

dōTERRA®

# Toxins and Air Quality: How to Freshen the Air You Breathe



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# Every Breath Counts

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Take a deep breath. That air you're breathing is the essence of life.

The average adult takes between 18,000 and 30,000 breaths a day. Most of the time, we don't even think twice about the thousands of breaths we take each day. But the air we breathe keeps us alive. It keeps plants and trees alive, which in turn support entire ecosystems and keep our planet thriving. Without oxygen, we—and the earth we live on—would cease to exist.

Not only is it essential to have access to the life-sustaining power of oxygen, but it's also extremely important to be aware of what kind of air you're breathing. Though you can't see it with the naked eye, the air around you is full of microscopic elements like pollen, pollutants, and toxins.

While you might think the air inside your home is cleaner and safer than the air outside, unfortunately this isn't always true. Oftentimes, indoor air is more toxic than outdoor air. Even worse, many of the products marketed as keeping your home smelling fresh actually spread synthetic chemicals and fumes into the air you breathe.

You might be surprised to know toxins like formaldehyde and benzene are commonly found in household products meant for cleaning and freshening the air. So while you think you're cleaning and freshening your home to keep your family safe, in truth you're being exposed to harmful chemicals.

The good news? The human body has incredible filters that can help protect from toxins. However, when you're exposed to too many toxins in daily life, the toxic burden—or toxic load—can become too great for the body to handle.

Conversely, any time you remove a toxin from your life, your toxic load becomes lighter, and the body doesn't have to work as hard to protect you. With a lighter toxic load, we can all feel our best.



By reducing your exposure to toxins, you'll no longer feel weighed down and can live the happy, healthy life you were meant for. You can take control of your home, your wellness, and the well-beings of those you love.

Keep reading to learn more about toxins in the air and how to lighten your toxic load, using the power of nature.



# Rethinking Your Air

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According to the Environmental Protection Agency, indoor air is often more toxic than outdoor air—even in the largest and most industrialized cities.

How are these toxins getting into homes? Let's say you're walking through the grocery store, going about your normal routine. You enter the fragrance section (the aisle with all the air fresheners and plugins and scented candles) and stop to browse. You smell a few items, add a couple to your cart, and go on your way.

They may only add a few extra dollars to your bill at checkout, but when you get home and start using these fragrant products, they add hundreds of synthetic chemicals to your air. What you want is for your home to smell clean and inviting, but using products with artificial fragrances can actually release toxins, making your air quality worse, not better.



# Replacing Toxins with Natural Alternatives

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After evaluating your home—start with reading the labels of some of those scented products—you'll be motivated to reduce the number of aerial toxins your family is breathing. Here are a few simple ideas you can build off:

## House Plants



Did you know adding house plants to your space can help purify the air? Snake plants, pothos, spider plants, ferns, ficus trees, and chrysanthemums are just a few house plants that excel at removing pollutants from the air. Take advantage of the benefits of nature—and maybe even improve the aesthetic of your home while you're at it.

## Regular Cleaning



When did you last change your HVAC filter? These types of filters need to be replaced anywhere from monthly to yearly, depending on your filter and system. Set a reminder—on your calendar or your phone—to replace your filters often so you aren't breathing air that's traveling through a dirty filter.

Along with cleaning your filters, you'll want to do the same for household surfaces. Dust and particles accumulate on carpets, drapes, furniture, and more, so dusting and vacuuming regularly will improve the air in your home.

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## Let in Fresh Air



Just like how you feel good when you take a big breath of fresh air, your home benefits from fresh air every now and then. Open the windows and doors to let the outdoor air in. By getting some fresh air in your space on a regular basis, you can improve the ventilation in your home.

## Essential Oils



Diffusing essential oils is one of the easiest ways to freshen the air in your home. Instead of burning a candle or using an air freshener, turn to the power of essential oils when you want to safely and naturally scent your home. Avoid exposing yourself and those you care for to even more toxins by tossing out the plug-ins, candles, and air freshener room sprays. Enjoy the peace of mind that comes with clean, fresh air—free from synthetics and toxins.

