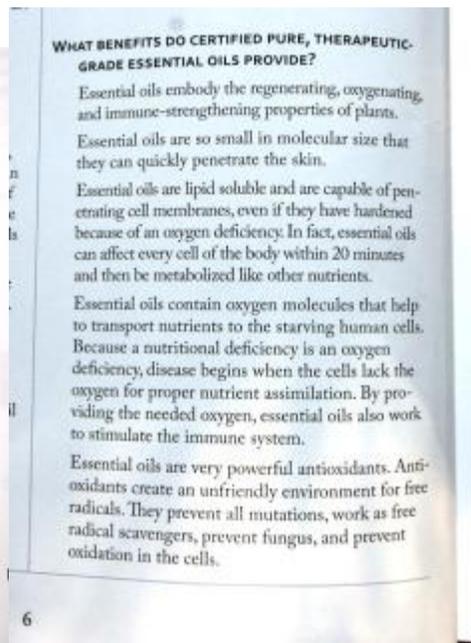
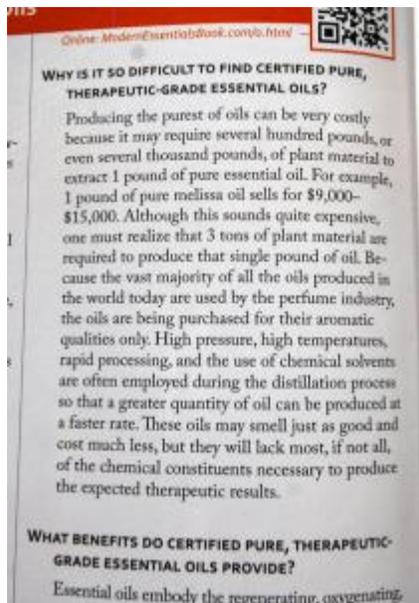


My journey with these two companies began over a year ago when I was introduced to them both. My mother was using YL to combat the side effects of chemo and radiation through her cancer treatment but was not yet a 'distributor'. I had a girlfriend who was with DT and not yet a active WA (at that time IPC). I knew I wanted to be a business builder, as I was a new mom of a one year old and had recently set down my full time occupation as a photographer. It was a difficult decision trying to decide which company to work with...they both seemed great. I literally made myself sick over this decision. Back and forth, back and forth. I tried to compare everything I could and found pros and cons to each company. I ultimately decided to go with DT because I felt like I would have more of a support system with my potential 'upline', as they are VERY active in my area. I also felt like the compensation plan was better from my basic understanding and crude rationalization. I enjoyed my time with DT and found it to be a pleasurable company to work for and with, I have nothing bad to say about my experience with this company really. Why did you decide to leave then?? For many reasons honestly, I'll touch on them here and there in this article. It was both personal and business that I left and I am glad I did on both counts. I am now making more money in just a few short months with YL than I did with DT in nearly a year. I left a team of 39 below me in DT and only have a whopping 10 now...does that tell you anything? I'm trusting God to bless my efforts with my switch and help my business grow. It really was a huge leap of faith that took a LOT of restless nights, deep soul searching, prayer and discussion with my husband before making the final decision to leave. It helped that around the time I was making this decision I had a few encounters with some Diamond level leaders with DT that left a bad taste in my mouth and left me questioning the company itself. I won't be sharing these experiences for the sake of not wanting to attract drama—no time for it.

From the research I've done, **both** companies are legit and seem to take great pride not only in the high quality products that they produce, but also in their customer service and in their business builders, all equally important for a successful business, especially for MLM companies. They **both** have very high retention rates. I mean retention rates that are practically unheard of in network marketing, normal averages between 10-15% customer retention whereas these two companies average around 65% overall and those in our personal downline loyalty programs are more in the 85% range. Phenomenal. They **both** grow with beyond organic standards and **both** offer extensive, and may I add expensive, testing to back their said standards. Where and how they grow and distill does differ, but we'll cover that later. They **both** are philanthropists and are doing beautiful things to help others in need. They **both** have teamed with hospitals and scientists to further advance the research and knowledge base of essential oils. They **both** claim to have essential oils safe for internal use and follow more of a French/European line of therapy with the oils. They **both** are easily replicatable concepts for personal reps building businesses. I have heard reps from **both** companies making claims that one or the other is the only one to do this or that, but the fact is these companies have a lot of great things in common, however there are some differences. I will also add to this that I have seen reps from **both** companies make some down right scary recommendations. **Both** companies have also been flagged and warned by the FDA to make changes.

