



4 legal tips for selling essential oils

podcast episode 21 tip sheet

Do you sell essential oils to clients or friends? Or maybe you use them as part of your practice as an aromatherapist, functional medicine practitioner, holistic health coach or shaman? This episode covers 4 legal tips to help you reduce your risk as you sell essential oils to clients.

You may wonder:

- Are there any words I should stay away from using?
- Can I talk about how essential oils healed my IBS?
- What can I tell people about essential oils that won't get me into trouble?

4 Important legal tips if you sell essential oils:

1. Don't make medical claims.

What's a medical claim? It's when you say that something will treat, cure, heal or cause a medically beneficial or harmful effect on the body.

5 Words to avoid:

1. Diagnose
2. Treat
3. Prevent
4. Cure
5. Heal

Only licensed medical providers may diagnose, treat, prevent, cure or heal anyone. These are roles provided to those who have been properly trained, certified and/or licensed.

There is one exception for the use of the word HEAL. In some states, an ordained clergy member may say that they can "heal" someone b/c the law recognizes a long history of faith healing. But not all states allow pastoral care as an exception.

2. Provide INFORMATION about the BENEFITS of what the oil can do and cite scientific evidence.

Talk about the benefit that the essential oil provides like "Studies have shown that lavender has a relaxing effect on the body" or "Lemon oil is great for detoxifying the body, boosting your mood and supporting the solar plexus chakra." Share INFORMATION about the positive attributes of those oils – not that they will cure or heal a particular condition.

Better yet, link to articles written by other people or scientific research and studies that support the benefit you are sharing. Your goal is to EDUCATE them so they can make an informed decision about what's right for their body and health.

3. Share your own story and experience with essential oils.

You can share your personal experience. You can say: "I noticed that when I took a magnesium supplement at night, I could sleep better at night and my digestive system became more regulated."

You are allowed to share your own story, but you don't want to make any guarantees that it will work for them too. Each of our bodies is different.

4. Refer them to their own medical practitioner.

You don't want to give information about a product or oil or supplement that could conflict with medications a client is taking or medical conditions they are experiencing. It's important to say: "Be sure to check with your own physician before starting this program or using this product." You don't want to put them in harm's way. This shows love, respect and kindness to your client – and it legally protects you as well.



**Also, be sure you have a thorough Website Disclaimer on your website:
lisafraley.com/diywebsitedisclaimer**

**If you work 1-on-1 with clients as a non-licensed medical practitioner,
make sure your Client Agreement spells out very clearly
that you are not giving medical advice or substituting
for the professional medical advice provided by their own medical provider:
lisafraley.com/diyclientagreement**



When you know what to say and do with essential oils, you feel safe. I align feeling safe with the **root chakra**. When you are clear about what could put you at risk, you feel more rooted and grounded and you can expand in sharing essential oils with others and in contributing to the healing energy on the planet.



Do you sell essential oils and you still have questions after listening to this episode? Feel free to reach out to us at clientlove@lisafraley.com and we're happy to help!

Kudos to you for listening to this episode and taking this step! Thanks for being part of the Legal Love tribe. Here's to getting legally enlightened!

With Legal Love,

This information is for educational and informational purposes only. It is not legal advice and it does not create an attorney-client relationship.

For my full disclaimer, please visit lisafraley.com/disclaimer.



Lisa Fraley, JD, CHHC, AADP, is an acclaimed attorney, Legal Coach®, speaker and #1 Best Selling Author of "Easy Legal Steps...That are Also Good for Your Soul." With her unique blend of coaching, legal expertise, and spirituality, Lisa has supported thousands of heart-centered entrepreneurs and small business owners to protect themselves, their businesses and their brands through DIY legal templates, online legal courses and one-on-one services.

From sharing international stages with thought leaders like Kris Carr and Gabrielle Bernstein to being featured on hundreds of podcasts, webinars, radio shows and bonus calls, Lisa has made it her mission to help every single small business owner understand that the law can be accessible, empowering, loving, and even spiritual. When she's not saving the world (with Legal Love) one contract at a time, she's posting free legal tips and connecting with her tribe at lisafraley.com.