

2014

WHAT A YEAR!

By Travis Ogden
Young Living Chief Operating Officer

AS WE APPROACH the conclusion of 2014, my mind is reflecting on what an amazing year this has been. For me personally, and I believe for Young Living as a whole, this year has been the most challenging and rewarding we've ever experienced. It has been a year filled with both obstacles and accomplishments.

We have absolutely crushed it from a sales standpoint, shattering all records of growth. In terms of company size, we have grown more in the past 12 months than we did in our first 19 years in business, by a long shot. That is amazing! What makes me really excited is what this expansion represents. Our sales growth is simply a reflection of the number of individuals and families that are being blessed by our amazing products. Gary Young's vision is to bring Young Living products into every home in the world, and we are seeing that happen more and more every day.

As you are all aware, this rapid growth has also created more challenges than we've ever experienced. Like a muscle being strained in order to grow stronger, our company is growing stronger as a result of the challenges we've been

through this past year. We are becoming a world-class company that is a household name in essential oils and wellness.

Throughout these challenges, I have been amazed at the dedication exhibited by our employees and members in the field. I have to sit back and ask myself why everyone is so dedicated and willing to work through these challenges. We all have the option of dedicating our time and resources to something else. So why do we stay?

I believe we are all so dedicated to this cause because we are doing more than just selling products. Young Living is about helping people live healthier, happier lives—it's about making a positive difference in the lives of people throughout the world. It is fulfilling to be involved in something that blesses so many other people. Hearing your stories and seeing you at our various events makes it all worthwhile.

As 2014 comes to a close, I hope we recognize the growth we've experienced personally and become even better in 2015. I can already tell that 2015 is going to be a year of unforeseen heights for Young Living.



Founder's Message

THIS HAS BEEN a most remarkable year. Not only are we celebrating our 20-year anniversary, but we are also experiencing remarkable growth—a growth of such magnitude that very few 20-year-old companies in any industry even dream of achieving; and with this amazing growth, we are changing so many lives around the world. It's magical, it's purpose-driven, and it's exciting.

Our growth comes from many things, but first and foremost it comes from our superior products and commitment to quality and purity. Then you, the messengers who continually share and take these great products to the world to better the lives of those looking for and in need of something better, are the lifeblood of Young Living. Your dedication and commitment to holding fast to our mission gives energy that propels us into a future of greatness and abundance in so many ways. You bring joy and happiness to thousands of people you directly or indirectly touch with your message.

Mary and I give great thanks and praise to all of our employees, from the newest to the executive team, who are working for the success of all of you in the field. Your patience and understanding mean so much to them as they work to meet the demands and to streamline our internal operations to better serve and help you in the field. Your success is their reward; and we all thrill at the many amazing stories we hear of health, well-being, and abundance.

During my entire life I have focused on helping people and minimizing their suffering. It is your spirit of giving and caring for each other that has propelled Young Living to literally astonishing heights. It has been an amazing journey for me, with the hope that there was a better way to live life. I trusted that God's way was better and have seen miracle after miracle, which is a driving force in my life.

As we work together and support each other, our vision will continually carry us to heights of ever-greater achievement to reach our highest potential, expanding our mark on humanity.

AUSSIE! AUSSIE! AUSSIE!

Lee McLellan's 22 Days to Silver

JUST 22 DAYS. That's 528 hours, or 31,680 minutes.

That's how long it took Australian member Lee McLellan to complete her record-breaking "Silver in 6" route.

Going from Executive to Silver in six months is no easy feat, so to do it in 22 days is truly remarkable. For Lee, it was all about the Aroma Complete Kit.

"The kit was my motivation to achieve Silver in 6," she said. "When I found out that was the prize, I thought, I'm going for that and I'm going to get it! When I went Executive in such a strong way, I started looking at my organization and knew I was really close."

How did this wonderfully charming lady from Taree, Australia—a city of 85,000 people—accomplish this in such a short time?

"I didn't put any pressure on anyone to do anything they didn't want to do," she said. "Of all the people who are my business leaders today, not one started as a business leader.