Previously I wrote about the respective companies recommended books being the same. Well.....I was wrong. The two books I was focusing on are incredibly similar and obviously written by the same person/company which is a third party from either company. People from each company use this respective book targeting their respective company. HOWEVER, YL does not recommend this book. In fact, they ask people not to use it. I left the comparison of the two below so you can see how similar they are. It's not a bad little reference book but don't be fooled into thinking either

company has hit on something new and great there. Both of these books are making generic changes (DT's version has already taken place) that are making them a little more difficult to use because the blend names and supplement names are being changed to incredibly vague and generic descriptions (ie Thieves/OnGuard=immunity, etc.) This is currently the only book I have seen DT folks recommend to a extent. YL however has an awesome one you can find [here](#). It is written by Gary Young (YL's founder) and YL supports it's use. From what I have heard through the grapevine (not validated) is that the writers (Higley) of the generic version YL & DT both use interviewed G. Young and then wrote this book, unauthorized, afterwards. I don't know how legit this is but do like the Essential Oils Desk Reference better than the other one pictured below, although it's not bad and I've used it for a long time. YL users also have access to one written for essential oil use with [babies/children](#) and a few for [animals](#) too. They have cookbooks and lots of other great resources for almost anything you can think of. Real quickly while on the subject of the books, you can find this nearly identical book for each respective company from sister companies catering to each. [Aromatools](#) and [Abundant Health 4 U](#) are sisters, yes. Sad? I was too. Not going into that much, just figured I'd throw that out there. At some point I am going to do a review on these companies...no doubt reps and users from both companies have had similar issues that I have. I much prefer [Life Science Publishing](#), especially since they make sure all their material is FDA compliant



Even each of their precious patented massage therapy techniques listed in the book are the SAME (AromaTouch vs Raindrop...yeah, same thing just different patented blends used). Both claim that their founder invented it. Considering Raindrop has been around longer than David Hill has been in the industry...just sayin'.

With all those warm fuzzies about what they have in common, lets see where they are divided. The first place to start with this division is when they actually were divided...

Dividing roots: In my last article comparing these two companies I intentionally left out the part about DT's founding. I did this because it was something that was still unsettled in me and I couldn't bring myself to try to justify it to the world. If you did not know, all of the founders of DT were originally YL employees. They left YL and founded DT in 2008. They have been very hush hush about exactly why they left YL but [here](#) is the official statement from president and founder David Sterling in response to allegations. I found it to be very tastefully written but still left a lot unanswered. I do find it interesting that he seems to contradict himself in the third paragraph by stating he did not leave YL to start a competing company (first sentence) then states that he met with the future founding members of DT (while they were all still with YL) to discuss the need for another way of doing things and agreed to move forward. This paragraph bothered me, still bothers me because to me it shows that was the intent of starting a competing company prior to leaving. As a result of these six founders of DT leaving YL they were sued. YL had two active lawsuits against DT for most of last year (2014). DT, in turn, sued YL essentially for badmouthing them. Oily version of Day's of Our Lives....aka drama. Ugh. They both dropped competing lawsuits with the exception of one that YL still has pending against DT. Reps from both sides are still eagerly awaiting the final verdict of this. [Here](#) is the current legal update from Young Living regarding the lawsuits. [Here](#) is the legal update from doTERRA regarding the same. Read for yourself. Decide for yourself. There is a lot of controversy on this subject and reps from both sides seem to get very heated over this issue. When it really gets down to it unless you are one of the people in question nobody really knows what happened or why....and we're not gonna.

Growing & distilling practices: Yes, they both have self-proclaimed superb growing practices that are 'beyond organic'. Let's take a look at what this means uniquely to each company. Both companies have superb standards with their unique approach, don't let anyone tell you otherwise. Personally I feel like there is more accountability with YL's process but that is not saying that DT doesn't do everything they can to make sure they produce the best they can too.

