



2019-2020

School Prospectus

# CONTENTS

---

## STUDYING AT FORMULA BOTANICA

- 3 Why Formula Botanica?
  - 5 Our Ethos
  - 8 Meet our Team
  - 9 Online Learning
  - 10 VIP Members Area
  - 12 Professional eLearning Platform
  - 13 Course Support
  - 14 Term Time Enrolment
  - 15 How to Enrol
  - 16 School Accreditation
  - 17 Award Winning School
- 

## COURSES

- 20 Diploma in Organic Skincare Formulation
  - 22 Diploma in Organic Haircare Formulation
  - 24 Diploma in Beauty Brand Business Management
  - 26 Advanced Diploma in Organic Skincare Science
  - 28 Certificate in Organic Anti-Ageing Skincare
  - 30 Certificate in Natural Cosmetic Preservation
  - 32 Certificate in Cosmetic Stability Testing
  - 34 Certificate in Facial Masque Therapy
  - 36 Certificate in Chocolate Spa Products
  - 40 International Organic Skincare Entrepreneur Program
  - 41 Other Expert Programs
- 

## GRADUATION

- 43 Certificates of Completion
  - 44 Job Opportunities
  - 45 Free Graduate Business Promotion
- 

## ESSENTIAL INFORMATION

- 47 Course Requirements
- 48 Course Duration
- 49 Financial Information
- 50 Technical Support
- 51 Contact Us



# WELCOME

My name is Lorraine Dallmeier and I'm the Director of Formula Botanica. I'm very proud to introduce our online school to you. My team & I run digital courses for organic cosmetic formulators.

Formula Botanica was founded in 2012 and we have quickly become the world's leading online Organic Cosmetic Formulation School. We are accredited and award-winning and we offer 100% online courses, which you can complete at your own pace in your own time.

## THERE HAS NEVER BEEN A BETTER TIME TO START YOUR ORGANIC BEAUTY BRAND

Our courses will teach you everything you need to know in order to go from complete beginner to organic cosmetic formulator and teacher.

Many of our graduates have used our courses to successfully launch or grow their own cosmetics business. They fly the flag for organic and natural skincare all over the world and are ambassadors for a healthier, safer way of life.

Our career-boosting training courses are aimed at people who want to take that all-important step towards setting up the business of their dreams and creating their own high performance organic skincare and haircare range.

I hope that you will choose to study with Formula Botanica and I look forward to meeting you.

*Lorraine*







# WHY FORMULA BOTANICA?

**At Formula Botanica we are proud to have helped thousands of entrepreneurs learn to make organic skincare.**

**Formula Botanica is a great place to be a student – here are some reasons why.**

**#1** Learn how to create truly natural and organic cosmetic formulations, using the finest ingredients.

**#2** Learn using a range of different learning materials - videos, fact sheets, eBooks, worksheets, live webinars, tutor sessions and practical assignments.

**#3** Become part of a thriving international community. You are never alone on your skincare entrepreneur journey.

**#4** Study your course material anywhere in the world. Access your courses from your computer, tablet or smartphone.

**#5** Access our global team of experts to help you perfect your formulation designs and techniques.

**#6** Receive feedback on your coursework and your formulation designs to make your products stable, safe and sellable.

**#7** Study at your own pace. We offer complete flexibility for part-time self-study adult learners.

**#8** Receive our monthly newsletter, packed with industry news, formulation challenges and the latest school gossip.

**#9** Access your special bonus student area, including many hours of webinar replays and hundreds of scientific articles.

**#10** Receive a free graduate promotion package, in which we will promote your business to our huge mailing list and social media following, once you've completed your courses.

# FORMULA BOTANICA

## *IN FACTS & FIGURES*



FOUNDED IN 2012



11 COURSES & PROGRAMS



10,000+ STUDENTS



TEACHING IN 160+ COUNTRIES



95% FEMALE / 5% MALE STUDENTS



SCHOOL TEAM IN 7 COUNTRIES



# OUR ETHOS

We are different to other cosmetic training providers, because we teach how to formulate with natural and naturally-derived ingredients.

Our course curriculum is based on the following principles:

## **1 // Make safe and healthy skincare products using natural and naturally-derived ingredients**

Global demand for organic and natural personal care products is now significantly out-performing mainstream cosmetics industry growth. You and your customers want to use natural ingredients in your beauty regime. Our course materials cater for that demand and teach you how to create safe, stable and sellable natural cosmetics.

