

Young Living Earning Claims Guidelines

What is an earning claim?

An earning claim is a claim that conveys or implies through words or images, including in testimonials:

- A specific level or range of actual or potential income
- Hypothetical earning calculations
- Lifestyle purchases that are related to income earned
- Actual earnings of any current or past Young Living brand partner

Earning claims convey:

- Level or range of income
- Hypothetical earning calculations
- Actual earnings
- Lifestyles or purchases

Rules for making earning claims

- Be truthful and not misleading.
- Don't exaggerate.
- Clearly and conspicuously show and reference the Young Living Income Disclosure Statement (IDS).
- Don't make luxury lifestyle claims, even if they are true.
- Don't guarantee outcomes.
- Don't show images of commission checks, bank account statements or balances, tax statements, or other financial records.

Rules for making earning claims:

- Show the IDS.
- Be truthful, not misleading.
- Don't exaggerate.
- Make no guarantees.
- Don't show images of financial documents.
- Make no luxury claims.

What is a luxury lifestyle claim?

A luxury lifestyle claim is a claim that connects the Young Living business opportunity with images or words that suggest luxury, riches, or wealth. This includes luxury automobiles or homes, exotic vacations, quitting your job, early retirement, financial freedom, yachts, and private planes.

You should not make luxury lifestyle claims at all. You should also not mention Young Living in a social media post near another post suggesting a luxurious lifestyle.

What is the Income Disclosure Statement?

This Income Disclosure Statement (IDS) is intended to provide truthful, comprehensive information regarding the income earned by Young Living brand partners. A copy of or reference to the full IDS must be presented to prospective brand partners any time compensation is presented or discussed or any type of income claim or earning representation is made, including in one-on-one meetings.

The IDS shows the range and average annual income from Young Living commissions and bonuses that brand partners achieved at various ranks, as well as the average number of months it takes to achieve each rank. Young Living's Income Disclosure Statement can be found at YoungLiving.com/ids.

Young Living 2020 U.S. Income Disclosure Statement

As a direct selling company selling essential oils, supplements, and other lifestyle products, Young Living offers opportunities for our members to build a business or simply receive discounts on our products. Whatever your goals, we hope to count you among the millions of Young Living members who have joined us in our mission to enhance and empower lives around the world by sharing the unique benefits of essential oils.

WHAT ARE MY INCOME OPPORTUNITIES? Members can earn commissions and bonuses as outlined in our Compensation Plan. As members move up in the ranks of Young Living, they become eligible for additional income opportunities.

RANK	PERCENTAGE OF ALL MEMBERS ¹	ANNUAL INCOME ²			MONTHS TO ACHIEVE THIS RANK ³		
		Lowest	Highest	Average	Lowest	Average	Highest
ABSOLUTE	88.1%	\$0	\$732	\$3	\$0	N/A	N/A
STAR	8.5%	\$0	\$3,171	\$248	1	15	301
SENIOR STAR	2.1%	\$0	\$91,890	\$1,553	1	22	297
EXECUTIVE	0.9%	\$103	\$100,760	\$3,829	1	28	301
SILVER	0.3%	\$1,354	\$235,654	\$16,788	1	38	299
GOLD	0.1%	\$8,321	\$532,081	\$52,644	1	47	277
PLATINUM	< 0.1%	\$18,878	\$981,223	\$23,188	7	57	256
DIAMOND	< 0.1%	\$115,024	\$1,455,593	\$352,344	11	85	291
CROWN DIAMOND	< 0.1%	\$295,102	\$2,110,454	\$710,553	20	92	275
ROYAL CROWN DIAMOND	< 0.1%	\$505,747	\$3,125,729	\$1,414,839	N/A	102	275
ALL MEMBERS	100%	\$0	\$3,125,729	\$283	\$0	N/A	N/A

The income statistics in this statement are for incomes earned by all U.S. members who were active for any part of 2020. An "active" member is a member who made at least one product purchase in the previous 12 months.⁴ 50% of all members who enrolled in 2019 did not make a purchase with Young Living in 2020. 70% of all members who enrolled in 2018 did not make a purchase with Young Living in 2020.

