



YOUNG LIVING®

Make
& A Shift™
to Low-Tox Living

Change Can Feel Big, So Let's Think Small

Every wellness journey starts with a seed, an idea, a desire to be the healthiest happiest you, every day.

Young Living Essential Oils' Make a Shift campaign nurtures that seed with meticulously curated wellness kits that foster a healthier lifestyle and transform the way individuals exist in the world, at home, and in their bodies. Formulated under our Seed to Seal® quality commitment, each Make a Shift kit highlights the natural and sustainable aspects of Young Living's products, promoting a harmonious relationship between personal health and the environment. Make a Shift is not merely a campaign; it's a heartfelt promise to our community. Young Living is committed to supporting individuals on their journey away from harmful chemicals in cleaning, home fragrance, and overall health and wellness.

By emphasizing the transformative power of making small shifts in daily routines, individuals can achieve a more balanced and environmentally conscious lifestyle. We believe in a world without compromise and "Make a Shift" is the key to unlocking a happier, healthier every day. Young Living is guided by nature's journey in our mission to empower wellness, purpose, and abundance for communities around the world —one shift at a time.

Choose A Kit That Helps You Take Your First Step



Make A Shift To: A Nature-Infused Life

- FreshStart Diffuser
- Thieves Essential Oil
- Lavender Essential Oil
- Purification Essential Oil
- Peppermint Essential Oil
- Deep Relief Roll-On
- Stress Away Roll-On



Make A Shift To: Daily Wellness

- NingXia Red® Superfruit Drink
- NingXia Nitro® Drink
- Lime Vitality Essential Oil
- Orange Vitality Essential Oil



Make A Shift To: A Non-Toxic Home

- Thieves Household Cleaner
- Thieves Kitchen & Bath Scrub
- Thieves Essential Oil Blend
- Thieves Dish Soap
- Thieves Laundry Soap



Make A Shift To: Reset in 14 Days

- 51 NingXia Red® 2 oz. Singles



GOALS

Simplify: Make the first step toward a healthier lifestyle easy with user-friendly kits.
Engagement: Foster a sense of community with high social sharing and engagement.
Sales: Maintain the momentum and subscription sales of all Make a Shift kits.
Incentivize: Encourage brand partners to enroll new members through attractive incentives.



AUDIENCE

The campaign targets new brand partners and customers, as well as existing brand partners to incentivize new enrollments. By addressing the needs and preferences of these audiences, "Make a Shift" aims to create a ripple effect of positive change in communities.



BRANDING

Unboxing Experience: A new box with a bellyband.
Motivational Quotes: Infuse kits with fun, inspirational quotes.
QR Codes: Incorporate QR codes linking to landing pages for more information and engagement.
Lifestyle Assets: Capture the essence of a happy, healthy lifestyle.

Check out the Make a Shift campaign video [here!](#)

Strategy

Journey to a Toxin-Free Home

Sets a clear mission to facilitate the journey to a toxin-free home for employees, customers, and brand partners. This strategy ensures a comprehensive approach to wellness by addressing the core environment where individuals live and thrive.

Data-Driven Decision Making:

The campaign's success is rooted in thorough research, including SWOT analysis conducted across departments and markets. Surveys involving brand partners, customers, and employees were instrumental in shaping the campaign strategy, ensuring alignment with the community's desires and needs.

Product Strategy & Business Opportunity

By aligning product strategy with educational tools and business opportunities, Young Living empowers brand partners to educate compliantly on products. This strategy not only promotes product awareness but also creates a business model that incentivizes brand partners to enroll new members.

Powerful Ingredients, Powerful Benefits

NingXia Red was clinically shown to:



Significantly increase physical energy levels by 34.5 percent and reduce physical limitations by 36 percent*



Improve sleep patterns and increase time asleep by an average of 21 minutes following 60 days of continued use*



Significantly reduce daily stress by 23 percent and improve mental well-being†

† Based on a [study](#) by Franklin Health Research Institute

Small Shifts, Big Results

Nearly \$6M



in sales

11,000



new enrollments

+36,000



customers purchased

The Make a Shift campaign executed a dynamic and iterative launch process. It strategically prepared with pre-seed efforts, heightened brand awareness through robust public relations, implemented a comprehensive transactional email flow, and enriched user experience with QR codes for thank-you videos and easy access to additional information.

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