## **2 // Embrace the concepts of simplicity and skinfood**

The most beautiful and effective cosmetics often contain high percentages of key ingredients such as oils, butters and botanicals. Many consumers who use natural cosmetics do so because they have skin reactions to mainstream products. We encourage you to embrace the concepts of beauty in simplicity and simplicity in beauty. Learn how to design nurturing skinfood for your cosmetics range.



### **3 // Use the finest organic botanical extracts in your formulations**

We love plants and we teach you how to use them effectively in your cosmetic formulations. Set your business apart by using high performance organic botanical ingredients. We teach you the skills you need to research your ingredients, learn how they work and apply them knowledgeably and confidently.

### **4 // Design unique cosmetic products to stand out from the crowd**

Mainstream cosmetics tend to be a bit bland and boring – the industry continuously copies each other. Set your business apart from the mainstream by being different and unique. Traditional formulation training focuses on copying existing products. At Formula Botanica, we teach you how to create your own unique formulations and design your product from scratch.





# MEET OUR TEAM

**Formula Botanica is run by a team of organic cosmetic formulation and education experts around the world. The daily running of our School requires 20 team members, who are driven to provide the best quality learning experience for Formula Botanica's students.**

## Meet the Education Team

Our Education Team comprises formulation and business tutors, who are experienced in the core competencies taught by Formula Botanica. In fact, many of our tutors originally started with us as students!

Run by our Education Manager and working together with our Head of Formulation & Research, the Education Team helps you get through your courses successfully.

## Meet the Student Experience Team

Our Student Experience Team hosts our Student Advisers and Events Coordinators, who are the first people you will speak to when you email us, phone us, or message us through social media. Run by our Student Experience Manager, the team makes sure that you get all of your questions answered - whether you're a prospective, current or past student.

## Meet the Marketing & PR Team

Formula Botanica publishes weekly blog posts, videos, livestreams or podcasts. We want to provide some of the best and richest information on the internet to help you become a better organic skincare or haircare formulator and/or start your own indie beauty brand.

The Marketing & PR team leads this huge effort and makes sure you get the information you're looking for.







EDUCATION

# ONLINE LEARNING

## STUDY THE WAY YOU WANT

Online learning, or e-Learning, means using your computer to take a course through our website. Taking an online course gives you freedom to study your course, your way.

### Learn at your own pace

Many face-to-face courses only operate in normal office hours. Our courses can be completed when and where you like.

Busy professionals and parents can fit the course around work and family life, all without having to leave their own home.

### Study from your home

Traditional cosmetic chemistry degrees are only offered in a few Universities around the world. These studies are also often unaffordable for people who want to start their own artisan skincare business.



Our courses allow you to study from your own home in your own country. Formula Botanica breaks down the barriers to education - we have taught in over 160 countries.

From Mongolia to Tanzania to the USA to Nicaragua, there are Formula Botanica students and graduates on every continent starting their own business.

### Keep track of your progress

One of the easiest parts of online learning means that you can easily access your course and see your progress as you unlock lessons.

At the end of your Module, you'll be tested to check that you understand the materials. When you complete your course, you will receive a Certificate.

# VIP MEMBERS

You are given exclusive VIP access to our members area when you enrol with Formula Botanica.

## 1 // Key Study Resources

Our course materials don't just focus on formulating. We want to help you understand your ingredients, know where to buy them.

The *Key Study Resources* section of your VIP Members Area, contains useful documents such as our Global Supplier Guide (with almost 300 businesses listed worldwide), our Carrier Oils Handbook, our Ingredients Directory and more. These resources are updated every year.



## 2 // Scientific Research Library

We have spent many years gathering together much of the available scientific data on natural and organic cosmetic efficacy and the ingredients contained within personal care products.

Covering topics such as herbs, essential oils, preservation, vitamins and specific high performance ingredients, our scientific library contains over 100 studies that are publicly available.







### 3 // Webinar Library

Formula Botanica regularly hosts public webinars on topics that will help you start or grow your beauty business. We invite guest speakers in from all over the world who are experts in their field and want to help you on your journey to becoming a skincare entrepreneur.

We host a webinar library where you can find many hours of all the replays available indefinitely. Learn about topics such as essential oil compliance, e-mail marketing, building your brand, inventory management and more.



### 4 // Cosmetic Science Glossary

Gain access to our exclusive cosmetic science glossary, which helps explain all of those tricky terms that you might not have heard before. Every term one of these terms is used in our eLearning platform, you'll be able to click straight through to the glossary to remind yourself what the scientific terminology means.







