

On Scents & Substance

ISSUE NO. 1 VOL. I



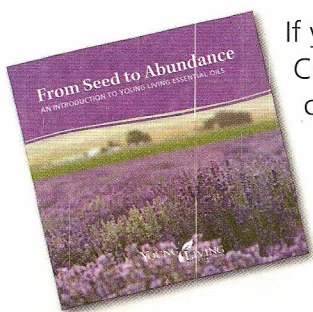
Young Living – Stewards of Nature's Living Energy

We're excited to introduce the first issue of the *On Scents and Substance* newsletter! Use it as your source for information on the Young Living promise—to capture nature's living energy in every bottle of essential oil. Each issue will highlight the lengths Young Living takes to produce the highest-quality essential oils in the world.

Our goal is to help you become confident and credible as you use and share Young Living's essential oils. The Seed to Seal™ process helps ensure we keep our promise of quality, whether we're sourcing oils in the jungles of Ecuador and the deserts of Oman, or rigorously testing them in our Utah research laboratories. Seed to Seal is our way of authenticating essential oil quality at each key stage of the production process: verifying plant species, taking great care to grow and cultivate plants, distilling the pure plant essence, testing to verify optimal level of constituents, and expertly bottling the final product. These steps are your guarantee that every Young Living essential oil you use and share is as pure and potent as nature intended.

Look for future issues of *On Scents and Substance* to learn more about Seed to Seal and our quality promise in detail.

Are quality essential oils important to you?



If you're interested in learning more, call Customer Care (1-800-429-0600) to get a complimentary DVD in your next order.

Visit Virtual Office for a downloadable PDF to share with friends and prospects.

The Seed to Seal Process Delivers Young Living Therapeutic Grade™ Oils

Seed to Seal can be summarized in five steps:

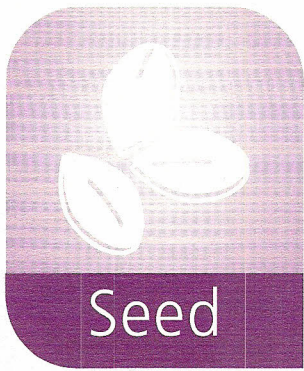
Seed Essential oils that work come from plants whose species have been authenticated by Young Living experts. Species certification involves scientific research, field study, university partnerships, and on-site planting certification.

Cultivate Young Living has four farm locations where we learn the best growing and harvesting methods. With this knowledge, Young Living travels the globe visiting co-op farms to certify their growing processes.

Distill Combining ancient and modern techniques, Young Living is recognized as an essential oil distillation innovator.

Test Each essential oil must pass Young Living's stringent specifications to ensure the optimal bioactive natural compounds are present in each essential oil. Young Living uses its own internal labs plus third-party laboratories to verify every essential oil exceeds international standards.

Seal Young Living completes the Seed to Seal process by carefully handling large volumes of essential oils to be individually bottled and shipped to members worldwide.



Seed to Seal™

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Seed to Seal is Young Living's way of authenticating an essential oils and protecting nature's living energy in every bottle. The first step of this process—Seed—means we research plant species that offer the optimal therapeutic benefits, identify species with experts and document their source, and monitor the ongoing cultivation process to ensure the chosen plant species is used.

Lavender is an excellent example of Seed authentication. Young Living has identified more than thirty-five different varieties of lavender, and so far, only one, *Lavandula angustifolia*, has shown the best therapeutic outcomes. *Lavandula angustifolia* is grown on Young Living's farms in Utah, Idaho, and France.

After the harvest on each farm, the lavender seed stock is collected and stored until the following year. Gary Young always uses the seed stock from the previous harvest instead of cloned or hybrid seed. Cloned and hybrid seeding techniques are used by lavender growers who aren't focused on therapeutic outcomes. Although these other seeding techniques may grow taller, faster plants and produce larger yields, Young Living's industry-leading experience and research has shown that only a balanced seed stock can deliver the expected therapeutic results.

Lavender is only one example of Young Living's expertise in seed authentication. Think about the dozens of Young Living essential oils, the variety of species, and all the

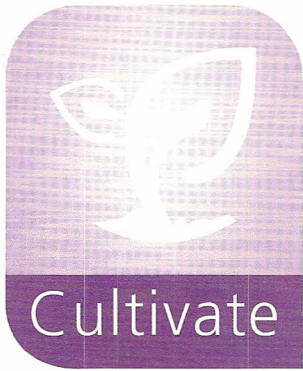
places around the world where these species are grown—copaiba in the Amazon rainforest, helichrysum in the Mediterranean, vetiver in Madagascar. There are more than seventy single oil species Young Living offers as products! Gary and other Young Living experts have visited each partner grower to verify in person the species being used. Even after our experts leave a partner grower, incoming batches are tested to validate the chosen species.