Pure essential oils are incredibly potent, so it only takes a little to fill an entire room with their aromas. These gifts of the earth are effective alternative to the synthetic or cheap scented products you might find at the grocery store.

Next, we'll provide you with some ideas for getting started with using essential oils aromatically.

# The Power of Nature

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If you're worried that getting rid of your candles and air fresheners means you'll have to say goodbye to the lovely aromas you enjoy, rest easy, because essential oils are so potent and naturally fragrant. They can offer powerful, inviting aromas that are even better than the synthetic fragrances you might be used to.

To make it even easier to enjoy the power of essential oils while freshening the air in your home, dōTERRA created the Aroma Essentials Collection. With 10 of the best dōTERRA essential oils and blends for diffusing, as well as a powerful diffuser, you'll have everything you need to create a fresh, clean environment that smells incredible.

Keep reading to learn how you can use the Aroma Essentials Collection to lighten your toxic load, while also bringing lovely, inviting aromas into your home.



## The Aroma Essentials Collection

With just 10 essential oils and blends and powerful diffuser, you'll be on your way to a home that smells amazing and inviting—without any of the toxins you'd find elsewhere.

Let's take a closer look at the Aroma Essentials Collection and see why so many families have chosen to bring these pure products into their homes and lives.



## Laluz™ Diffuser



The Laluz Diffuser works wonders for elevating the atmosphere of your home. This one-of-a-kind ultrasonic diffuser has a runtime of up to eight hours and three ambient light settings to match whatever mood you're in. Plus, with its sleek and modern design, it's sure to complement the aesthetic of any room.

Ultrasonic diffusers use water and electronic frequencies to create a fine mist. This type of diffuser is nice because it's usually quiet and only uses a small amount of essential oil. The Aroma Essentials Collection is all about making your home smell amazing in a clean, natural way, and this stylish diffuser is perfect for helping you do that.

## dōTERRA On Guard®



dōTERRA On Guard is one of the most popular dōTERRA products, and for good reason. It's a blend of Wild Orange, Clove, Cinnamon, Eucalyptus, and Rosemary essential oils—all of which offer powerful cleansing properties. dōTERRA On Guard provides a warm, spicy aroma that can be diffused to refresh the air.

You can use dōTERRA On Guard in many ways. You might start with diffusing it in your kitchen or bathroom when you feel like your family could use its inviting aroma.

## Wild Orange



With its countless options for the home, body, and mind, Wild Orange remains one of the top-selling dōTERRA essential oils. The primary chemical constituent of this essential oil, limonene, is known for its cleansing properties. Diffusing Wild Orange will fill your home with a sweet, refreshing aroma, as well as help freshen the air.

With its incredible cleansing properties, Wild Orange can be used all around your home. Put three or four drops of it in your diffuser for a cheerful, uplifting scent.



## Peppermint



Throughout history, peppermint has been valued as a multipurpose plant and oil, with its components now used by cosmetic, culinary, and health industries worldwide. It has a stimulating, energizing aroma that many go to for a quick pick-me-up.

When you want to enjoy the refreshing, minty aroma of Peppermint essential oil, place a few drops in your diffuser and breathe in the invigorating scent. You might even combine a few drops of Peppermint with Wild Orange in your diffuser for an aroma that'll transform any room.

## dōTERRA Serenity®



dōTERRA Serenity Restful Blend offers a calming and relaxing aroma, providing a unique aromatic experience. It combines essential oils that are renowned for creating a restful environment at bedtime: Lavender, Cedarwood, Ylang Ylang, Marjoram, Roman Chamomile, Vetiver, and Hawaiian Sandalwood.

dōTERRA Serenity can help your whole family experience a restful atmosphere before bed. Diffuse it in the evening as you all prepare for rest.