Gradually, because I built two teams very deep according to where the people lived, people started getting checks and wondered why. That piqued a little interest, so I explained

to them that I am building a business under them and that they are experiencing the benefits of that. From there, they started asking how to do the business. And that's just it: You really don't know who's going to be a business leader."

Allowing people to experience Young Living in their own way and on their own timetable has been the key to Lee's success. She was being authentically

who she always is, someone who is passionate about the products; and she never approached friends, family, and others with an agenda. She simply shared Young Living.

"Once I gained a passion for the products, I just walked and spoke with confidence; and people gravitated to me. That confidence is sincere because Young Living is a whole new way of life for me."



Last-Minute Stocking Stuffers



Chocolessence Set

Item No. 5405

The Chocolessence Set includes the natural and delicious ingredients your guests will crave this holiday season! This beautiful holiday gift set includes two special mugs, two packs of Chocolessence, one 15-ml bottle of Peppermint essential oil, and a recipe card, so you can make our favorite hot chocolate.

Holiday Soap Pack

Item No. 5407

Made from favorite essential oil blends, these exclusive holiday soaps bolster the soul and promote soft, healthy skin. Your loved ones will cherish these three festive bar soaps—Thieves® Cleansing Soap, Peppermint-Cedarwood Moisturizing Soap, and Valor® Moisturizing Soap.



Olfactory System Kaput? Inhale Lavender Anyway



LAVENDER (*Lavandula angustifolia*) IS BE-LOVED for its calming benefits. It is especially helpful in the care of the elderly who may feel stress or nervousness. However, WebMD states that our sense of smell begins to decline after the age of 60.¹

Two animal studies by Brazilian (2013) and Japanese (2014) researchers could have possible human application. Both studies tested normal mice and “anosmic” mice that can no longer perceive odor because of an intranasal administration of zinc gluconate and zinc acetate.

In the Brazilian study, 100 percent pure lavender essential oil was diluted in various concentrations and placed on a pad in the anosmic mice’s cages for 15 minutes, while the control mice were exposed to distilled water. Then the anosmic and normal mice were put through stressful tests. By comparing the control mice to the mice exposed

to lavender, measurable differences were noted in the testing. The mice that couldn’t “smell” were calmed, while the distilled water-exposed mice were not. An interesting side note is that the lavender-exposed mice were not impaired in their motor activity. They were calmed but not sluggish.

So this study² reported that the olfactory system does not play a central role in the calming effects of lavender essential oil.

The Japanese researchers took it a step further. Their 2014 study³ used the marble-burying test the Brazilians used and several more: the open field test, an elevated plus maze, and a dark/light box. (Mice do not like heights or bright, open areas.) The Japanese study agreed that olfactory stimulation is not required for the calming effect of lavender.

How is this possible? The first study states: “The olfactory system is anatomically close to brain regions associated with affective information processing, such as the thalamus,



Recipes for an Abundant Life

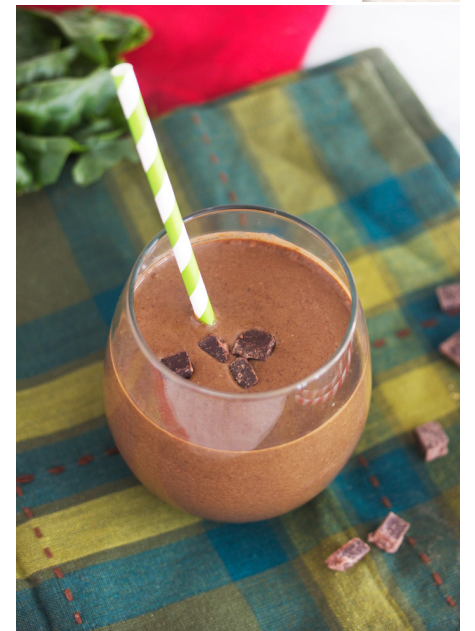
Creamy Chocolate Mint Smoothie

Ingredients

- 1 frozen banana
- 1/2 cup dairy-free milk
- 1/2 cup fresh spinach
- 1-2 Tbsp. cocoa powder
- 1 tsp. chia seeds
- 2 Tbsp. chocolate chunks
- 5 ice cubes
- 1 drop YL Peppermint or Spearmint essential oil
- Optional: 1 Tbsp. YL Pure Protein Complete™

Instructions

1. Combine all ingredients in a high-speed blender and blend until smooth
2. Garnish with chopped chocolate chunks for fun!