YL owns most of the [farms](#) (6 primary to be specific with another being added this year in Croatia) where the plant matter for their oils is grown worldwide. They are totally transparent about where their oils come from down to the farm from which it is sourced. Batch numbers track where not only the plant matter was grown but where it was distilled, bottled, and quality testing that has been done on it. In order for YL to purchase land to be farmed it must have been not grown on for 50 years or never before, ensuring there is no residual contamination from previous farming operations and that the soil is in top notch condition. They have a very strict growing process and since they own their farms they can 100% guarantee that absolutely non of the bad '-cides' (pesticides, herbicides, etc) are used. If they have a pest issue they use their essential oils to deal with it...everything is done totally natural. The farms are spread worldwide to ensure that each plant has the climate and soil they grow best in, which in turn maximizes their potency...happy, healthy plants equal superb quality essential oils. They strictly follow their '[Seed to](#)

Seal' process and are very proud of it. I encourage you to click on the link to learn more about their unique process and how important it is. On a personal note, I originally had issues with YL owning their own farms and felt that only using regionally local farms was the way to go but after learning more about the way YL operates their farms I changed my stance on that. Local economies are still benefiting from YL's presence. I feel there is much better accountability and credibility in the manner their plants are grown and distilled from owning their own since they are always present and don't have to rely on the word of others that standards are being upheld. They do, however, still source some plant matter from a few trusted farms and work very closely with them to make sure the Seed to Seal process is being upheld. They do not compromise on quality and have been known to reject oils or plant matter if it does not pass their rigorous testing methods.

DT say they work with local farmers in the plants indigenous locations to grow their plants, harvest the materials and distill them right there. Just like YL, they work very closely with their farmers and distillers to ensure that the plants are grown to specification, harvested at peak and distilled properly. They produce a good oil but I question their producers since a rep from DT can't be present all the time to ensure that their standards are being upheld and it would require hundreds of farms to produce the vast quantity of oil they provide. I also cannot find documentation of where their oils are actually coming from outside of just the country of origin. I have emailed them and asked for a list of farms and distilleries where they source from but have yet to get a response. With little records available all we have is their word of mouth that on their sourcing, the hundreds of farms that produce them, and the standards of them.

Testing: First I need to state how incredibly important proper and constant testing is with essential oils. That deserves a blog post all into its own and will be done at a later date, but for now I'm going to lay course ahead.... As I previously stated both companies offer extensive testing to ensure quality of their oils and other products.

YL and DT both do extensive testing to EVERY batch of essential oils that they bottle in multiple manners. The both do 3rd party testing although YL also has labs where they both test their oils and advance research into them and their precious constituents. I will once again add that CPTG (Certified Pure Therapeutic Grade) is nothing more than a patented trademark. DT's oils having the label CPTG means nothing but that they paid to be the only ones to hold that title. To them it represents the quality of their oils just as YL's Seed to Seal promise.

Impressive? Yes. Excessive? No. All this rigorous testing shows that BOTH companies offer a pure product. It also proves that there are NO synthetics, chemicals or pesticides (residue or not); and that there are therapeutic quality chemical constituents present (which is what you are after...not just the pleasant smell).

YL also tests new oils every 15 minutes to discover and document when the best time of harvest is, this further advances the research base for essential oils in many ways. This is expensive and one of the many reasons they own labs, so they can continually test like this on site instead. It would not be feasible or cost effective to do this if every 15 minutes a vial had to be airlifted to a 3rd party testing location. YL does, however, rely on 3rd party testing to further validate their own measures.

If you've read this far...kudo's, you're hardcore. Now let's get to the business stuff. I'll do my best to explain this and do a good comparison; but, there is no way that I can thoroughly cover both companies' extensive plans here all the way through. You can view the entirety of DT's [here](#) and YL's [here](#). If you'd like to review each company's earnings disclosure (average paid to reps) you can do so [here](#) for DT and [here](#) for YL. Keep in mind the rank titles are a little different and how you achieve them are too.

I'm going to highlight the biggest differences I found in my decision making journey.