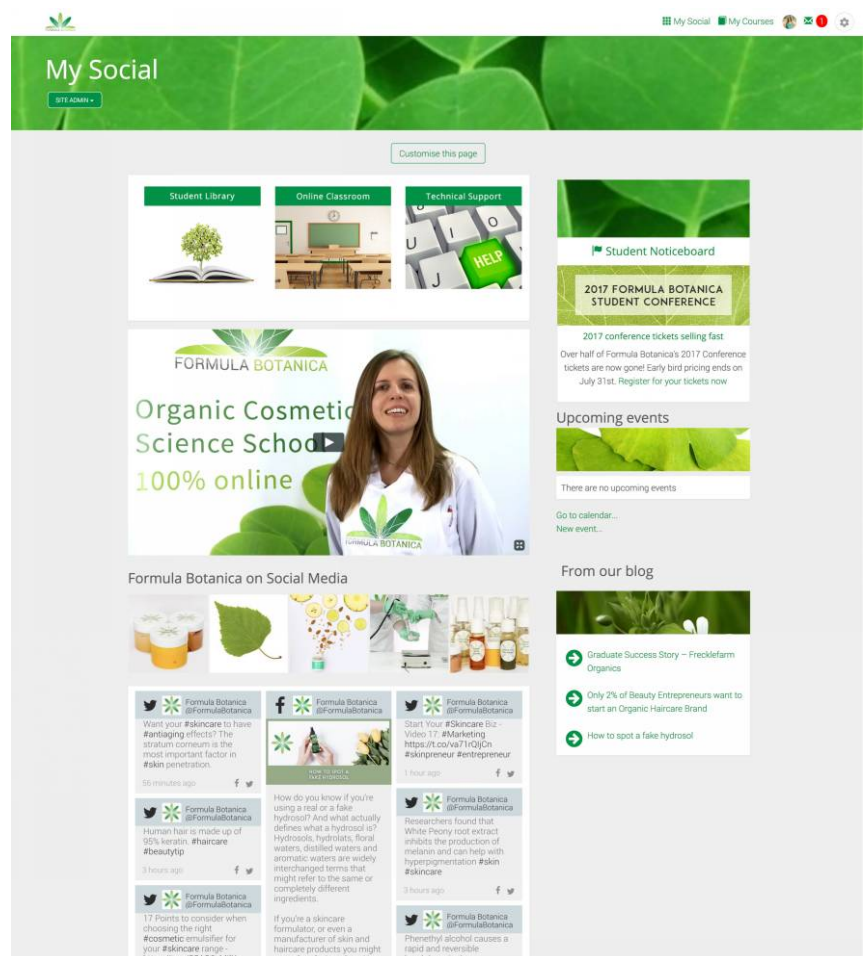
# PROFESSIONAL E-LEARNING

## OUR E-LEARNING PLATFORM

Formula Botanica uses the very best eLearning software available to teach its online courses. We use a system called Moodle which is also used by major Universities, schools and teaching institutions all around the world.

When you log in to your eLearning platform, you'll be greeted with professionally filmed videos, beautifully designed course books, fun games, interactive quizzes, online chats, course trackers and worksheets.

Our teaching tools are designed to enhance your learning experience and to help you retain as much knowledge as possible. Our courses are set up for sequential learning to help you learn quickly and easily.



Screenshot of your eLearning Dashboard

# COURSE SUPPORT

## JOIN OUR GLOBAL CLASSROOM

**Just because you're studying online doesn't mean you won't receive the same support as you would do through studying on a campus.**

**Our dedicated online learning support team will provide you with all the help you need, and you'll find our experienced tutors to be very friendly and helpful.**

### **Receive Tutor Feedback**

Work closely with our tutors through live study sessions, our busy tutor forums and tutor-graded feedback on your final formulation assignments.

For your formulation assignments, one of our Tutors will grade your coursework and provide you with feedback.

Coursework takes the form of written assignments, formulation tests and fun quiz questions.

### **Learn from your Peers**

You are invited to join our global online classroom, which contains thousands of cosmetic formulators all over the world. Network with your peers, learn from their experiences, chat with people who are going through the same learning process.

### **Participate in School Events**

We run extracurricular activities such as formulation challenges for students, where you will be making the same cosmetic products as your peers and comparing and contrasting results.

We host a weekly discussion for students and graduates to share experiences and knowledge. And once a year, we host our live events for our international community.