Lexi is a healthy-food blogger sharing gluten-free, dairy-free, and paleo recipes that are simple to prepare, delicious, and nutrient-dense. Her popular food blog, Lexi's Clean Kitchen, is a website that aims to help others achieve a balanced lifestyle, full of whole foods and free of limitations!

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hypothalamus, amygdala, hippocampus, orbitofrontal cortex, and insular cortex, which are also structures involved in emotion and odor processing.⁴

It seems that you may receive lavender’s calming effects even if your sniffer doesn’t work!

Endnotes

1. <http://www.webmd.com/brain/anosmia-loss-of-smell>.
2. Chicao LR, Life Sci. 2013 May 30;92(20-21):971-5.
3. Takahashi M, Nat Prod Commun. 2014 Jul;9(7):1023-6.
4. Chicao, op cit.

Young Living Recognition

For October 2014

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Megan Rene Cherepko (USA)
Mei Kuen Catherine Cheung (HKG)
Melissa Benavides (USA)
Melissa Kaye Vega (USA)
Melissa Loe (USA)
Melissa Sorrells (USA)
Melissa Wilker (USA)
Meri L Reed (USA)
Michael & Jessica Lepsch (USA)
Michele Blanton (USA)
Michelle Bannio (USA)
Michelle Jimenez Reyes (USA)
Michelle Lai (HKG)
Michele & Edward Newmeyer (USA)
Misty Allen (USA)
Monica Marroquin (USA)
Monique Eileen Barley (CAN)
My Joanna Malone (USA)
My Merry Messy Life (USA)
Nancy J Conard (USA)
Naomi Karth (USA)
Neanne C Clinton (USA)
Nicole Elena Okcetin (USA)
Nicole Schumacher (USA)
Nikia Schiffner (USA)
Oh Lardy LLC (USA)

On Kay Angie Yiu (HKG)
Patti Ashton (USA)
Pei Wah Alice Wong (HKG)
Pik Lee Ho (HKG)
Rachel Johnston (USA)
Radiant Living (USA)
Randi Lisa Dowdy (USA)
Randy Or Robyn Movold (CAN)
Rebecca Ishum (USA)
Red Angel Raw Natural Pet Foods LLC (USA)
Rit-Fit Nutrition & Wellness (USA)
Robert Arthur Anderson (USA)
Robin Baumchen (USA)
Robin M. Redfern (USA)
Robin & John Streiford (USA)
Ronda M Ekelund (USA)
Rose Lowry (USA)
Rouja Tihova Green (USA)
Ruth Ann Voss (USA)
Sara Ann Hernandez (USA)
Sara Stamp (USA)
Sarah & Jorge Bosch (USA)
Sarah J Harnisch (USA)
Sarah Rudzek (USA)
Sarah Elizabeth Scoggins (USA)
Sarah Simmons (USA)
Shawna Kay Allred (USA)
Sherrona Melchior (USA)
Shining Star Children's Therapy Inc (USA)
Sin Man Li (HKG)
Stacey & Nathan Killpatrick (USA)
Stephanie Dawn & Travis Gessner (USA)
Stephanie Knowlton (USA)
Stephanie L. Ternet (USA)
Stephanie Sweeney (USA)
Steven Shelley (USA)
Susan Lydia Cathcart (USA)
Susan D. Home (USA)
Susannah Erickson (USA)
Sybil Diane Obendrauf (USA)
Tamara Buer (USA)
Tanya Leontiev Duarte (USA)
Tara Chin (USA)
Tara Clarke (CAN)
Tara L Gruny (USA)
Tara Lynn McFarland (USA)
Terri Garcia (USA)
Thomas Burns (USA)
Tia Gomez (USA)
Tiffany Valentine (CAN)
Tiki Michelle Shrader (USA)
Tom J Ward (USA)
Tonya Ann Booksh (USA)
Tracie Tipton (USA)
Tracy Fleisner (USA)
Tricia Hill (USA)
Tricia D. Lopez (USA)
Tricia Gayle Rosas (USA)
Vanessa Gail Malone (USA)
Veronica Snider (USA)
Whitney Barron (USA)
Whitney Wardlaw (USA)
Willette C King (CAN)