## dōTERRA Breathe®



dōTERRA Breathe is a remarkable oil blend, including Laurel Leaf, Peppermint, Eucalyptus, Tea Tree, Lemon, and Cardamom. dōTERRA Breathe can help maintain feelings of clear airways and easy breathing, while also minimizing the effects of seasonal threats. It's a fantastic oil blend to diffuse at night when you want to promote feelings of clear airways or to refresh any room.

## dōTERRA Cheer®



Fresh and bright, dōTERRA Cheer Uplifting Blend combines citrus and spice oils like Wild Orange, Clove, Lemon Myrtle, Ginger, and Cinnamon Bark. It provides an uplifting, cheerful aroma that you can reach for when in need of a little more sunshine in your home.

Instead of using an air freshener, plugin, or candle, diffuse dōTERRA Cheer in the morning before your kids go to school to set the tone for the day. You could also add a few drops to your favorite on-the-go diffuser and place it in your car as you drive to work or run errands.



## dōTERRA Balance®



The dōTERRA Grounding Blend, appropriately named dōTERRA Balance, offers a tranquil, harmonizing aroma to your environment. This oil blend brings together Spruce, Ho Wood, Frankincense, Blue Tansy, Blue Chamomile, and Osmanthus to create a woody, sweet scent.

Many love experiencing the aromatic benefits of dōTERRA Balance every day. This is another oil blend that makes an amazing alternative to candles and plugins. Simply diffuse dōTERRA Balance in the morning as you start your day, in the office while you work, or in the kitchen to bring its inviting aroma into your space.

## Northern Escape™



Northern Escape is a proprietary oil blend of Black Spruce, Siberian Fir, Balsam Fir, Lavandin, Cedarwood, Cypress, Hinoki, Frankincense, Nootka, Cananga, and Clove. Its fresh, green aroma creates a beautiful atmosphere of harmony and peace.

Diffusing this oil blend is like taking a journey through the forests of the world. Whenever you could use a minute to yourself—to think and breathe—Northern Escape is the perfect natural solution to turn to. As you breathe in the scent of Northern Escape, the rush of everyday life is forgotten.



## Adaptiv®



When occasional stress and tension occur, Adaptiv Calming Blend is a natural solution you can rely on. It combines Wild Orange, Lavender, Copaiba, Spearmint, Magnolia, Rosemary, and Neroli to create a beautiful, relaxing aroma.

Adaptiv can assist you throughout a demanding day. Diffuse it in your office to promote a calm, centered atmosphere. During your yoga practice—or even while the kids are doing homework—it engenders an environment of tranquility. No matter the task, Adaptiv can be your stabilizing hand.

## Citrus Bloom®



Citrus Bloom welcomes spring into your home with its blend of bright citrus and fragrant floral oils. It includes Wild Orange, Grapefruit, Lavender, Roman Chamomile, and Magnolia essential oils and is a personal favorite for many.

Citrus Bloom Springtime Blend carries the fresh scent of citrus and floral oils, all carefully chosen to bring the feeling and fragrance of spring. Another great way to use it—besides diffusing—is in a mini spray bottle with witch hazel and water. It makes a refreshing room spray and is effective for spritzing in stuffy spaces or on pillows or linens.



# Lightening Your Load

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When discussing toxic load, it can feel overwhelming to think about how many toxins you're being exposed to just by living, eating, drinking, cleaning, or breathing.

If you'd never considered the amount of toxins you're exposed to each day, that's okay. As discussed, the body has incredible filtration systems to protect you from the toxins you encounter. And now that you know how many toxins you're around, where they come from, and how to fight them, you're on your way to a better home.

You don't have to feel powerless or hopeless when it comes to your well-being or the well-beings of those you love. With the power of nature at your side, you can truly take control of the toxins that may permeate your home and instead enjoy clean, natural living.

Want even more ideas for using essential oils? Visit [doterra.com](https://www.doterra.com) to continue your journey.



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