# TERM TIME ENROLMENT

## ENROL DURING OUR TERM TIMES

**Formula Botanica receives so many applications from students around the world that we operate a term time system.**

**This new system will allow us to cater more efficiently for our students and continue to provide top quality support.**

### How do term times work?

Twice a year, we run a 7-10 day term time enrolment. During this time you can enrol for any of our available courses.

At the end of the term time enrolment period, our courses will no longer be available for enrolment until the next term time opening.

We announce term time enrolments to our mailing list and on social media to give you plenty of time to prepare.

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

### Winter Term: January

We open enrolment for all of our courses in January each year for our winter term.

### Summer Term: July

We open enrolment for all of our courses in July each year for our summer term.

### Take part in Orientation Week

Following term time enrolment, we host an Orientation Week for you to receive a VIP tour of our eLearning platform and courses.

You'll meet our team members and we might even invite a few graduates to come and speak directly to you.

Our Orientation Week will help you find out how to navigate around our eLearning platform and get the most out of your courses.

### How does enrolment work?

We will let you know when enrolment starts and finishes on our website, newsletter and social media channels. You can then plan your enrolment accordingly, or wait for the next enrolment period.

When enrolment is open, you simply add a course to your shopping cart and proceed with the checkout. You then have instant access to your courses.



# HOW TO ENROL



## STEP BY STEP ENROLMENT PROCESS

**Enrolling with Formula Botanica is very easy. Follow our simple step-by-step process to gain instant access to your courses.**

### **Choose your course**

Browse this Prospectus or view the courses on our website to determine which course is most suitable for you.

Most of our students are new to the world of organic cosmetic formulation, which is why our foundation **Diploma in Organic Skincare Formulation** is our most popular course.

You can also take the Course Selector Quiz on our website to see which course is most suitable for your needs.

### **Use our Online Checkout**

When enrolling with Formula Botanica, all you need to do is add your courses to your shopping basket and proceed to our online checkout.

You will be asked to register with our website so that we can find out a little bit about you. Then you can make payment using credit / debit card or PayPal.

All payments are made in British Pounds (£). We offer a handy currency convertor on our website but this will only provide an estimate in Euros or US, Canadian or Australian Dollars. Actual course fees will be subject to currency and bank fluctuations.

### **Receive your Welcome Pack**

Once your enrolment and payment have gone through, you instantly receive your welcome pack with login details for our eLearning platform. Your course is now live in your eLearning platform and you'll be able to get started straight away.

You'll be invited to join in with Orientation Week, when you'll meet your tutors and other new students.

Over the course of a number of weeks, we send you further hints and tips on how to make the most of your online course and get you started in our community.



# SCHOOL ACCREDITATION

## ACCREDITED ONLINE LEARNING

**Formula Botanica is accredited by the UK's Open & Distance Learning Quality Council (ODLQC). This accreditation demonstrates that Formula Botanica's teaching methods and educational materials meet the highest standard.**

Formula Botanica is proud to be able to show the ODLQC Quality Mark to guarantee that our courses and delivery methods are of excellent quality.

The Open & Distance Learning Quality Council undertakes an annual rigorous assessment of Formula Botanica's teaching methods, distance learning materials and the delivery of the School's online cosmetic science training courses – the whole e-learning process from start to finish is reviewed.

The Council finds that Formula Botanica meets their standards and provides high quality distance learning teaching for organic cosmetic formulators.

Formula Botanica maintains and demonstrates a clear commitment to helping its learners achieve their educational goals.

As part of the assessment process, we survey Formula Botanica's student body and have consistently found an extremely high satisfaction rate.

All tutor support is of high quality and Formula Botanica's course provision meets all of our standards.

The ODLQC Standards guarantee quality in all accredited open or distance learning course providers. Founded in 1969, this independent accreditation body was originally established by the British Government to monitor quality in training and education.

ODLQC is an active member of the European Association of Distance Learning. It also maintains ties with the Open University and the US Distance Education and Training Council.







# AWARD WINNING

## EXCELLENCE IN LEARNING CONTENT

**Our team and students were thrilled when the quality of our teaching was recognised by the international Learning Technologies Awards 2016.**

**Formula Botanica won the Gold award for the category of 'Excellence in the Design of Learning Content', beating major multinationals all around the world.**

Formula Botanica aims to provide the highest quality learning experience for its students and we invest significantly in continuously improving our course materials, eLearning platform and student support systems.

Receiving this recognition from the leading independent judging panel in the international eLearning industry is a huge honour.

The judges said what made Formula Botanica's entry stand out was the rigour with which the design and learner experience worked together, ensuring that the outcome was sensitive to the learners' needs.