Note that the income paid to members summarized in this disclosure does not include expenses incurred by a member in the operation or promotion of his or her business, which can vary widely and might include product purchases, advertising or promotional expenses, product samples, training, rent, travel, telephone and internet costs, and miscellaneous expenses. These figures should not be considered as guarantees or projections of your actual income or profits. Your success will depend on individual diligence, work, effort, sales skill, and market conditions. Young Living does not guarantee any income or rank success.

¹ Member ranks may change during the year. These percentages are based on individual members' highest achieved rank earned during the year. These members are limited to members who had a primary billing address in the United States for a period of seven months or longer.

² These incomes are categorized based on the highest achieved rank individual members earned throughout the entire year and may contain income earned at a lower rank.

³ These statistics are limited to those who achieved this rank for the first time in 2020.

⁴ Members who do not make at least one product purchase in the previous 12 months have their membership inactivated.



How to present the IDS clearly and conspicuously

Any online reference to the IDS must be clear and conspicuous. A clear and conspicuous reference meets the following criteria (the four Ps):

1 PRESENTATION

Any reference to the IDS should be worded in a way that consumers will easily understand. Disclosures should avoid legal jargon or technical terms.

Reference to the IDS must be:

- Easy to understand
- Presented prominently
- Placed where it will be heard or seen
- Close to income claims

2 PROMINENCE

The reference to the IDS must be prominent enough for others to hear, read, or otherwise identify easily. Consider text size, color, and font contrast. For example, white text on a light background may make it difficult for a person to read the disclosure.



*For actual income average, see our
Income Disclosure Statement.



*For actual income average, see
our [Income Disclosure Statement](#).

3 PLACEMENT

The reference to the IDS should be made where consumers are likely to hear or see it. Consumers are unlikely to read a disclosure buried in a dense block of text.



This is a bunch of text talking about the income opportunities with lots of words and the disclosure is hidden at the very end, making it hard to find. For actual income average, see our Income Disclosure Statement.

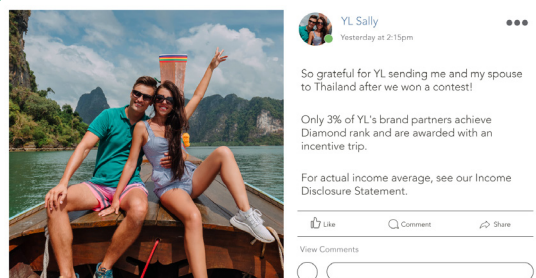
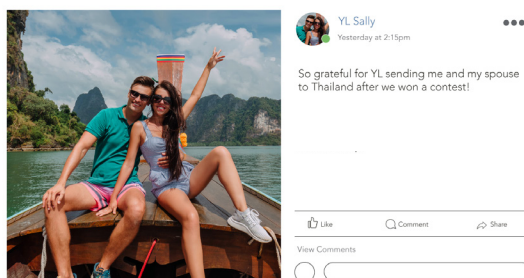


This is some text talking about the income opportunities.

*For actual income average, see our
Income Disclosure Statement.

4 PROXIMITY

The reference to the IDS should be close to the claim it modifies. A reference to the IDS that is not near the triggering claim may be missed by consumers. For example, social media posts that contain an image with an included claim should include a reference to the IDS in the image. See example on the right.



Situation-specific IDS displays

- When making earning claims online, you can use a hyperlink to the IDS.
- In a social media post, the disclaimer should be in the post itself or in the first comment.
- When making earning claims in a place where a hyperlink cannot be clicked on, you need to present a full copy of the IDS, either as an image or by providing a physical copy.
- For in-person presentations, you can print and hand out the IDS or display it on a video screen when discussing earnings.
- When making a visual presentation or video talking about earnings, you could have two screens (one with the presentation and another with the IDS) or you could have the full IDS displayed at the beginning and end of your presentation.