Bold = Newly Qualified

Countries	
Australia (AUS)	Malaysia (MYS)
Austria (AUT)	Mexico (MEX)
Brunei (BRN)	New Zealand (NZL)
Canada (CAN)	Panama (PAN)
Costa Rica (CRI)	Peru (PER)
Cayman Islands (CYM)	Puerto Rico (PRI)
Germany (DEU)	Romania (ROU)
Ecuador (ECU)	Singapore (SGP)
Hong Kong (HKG)	Taiwan (TWN)
Iceland (ICE)	United Kingdom (UK)
Japan (JPN)	U.S. Virgin Islands (USVI)

For a complete listing of Young Living leaders, see the online edition of *The Essential Edge* at YoungLiving.com.

Northern Lights Update

A LOT IS happening at the Young Living Northern Lights Farm in British Columbia! The process of chipping trees is underway, and the chips are being hauled in to wait for the opening of the distillery. Most of the concrete at the distillery has been poured, as well as the concrete at the spa facility.

The walls and insulation are ready in the bottling room, the boiler room, the laboratory, and the training room. Soon the electrical wiring and plumbing will start.

Pipe is being laid that will run the floral water from the distillery to the spa facility, and those walls will be going up soon.



GO Malaysia! A Vibrant Celebration

THE GO MALAYSIA! celebrations held in October captured the extraordinary excitement surrounding Young Living's growing presence in Southeast Asia. The momentous event was attended by Founder and CEO D. Gary Young, Young Living corporate executives, international general managers, top Young Living leaders, and international members. It was a memorable and fun-filled two days in the heart of Kuala Lumpur.

The festivities started off with a traditional grand office opening, complete with Oriental lion dances and a ribbon-cutting ceremony at the sparkling, new, two-story Bangsar South, Kuala Lumpur office. Top Malaysian and Singapore leaders joined in the ribbon cutting with Will Halterman, general manager of Southeast Asia, and Joey Nanto, vice president of international. The vibrant crowd of about 200 international leaders and members was treated to tours around the sprawling office and to meet-and-greets with the Young Living Malaysia staff.

Leaders later met in an exciting leadership meeting and dinner held at the Kuala Lumpur Convention Centre (KLCC). Young Living updates from the U.S. and Malaysian offices were shared after a wonderful buffet dinner, which was followed by inspiring presentations by Crown Diamond Teri Secrest and Royal Crown Diamonds Frances Fuller and Connie McDanel.



The main event was the day-long grand opening event at the KLCC. The celebrations kicked off with a dynamic Latin dance-inspired flash mob, which got the 1,200-strong audience grooving to the music.

Concurrently, a product expo adjacent to the main hall showcased the history of Young Living and the Seed to Seal® quality process that all Young Living products embody. Volunteers were present at the expo booths to offer an up-close-and-personal experience with Young Living essential oils, supporting the ongoing seminars being conducted within the main arena.

The series of seminars saw top corporate executives like Dr. Lindsey Elmore, Jared Turner, Nikki Davis, and D. Gary Young take the stage, together with international leaders Frances Fuller, Connie McDanel, and Teri Secrest. It was an unforgettable day during the amazing Malaysia grand opening.

The two-day celebration was an exciting launch for what will be a bright and promising future for Young Living Malaysia and the people in this great region.



