



Updated Therapeutic Grade FAQ

Q. Why is Young Living removing “therapeutic grade” and “100% pure” from essential oil product labels and marketing materials?

A. The National Advertising Division (NAD) recently asked several companies in our industry, including Young Living, to stop using the phrase “therapeutic grade” when referring to products. As the leader, we are under greater scrutiny when we use the phrase “100% pure”—a term that is under close examination when used on natural products. In an increasingly competitive market, the NAD’s directive is an opportune time to replace “therapeutic grade” and “100% pure” with “Seed to Seal premium” and strengthen our position as the superior standard in essential oils.

Q. What is Young Living replacing these phrases with?

A. We are replacing these phrases with “Seed to Seal” and “premium.” Our new labels will read “Seed to Seal premium essential oil.” Premium is a stronger claim and positions Young Living as the superior essential oil company. Our Seed to Seal® quality standards remain untouched—they are still the core of everything we do, and purity will still be the core of our messaging.

Q. Why did Young Living choose to use the word “premium”?

A. Purity is no longer a big point of differentiation in our industry. “Premium,” which means the highest standard and is a stronger claim globally, positions Young Living as the superior essential oil company. It also captures potency, safety, efficacy, purity, and superior quality in one word.

Q. When is Young Living making the changes?

A. We have already started updating the website and will update all marketing materials in the next few weeks, including blog posts, PIPs, product pages, catalogs, micrographics, and videos. In the coming months, we will update our product labels, though you may continue to see labels with “pure essential oil” during the transition period. The change will impact the U.S. market first, where label and collateral transitions are already underway.

Q. Why does Young Living need to make the change?

A. To protect your legacy and ours, we are committed to complying with all applicable laws and directives. We’ve always been committed to protecting the Young Living brand and your businesses. As part of that commitment, we’re constantly monitoring the legal, competitive, and regulatory landscape and responding to threats, lawsuits, and other actions that could impact the company and our members.

Q. Are other essential oil companies required to make the change?

A. The National Advertising Division has issued the directive to stop using the phrase “therapeutic grade” to several essential oil companies. While other companies may not immediately follow this directive, we are leading the change to better protect your legacy and ours.

Q. What happens if other essential oil companies don’t make the change?

A. If they choose not to comply, the complaint could get escalated to the Federal Trade Commission (FTC). The FTC could then file a federal claim against that company.

Q. As a member, am I allowed to use “therapeutic grade” and “100% pure” in my marketing materials and references to Young Living essential oils?

A. You may continue to refer to our products as “pure,” but please avoid using “therapeutic grade” and “100%” or “100% pure” moving forward.

Q. Do I need to make changes to my training and marketing materials?

A. We invite you to align with us in strengthening our messaging by discontinuing use of “therapeutic grade” and “100%” now and removing these phrases from your training and marketing materials in the coming year. You do not need to update previous collateral.

Young Living will use the following disclaimer on all social posts where you can visibly see our old labeling: “Young Living no longer uses therapeutic grade in our brand marketing.” You’re welcome to use something similar when sharing content featuring our old labels on social media.

We encourage you to partner with us as we focus on the Seed to Seal story and premium essential oils as the superior standards.

Q. Where can I find resources to help me update my marketing materials?

A. Over the coming months, we will create updated marketing resources you can use. Please join us on Monday, December 28, at 9 a.m., MT, for a special Dose of Valor, where we will have an in-depth discussion on these changes.

Q. Does this change impact international markets?

A. This change does not currently impact international markets. Updates to labels and marketing collateral affect only U.S. and NFR markets at this time.