

How to Evaluate an Essential Oil Company Website



Key point

It can be very challenging to evaluate essential oil companies for the quality of their essential oils. Although there are no set rules to evaluate these companies, the following tips will help guide you.

- Does the company describe its mission or philosophy? If so, what is it?
- Are authors identified for any essential oil information given? If so, are credentials provided?
- Does the website reference any “aromatherapy experts” to add credibility? If so, do you think the “experts” are credible?
- Is the information current? Are there any dates listed indicating a recent update?
- Are all links active?
- What is the main purpose of the website? (inform, persuade, sell, unknown)
- Are there claims about purity and quality? If so, are they supported with more information? (Some companies, for example, may state that their products are third-party tested for quality)
- Can you identify whether the company has a relationship with the growers, processors, or supply chain?
- Is information provided about each specific essential oil? If so, does the text specify where the plants were harvested or provide information on chemotype (if applicable)?
- Does the packaging meet safety expectations, i.e., by using in a dark glass bottle with an orifice dropper?
- Are batch numbers listed for each oil?
- Does the company provide GC-MS analysis data? (If not provided on the website, you could email or call to ask if these data are available.)
- Does the company provide material safety data sheets? (If not provided on the website, you could email or call to ask if these data are available.)
- Does the website promote overuse or unsafe use of essential oils?
- Does the website list any cautions about essential oil use with infants and children? If so, do you find this information credible?
- Does the website list any cautions about essential oil use during pregnancy?
- Does the website list any information about selling products to healthcare organizations?



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