Formula Botanica won its award because our courses lead to our students becoming better cosmetic formulators. The judges were impressed to see that each study activity is directly linked to one or more learning outcomes increasing learner engagement, results and satisfaction.

We were told after the awards ceremony that our submission stood head and shoulders above all others, because we don't compromise on quality.

Formula Botanica's Director Lorraine Dallmeier was also recognised in 2018 by the UK beauty industry's annual achiever awards, when she received the Digital Achiever of the Year award from CEW and Google.



**learning  
technologies  
awards**





# COURSES

FORMULA BOTANICA OFFERS A RANGE OF DIFFERENT COURSES TO SUIT DIFFERENT ABILITIES. READ OUR PROSPECTUS TO FIND THE RIGHT TRAINING COURSE FOR YOUR NEEDS.



# DIPLOMAS + CERTIFICATES

## CHOOSE THE RIGHT COURSE FOR YOUR NEEDS

### DIPLOMA COURSES

Our Diplomas are longer courses that provide you with in-depth training on a range of subjects. On average, it takes 6-9 months to complete one of our Diplomas.

#### Diploma in Organic Skincare Formulation

Our most popular course is suitable for anyone who is new to formulating cosmetic products.

#### Diploma in Organic Haircare Formulation

Our natural haircare Diploma teaches you how to create your own organic haircare brand.

#### Diploma in Beauty Brand Business Management

Learn how to create your own professional beauty brand.

#### Advanced Diploma in Organic Cosmetic Science

Enhance the quality of your cosmetics range and learn advanced formulating techniques.

### CERTIFICATE COURSES

Our Certificates are courses that cover a range of subjects in a shorter timeframe. On average, it takes 1-4 months to complete one of our Certificates.

#### Certificate in Organic Anti-Ageing Skincare

Make a capsule range of anti-ageing skincare, using cosmeceuticals.

#### Certificate in Natural Cosmetic Preservation

Learn how to preserve your products safely and naturally with natural preservatives.

#### Certificate in Cosmetic Stability Testing

Set up a detailed stability testing regime for your lab by learning 20 different stability tests.

#### Certificate in Facial Masque Therapy

Create all the different types of natural facial masque, using clays, creams, gels and more.

#### Certificate in Chocolate Spa Products

Formulate a range of products using everyone's favourite ingredient: chocolate!

# DIPLOMA IN ORGANIC SKINCARE FORMULATION

*"Words cannot describe how much this course means to me."*  
- Course Graduate, UK

## COURSE INTRODUCTION

Our Diploma in Organic Skincare Formulation teaches you everything you need to know to start your own 100% natural and organic skincare business, or how to add your all-natural skincare range to your salon or spa.

This course has been followed by 9000+ people all over the world and has launched dozens of careers and businesses in the organic skincare sector. Our foundation Diploma is our most popular course.

## BECOME AN INNOVATOR

We teach you the formula to create any organic skincare product from scratch, which will set you apart from other formulators who just follow recipes. Instead you will be taught to confidently create your own unique designs that reflect your vision and contain your favourite ingredients.

## CREATE YOUR FIRST SKINCARE RANGE

Learn how to formulate beautiful natural skincare that contains organic butters, oils, waxes, flower waters, clays and essential oils. Use our tried and tested formulating techniques to design your very first range of skincare products for the face or body.

Create aroma-blends with the finest essential oils, flower, seed and plant extracts. Examine the 30 best known (and a few rarer) skincare essential oils, learn about their science and explore how to best blend them together for their aromaceutical properties.

## START YOUR BUSINESS + COMPLY WITH THE LAW

It's no good making the best natural skincare in the world if no one knows who you are, where you are or how to buy from you. Learn how to brand your product, find your target audience and how to promote your skincare brand to them.

Study international cosmetic legislation in detail and learn how to comply with the world's strictest regulatory regime in the EU, as well as understanding how to comply in other parts of the world.

## ABOUT YOU

You have a love and interest of organic and natural skincare and want to learn how to formulate your own products to sell. You have no previous experience of creating formulations and you haven't yet learned about all the worldwide regulations. You want to start your own business.

## PRE-REQUISITES

None. Suitable for complete beginners.

## LENGTH OF COURSE

100 study hours, although the course is entirely self-study and self-paced. You have 2 years in which to complete the course.

## COURSE ASSESSMENT

Each Course Module contains an test to assess your knowledge of the course materials. At the end of the course, you'll be asked to submit a final formulation assignment.