When Young Living researchers discover a largely unknown plant species, we look to the knowledge and expertise of botany experts. Young Living collaborates with academic and professional botanists around the globe to document the species at the plant source. Recently, Gary Young teamed with professionals in the Middle East to document the origin and benefits of multiple frankincense species. Only by going to the source can Young Living confidently share the therapeutic benefits of the plant compounds with all our members.

Learn more at
**2010 International
Grand Convention!**

Pick up a **free** Seed to Seal sharing DVD at the end of the warehouse tour on June 18—**Register today at www.youngliving.com!**

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Cultivate

Seed to Seal™

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Through expert cultivation on farms around the world, Young Living has mastered growing high-quality aromatic plants. Cultivation includes planting, growing, and harvesting the delicate herbs in preparation for distillation. Young Living currently operates four farms, each dedicated to the cultivation of the world's most potent and pure plant sources. These farms, and our years of experience perfecting the cultivation process, help ensure members get the results they expect from every bottle of essential oil.

St. Maries, Idaho: In 1992, Gary Young purchased 160 acres of pristine farmland near the small logging town of St. Maries, Idaho. This property had never before been plowed or subjected to harsh chemicals, pesticides, or fertilizers—making it an ideal location to begin producing therapeutic-grade essential oils.

Mona, Utah: In 1995, Gary obtained an additional 138 acres of farmland in Mona, Utah. Today, this farm boasts approximately 1,600 acres and showcases vibrant lavender fields during the months of June and July. German chamomile, hyssop, goldenrod, and clary sage are also distilled on the farm, which houses the largest essential oil distillery in North America.

Simiane-la-Rotonde, France: Well-known for its rolling hills, fresh-grown crops, and fragrant fields of lavender, the Provence area of France is home to Young Living's third farm,

the only American-owned lavender farm in the country. The scent of lavender yields its calming, uplifting effects on the village and people of the area.

Guayaquil, Ecuador: Since 2005, Gary and his family have lived in Ecuador. Here Gary oversees the cultivation of rare oils at Young Living's newest farm, Finca Botánica Aromática. Gary spends much of his time searching for new natural plant remedies, partnering with indigenous tribes and local governments to foster a global community of healing and discovery and bring new essential oils to the world.

Young Living applies what it learns through cultivating plants on its own farms with its network of worldwide growing partners. Every farm that supplies Young Living with herbs ready for distilling must be visited and certified by a Young Living sourcing expert. These sourcing specialists continually travel the globe to ensure that only the finest essential oils bear the Young Living name.

Whether growing aromatic plants on its own farms or sourcing oils in the jungles of Ecuador and the deserts of Oman, the Cultivate portion of the Seed to Seal™ process is evidence of the lengths Young Living goes to produce the world's highest-quality essential oils.



Share the new **Seed to Seal** video with your friends through Facebook and other social sites. Visit www.youngliving.com/seed-to-seal to watch the video and share it with your friends.



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ESSENTIAL OILS

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Seed to Seal™

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Distill After the correct species of plant has been properly identified (Seed) and expertly sown, grown, and harvested (Cultivate), if it is not correctly distilled, the resulting essential oil will not produce the desired therapeutic results. This makes Distill—the third phase in Young Living's Seed to Seal™ process—one of the most important steps in ensuring oil quality.

As the world leader in essential oils, Young Living is recognized as a distillation innovator and uses a gentle, proprietary technique for extracting the most potent essential oils. Founder and President, Gary Young, and other Young Living experts have decades of experience distilling essential oils. Today, Young Living operates distillation facilities in Utah, Idaho, Ecuador, France, and Oman.

STEAM DISTILLATION

Essential oils can be distilled in a variety of ways, but the most common method is steam distillation—a process that has been used for thousands of years. Following this proven technique, Young Living utilizes vaporized water that travels through the plant material to gently extract the natural oil. Once the steam passes through the plant material, the oil is carried with the steam through a series of stainless-steel pipes where it condenses and separates from the water. The water is then drained off and the remaining essential oil is taken to the Young Living laboratory for quality testing.

With each batch of essential oil, Young Living takes into consideration the part of the plant used (leaf, stem, bark, resin, etc.), when the plant was harvested, and the temperature at the time of distillation. Even minor deviations in distilling the plant material can cause an imbalance in the optimal natural constituents.

“Many people can and do distill essential oils—but no one in the world has been doing it as long and with as many varieties as I have. Distilling this long gives a perspective that is necessary to innovation and creating new oils.”