EXAMPLE	CLAIM	PROPER DISCLAIMER
1	"Joining Young Living has given me the opportunity to improve my life. I made \$500 last month working from home in my spare time."	Income Disclosure Statement
2	"With Young Living, you decide how hard you work! If your newly enrolled customer orders \$150 in product, you earn \$____. With four new customers ordering the same, you earn \$____."	Income Disclosure Statement
3 Example disclaimer for retreat or promotion award:	"With the Young Living income opportunity, I was able to win a sales contest that awarded a trip for me and my spouse to Bora Bora!"	"__ percent of Young Living's brand partners (or number of brand partners worldwide) achieved this incentive trip." Income Disclosure Statement
4 Example discussing Gold incomes to a group of Silvers at an event that will not be broadcast to a larger audience:	"The average Gold makes over triple what an average Silver makes!"	"Only about one in three Silvers will achieve the Gold rank." Income Disclosure Statement
5	"Most people earn modest, supplemental income participating in the Young Living business opportunity. There are some people who may earn part-time or even full-time income."	"For complete earning statistics, see YoungLiving.com/ids ."
6	"As a Silver-ranked brand partner, I have been able to earn supplemental income that has really blessed my family. I have used the extra income to pay down our home mortgage."	"For earning statistics of different Young Living ranks, see YoungLiving.com/ids ."
7	"As a Diamond-ranked brand partner, I have been able to earn significant income, which has made it possible for me to quit my full-time job to focus my efforts on building my Young Living business."	Income Disclosure Statement Optional disclaimer (if more context is needed): "My success level is rare, as most earn only modest supplemental income, and it has come after years of working full time at my Young Living business and incurring personal expenses to teach classes, attend Young Living events, travel, purchase product samples, and build an online brand. Securing career-level income through a Young Living business requires significant and sustained levels of work. For complete earning statistics, see YoungLiving.com/ids ."



What can be said about the Young Living business opportunity?



- This is an entrepreneurial opportunity with a low start-up cost (\$29.99).
- Young Living's business is low-risk. The company's generous refund policy offers 100 percent money back within 12 months, including return shipping.
- You earn commissions by referring products to others who buy the products or by reselling products.
- You set your own work schedule.
- With your entrepreneurial spirit and sales skill, you have the potential to become more financially secure by earning supplemental income.
- You define your own success.
- Young Living is a trustworthy, 28-year-old company.
- You can have a positive impact on the world by sharing something you love and that helps you.
- You can train others on business techniques and how to effectively sell products to customers.

What should not be said about the Young Living business opportunity?



- Anyone can succeed with little or no effort.
- Failure to succeed is just a lack of effort.
- The system will do the work for you.
- Just join and I will build your downline for you.
- The company does all the work for you.
- You don't have to sell anything.
- All you have to do is buy your products every month.
- Consider your product purchases as investments.

How to discuss the earning opportunity of brand partners with employees

"As employees, we should feel proud to work for Young Living. We sell great essential oils, and we offer hundreds of thousands of enthusiastic essential oil users throughout the world a low-cost, low-risk entrepreneurial opportunity where they can earn some extra money by recommending our products to their friends and acquaintances. With this business model, they get to set their own schedule, define their own level of success, and have a positive impact on the world. This is something we can be proud of!"

How to discuss the earning opportunity of brand partners as a brand partner

"I am proud to be a Young Living brand partner! I share great essential oils and offer other enthusiastic essential oil users throughout the world a low-cost, low-risk entrepreneurial opportunity where they can earn some extra money by recommending these products to their friends and acquaintances. With this business model, I can set my own schedule, define my own level of success, and have a positive impact on the world."

OR

"Being a Young Living brand partner is a great way to earn some extra money. It is a low-cost, low-risk entrepreneurial opportunity. If you love Young Living products, you can use your passion to earn commissions when you recommend these products to your friends and acquaintances and they buy them. You can do it on your own time, and you join a great community of essential oil enthusiasts who are making a positive impact on the world."