LAST MONTH TO QUALIFY!

2015 GLOBAL LEADERSHIP CRUISE

You and a guest can join D. Gary and Mary Young on a Mediterranean cruise!
JUNE 6-13

EARN POINTS TOWARD THE CRUISE IN FOUR SIMPLE WAYS:

- Organizational Group Volume (OGV) growth
- New Essential Rewards participants
- Reactivating personally enrolled members
- Personal rank maintenance or rank advancement for yourself or members you have enrolled

THE MEDITERRANEAN CRUISE WON'T BE THE ONLY PRIZE! REGISTER NOW AND YOU CAN BE THE LUCKY WINNER OF:

- Weekly surprises
- Monthly drawings
- Special cruise prizes
- And more!

Visit YoungLiving.com/cruise for full contest details.



YOUNG LIVING AUSTRALIA'S office is based in Brisbane, Queensland—also known as the Sunshine State.

Recently, more than 200 Australian and Southeast Asian members visited Darwin, the capital city of the Northern Territory, for a leadership seminar. Members had the opportunity to visit the farm where Blue Cypress essential oil is distilled from the leaves and wood of the rare Northern Cypress Pine, native only to Australia's Northern Territory.

With 2015 just around the corner, we look forward to hosting the Live Your Dream Symposium on March 24-25. The symposium will be held at the Gold Coast, which is a popular tourist destination known for its beautiful beaches and sunshine. Planned keynote speakers include D. Gary Young, Lindsey Elmore, Ed Dailey, Tom Reed, Adam Green, Melissa Poepping, and executives from Global Headquarters. Please visit YoungLiving.com/en_AU for additional information.

Every quarter, the Australia corporate office hosts a national tour, stopping in most capital cities around the country and featuring international guest speakers. We would love to see you at our upcoming events!

Australia @ a glance...

- August 2014 is currently the record month to beat!
- Top 5 products: NingXia Red, Lavender, Peppermint, Lemon, and Thieves.

A Beautiful Weekend

By Luba Vozar, PhD

WITH HUNDREDS OF distributors and guests in attendance, Young Living hosted its largest and most successful Beauty School ever in October! Young Living executives, members, and industry leaders gathered at the Swiss-inspired Zermatt Resort in Midway, Utah, for some well-deserved pampering, in-depth instruction, and hands-on training that is not available anywhere else.



Mary Young, Executive Vice President, opened the event with her grace and charm; and her insights about the compensation plan were a highlight for members. With quick wit, Jared Turner, Chief Sales and Marketing Officer, emceed the event; and from the very beginning, everyone present knew that this event would be a memorable experience.

The impressive line-up of speakers for the two-day Beauty School included a morning session with Cole Woolley, PhD; Dan Purser, MD; and Marianne Billeter, who presented on her exciting work at AIRASE, the Association for the International Research of Aromatic Science and Education.

The afternoon session began with a presentation about skin care trends and the popular hands-on training that combines demonstration, practical use, and instruction about a Young Living skin care regime. All participants received a beautiful cosmetic case filled with Young Living products, highlighted by the exotic blend Amoressence—a Beauty School exclusive. Each person was able to sample all of Young Living's facial care products, including the newest products, Sheerlumé™ and soon-to-be-released and updated ART™ Skin Care System.

Day 2 featured practical workshops conducted by the experienced Young Living leaders Royal Crown Diamond Brenda Schuler, Diamonds Melissa Poepping and Dietfried Wruss, Gold member Alexandra Koblmüller, and a special motivational workshop by James Lawrence, an exceptional Cowboy Ironman and Young Living Ambassador. Also giving presentations were Diamond Dr. Sabina DeVita and Royal Crown Diamonds Cherie Ross, Debra Raybern, and Sharon Raybern, who shared how they currently host smaller Beauty Schools to build their business.

Beauty School was once again a huge success, and I'm already looking forward to next year's event!

Skin care questions for Luba? E-mail her at beautytips@youngliving.com.