Some of YL's oils are more costly, some are more costly with DT...it just depends on the oil you are comparing really. YL does, however, offer waaaayyyy more oils the DT. Granted they are both costly but with all the important and necessary testing they do the cost is justified.

ARP vs ERP: DT has a [Autoship Reward Program](#). YL has a comparable [Essential Rewards Program](#). Both programs operate under an autoship type situation. You can change date, amount and what is being purchased with both. Each of the programs reward loyal autoship customers with a percentage of spent money back toward future purchases. Kinda like frequent flyer miles or gas points if you need a comparison. Both programs are highly successful and add to the retention rate of customers. Both programs have their unique perks but are comparable.

With YL, during the first six consecutive months of participating in the Essential Rewards program, you get 10% of the PV back. During the second six consecutive months, you get 15%, and at 13 months and beyond, you receive 20% back in points. With DT's plan you start out with 10% back. Every three months it increases by 5% and maxes out at 30% back at 13+ months. I honestly miss my massive points with DT since I'm starting back out at 10% with YL but they have added up very quickly since YL offers a perk of additional % back in points on a relatively regular basis. I've seen them offer additional 30% back on orders twice now...which gave me 40% (awesome!) on my purchases. They also just started the [O.I.L. program](#) (Oil Infused Lifestyle) where they offer additional points on eight of their most popular products (many of which I purchase on a monthly basis so score there for me! ha) The points with both companies are a great perk and the best way to maximize savings. Each program also offers discounted shipping as a reward...we'll get to that in a minute.

Shipping: Both programs also offer discounted shipping with their autoship type programs; however, DT is the only one who has a [shipping rewards program](#) as well. In this program, online LRP orders receive 100% of your shipping costs back in points. In all honesty, I miss DT's shipping times and program immensely...I really wish YL would get on board with this and come up with something better than what they have. I wouldn't know the difference had I not been with DT previously. With DT I always received my order within a few days and never paid more than \$8.99 in shipping. With YL you get discounted shipping as low as \$6.99 but it may take a week (or more) to get to you. You can get faster shipping but it of course costs more. Also that \$6.99 is not a flat rate like DT's \$8.99 is. DT's shipping doesn't matter the weight with that, YL's does and the cost reflects it. Enough said there.

Compensation plan: Okay, this one is going to be a little longer...bear with me...and again, I can't go over EVERYTHING but I'm going to hit the highlights for those starting out.... I am also going to break into segments to make it easier to read and process. For your reference [here](#) is YL's compensation plan and [here](#) is DT's. Both laid out all nice and pretty for your viewing pleasure to verify and try to follow with what I'm saying below.

Commission earning requirements: Starting out this is a big deal, especially if you are a low budget household like mine so I feel the need to include this. With DT to get paid off of anything you MUST be a member of their ARP and buy

100pv worth of products. With YL you don't have to be a member of the ERP (although it makes sense to..). To get unilevel payments (which start after a new enrollees 90 fast start period) you have to do the 100pv but to get any of the bonuses all you have to have spent is 50pv. This makes it a lot easier to not only break even when you are starting your YL business but makes it easier to make money too. When you are first starting out it is encouraging to realize you made more than you spent and if your home is like mine, it is a necessity for it to be self sustaining (the agreement between me and my hubs...maybe you have one too?)

retail: Active reps from YL make 24% on sales. DT ipc's make 25%. Neither company is geared towards pushing retail sales...residual income is where it's at.

fast start bonus: Both companies offer a comparable fast start bonus, called just that. With YL you receive 25% of new personally enrolled customers, second generation (person you enrolled enrolls someone else) you get 10%. DT offers 20% first generation, 10% second, and also offers a 3rd generation with 5% coming back to you. DT offers this for 60 days. YL for 90. DT pays this bonus weekly, YL monthly. I thought I would like the weekly but it always got gobbled up and at the end of the month felt like I hadn't made anything (I'm sure my husband would agree there). Let me clarify that the fast start bonus is not your first 60 or 90 days, it is the first 60/90 days of the person you enroll.