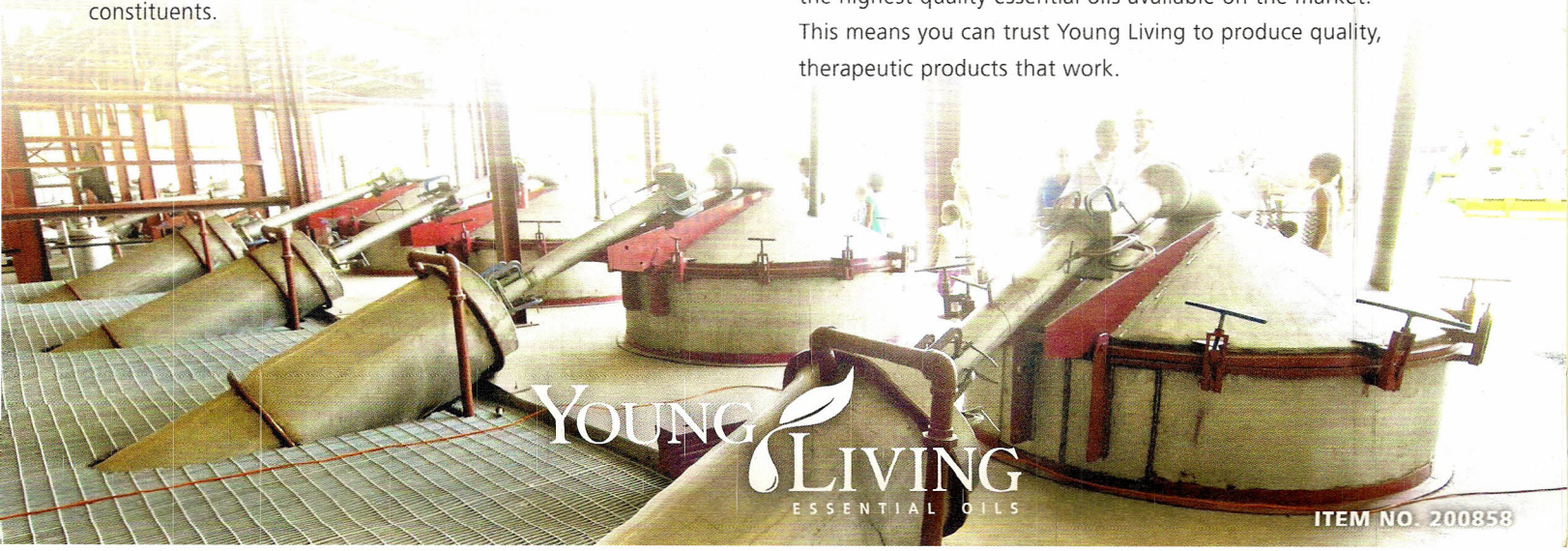
—Gary Young, Founder and President

DISTILLERIES AND CERTIFIED PARTNERS

When he distills, Gary Young treats each aromatic plant differently. He understands that frankincense resin must not travel long distances before it is distilled. This is one reason why Young Living built its own distillery in Oman. Gary also distills his own lavender in Utah, Idaho, and France, where he can personally monitor the plant's chemical profile. Such is the case with hyssop, golden rod, ocotea, Palo Santo, and many other essential oils.

Young Living also uses its distillation expertise to certify partner distillers around the world. Gary Young and other sourcing specialists personally visit these global partners to certify their machinery and distilling methods. This summer, Gary and Young Living's Director of Purchasing, Mary Lou Jacobson, traveled to Canada to inspect a long-time distillation partner who provides ledum and spruce—two important oils in the line-up of Young Living singles and blends; earlier this year the pair also traveled to Madagascar to help partner distillers complete the ylang ylang harvest and distillation; and Marc Schreuder, Director of Product Formulations, traveled to Australia to supervise the distillation of blue cypress.

Whether expertly distilling essential oils or certifying partner distilleries, the Distill portion of the Seed to Seal process is further evidence of the lengths Young Living goes to produce the highest quality essential oils available on the market. This means you can trust Young Living to produce quality, therapeutic products that work.



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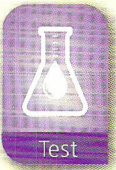
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Operations Division

Highlights & Major Projects

Welcome to Young Living's Spanish Fork, Utah, warehouse. Here we complete the Seed to Seal™ process by receiving raw essential oils, testing for purity, bottling, and shipping essential oil products worldwide.



Young Living has years of experience testing essential oils and never accepts diluted, cut, or adulterated oils. To ensure consistent quality, Young Living manages a database of oil profiles to measure against all incoming essential oils. Oils are promptly rejected if their natural profile does not meet Young Living's standards.



Here at the Young Living warehouse, each essential oil is carefully blended, bottled, labeled, and shipped to members worldwide.

- The warehouse sits on a 12-acre site with 15.5 additional acres available for future expansion.
- The warehouse opened in 2007 and has over 107,000 square feet of floor space.
- The ceiling is 29 feet tall; 13 dock doors are on the south side of the building.
- In 2009, the warehouse shipped 916,000 parcels containing 7 million items.
- The warehouse inventory is valued at more than \$17 million in raw and finished goods.
- The warehouse boasts high-efficiency evaporative and heating systems. There are separate temperature controls for the oil storage room.
- The complex conveyor system uses 50,000 feet of wiring.
- The "Pick-to-Light" system has 1,352 light locations.
- There are currently 20 packing areas for staff to box Young Living products.

Visitors are always welcome. Please call ahead at 1-801-418-8900 to schedule a tour for your group.

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