Start living bonus: This is unique to YL. DT doesn't offer anything comparable that I know of. If you sign up a new wholesale member with one of the Premium Starter Kits (\$150 value) then you get an addition \$25 from that enrollment. So if you were to sign a new wholesale member with this kit (the only one worth getting imho) then you'd get \$50 back from that enrollment between the fast start bonus and start living bonus; whereas you'd only get \$25 from DT from their fast start. So if you spent 50pv that month (required to get bonuses) and signed up one person for a wholesale membership with this kit you just got your oils free for the month essentially. Sign up another person and you just made \$50 and got your oils for free....etc.

Unilevel Commission: These two companies take a very different approach to how they compensate for generations; resulting in a difference in how you structure your team. They are almost opposites here. I'm not going to go through every generation, you can look at the charts I'm going to jump from level/generation 1 to the last.

YL offers you 8% on your first generation, which is great. DT offers only 2% on that first generation, not so great. As generations go down with YL the % goes down as well. With DT it goes up with each generation. I used to think this created more of a team type mentality and that this was unique to DT...not true. Both companies work based off of a team type mentality and approach...if you are in that team you are there for each other. One of the things I like about YL's approach is that it feels more honest in money making. I get that 8% because I work directly with the people I signed up and I earn that 8% honestly from work. I work less and less with people individually as the generations go down and may end up not knowing them at all. I get a smaller % from their purchases as it should be and the person who enrolled them get's more...they did the work! They are the go-to for that person, they should get paid more! With DT you make more from the people furthest away from you..which just seems a little wrong to me. I also like the fact that getting paid more initially helps to get the business started. I make more so I have more to invest into my business, my home, my family, and my downline team. It helps you get going. When I was with DT there were months where I wouldn't make anything or well below what I had to spend to get paid, I had to do more classes and make n takes to make up the \$ end to keep it self sustaining. I don't have that stress anymore and I didn't realize just how much it was stressing me out till I didn't have it on me anymore. Some months I only spend 50pv and skip on my

unilevel (since I'm just starting out my unilevel isn't huge yet—some months I take it, some months I leave it) but still get all my bonuses. Some months I spend \$300 and get all my month and tons of freebies too. I feel like I have more control with what I spend and I still can make money..not just that but I'm making **more** money.

team bonus: Both companies have 'team bonus' plans. YL's is called the [Rising Star Team Bonus](#) and DT's is called [Power of 3 Team Bonus](#). This one is a little more difficult to compare. They both are designed to help newbies get started and stay motivated. Both are based off of PV & OPV. YL's is based off of 'shares'. There are lots of variables for this share. How a share is calculated is based off company sales (1%). That one percent is then divided between all qualifying distributors based on how many shares they have. The amount can vary from month to month. I have yet to get this bonus, just starting out but am getting closer. :) You can get up to 6 shares with YL. I have heard they average between \$50-100 depending on various changing factors. DT it is a flat \$50/\$250/\$1500. They both seem easy enough but do take some work to get. I had it in my head if I signed 3 people up with DT I'd get that first bonus...haha...no. 30 members later I got it. It's different for each person and each person's downline. Don't expect either one over night or you're setting yourself up for disappointment. Both are good bonuses, we'll leave that like that.

Leadership Bonus Pool: They both offer these in shares. Share size varies greatly with both companies depending upon a lot of constantly changing variables; such as qualifying shareholders, company value, etc. Both companies pull shares from 6% of the total company volume and is divided between qualifying distributors based on shares earned. Shares earned are based off of your over all team value as well as rank of team members below you. I haven't done an in-depth comparison of these; but, from reading the charts this is what I gather. I don't get this bonus yet; but, soon I hope!

In summary, although both of these companies have their great qualities and great products, I chose to build my business with Young Living after having spent time trying to do so with doTERRA. I appreciate both companies commitment to growing, distilling and testing practices (and disclosure thereof). I love their humanitarian side and chosen efforts. Personally, I feel that YL's compensation plan is more rewarding, that is a huge plus. YL offers more products and has been around for over 20 years. With all this said, if you still have questions or are interested in joining my fast growing team please contact me!! I'm always happy to help and ALWAYS looking for new motivated team members to work with and help. :) I hope this post has helped some of you pull some information together and helped you make your decision. Good luck and God bless!

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