# SYLLABUS



UNIT	TITLE	CONTENT
<b>MODULE 1 - SKIN SCIENCE</b>		
DOSF1001	Skin Anatomy & Physiology	Study the functions and structures of the layers of the skin.
DOSF1002	Holistic Care of the Skin	Learn how to care for the skin from a holistic point of view.
DOSF1003	Cosmetic Toxicology	Research the difference between natural and synthetic ingredients.
<b>MODULE 2 - FORMULATING SKILLS</b>		
DOSF2001	Getting Started	Study organic skincare ingredients and principles of formulating.
DOSF2002	Formulation Design	Our tried-and-tested approach to creating organic skincare.
DOSF2003	Formulation Skills	Put your new-found skills to practice by making your first products.
<b>MODULE 3 - FACIAL PRODUCT FORMULATION</b>		
DOSF3001	Facial Toners	Formulate organic toners and gels.
DOSF3002	Facial Cleansers	Formulate organic cream, bi-phase, gel and foaming cleansers.
DOSF3002	Facial Moisturisers	Formulate organic creams, oils, balms and emulsions.
<b>MODULE 4 - BODY PRODUCT FORMULATION</b>		
DOSF4001	Body Cleansers	Formulate organic body cream and gel cleansers.
DOSF4002	Body Moisturisers	Formulate organic butters, oils, lotions, creams, sprays, balm bars.
<b>MODULE 5 - SPA PRODUCT FORMULATION</b>		
DOSF5001	Spa Cleansers	Formulate organic facial polishes and body scrubs.
DOSF5002	Spa Treatments	Formulate organic facial masques, body masques, massage oils.
<b>MODULE 6 - AROMA-COSMETOLOGY</b>		
DOSF6001	How to blend Essential Oils	Study the 30 best skincare essential oils and how to blend them.
DOSF6002	Essential Oil Safety	Study how to use, store and handle essential oils safely.
<b>MODULE 7 - BEAUTY BUSINESS SKILLS</b>		
DOSF7001	Beauty Business Branding	Learn how to create a beautiful brand for your business.
DOSF7002	Beauty Business Marketing	Learn how to market and advertise your business.
DOSF7003	Organic Certification	Study how to get your brand certified organic.
<b>MODULE 8 - GLOBAL COSMETIC COMPLIANCE</b>		
DOSF8001	Labelling & Claims	Learn how to correctly label your skincare products.
DOSF8002	Global Cosmetic Compliance	Learn how to make your business compliant with the law.

# DIPLOMA IN ORGANIC HAIRCARE FORMULATION

*"Fantastic, challenging, thought-provoking, very informative."*  
- Course Graduate, UK

## COURSE INTRODUCTION

Our Diploma in Organic Haircare Formulation teaches you everything you need to know to formulate your own range of organic haircare products. The formulations we teach use innovative natural and naturally derived ingredients such as natural cationic surfactants and plant-derived silicone alternatives. You will learn how to create a professional range of organic cleansing, conditioning and styling haircare products that you can sell in your business.

## CREATE YOUR FIRST HAIRCARE RANGE

Learn how to formulate beautiful organic haircare that contains organic butters, oils, waxes, flower waters, clays and essential oils, as well as cutting edge haircare ingredients that even the natural cosmetics industry doesn't use properly yet.

Create your first ever organic shampoos, conditioners, de-tangler butters, hair rinses, scalp masks, deep conditioning treatments, shine serums, de-frizzers, hair tonics, styling putties, sculpting clays, sea salt sprays, styling gels, and texturising mists.

## CATER FOR THE ALTERNATIVE HAIRCARE MARKET

Consumers who embrace organic haircare products, also often embrace alternative haircare movements such as 'no poo', 'low poo' or co-washing. Learn what these movements are and how they work and formulate innovative products such as self-emulsifying hair oils or no-rinse cleansing foams to cater for these consumers.

## STAND OUT FROM THE CROWD

Most natural haircare products on the market today still use synthetic ingredients. We only teach formulation techniques that rely on innovative natural and naturally derived haircare ingredients, which will allow your business to shine in a sea of synthetics.

Become an organic haircare formulator and innovator. Cater for this growing lucrative global consumer market by creating your own organic haircare range.

## ABOUT YOU

You have a love and interest of organic and natural haircare and want to learn how to formulate your own products to sell. You want to work with truly natural ingredients and you are willing to innovative in the organic haircare industry.

## PRE-REQUISITES

We expect you to have some formulation experience or have completed our Diploma in Organic Skincare Formulation.

## LENGTH OF COURSE

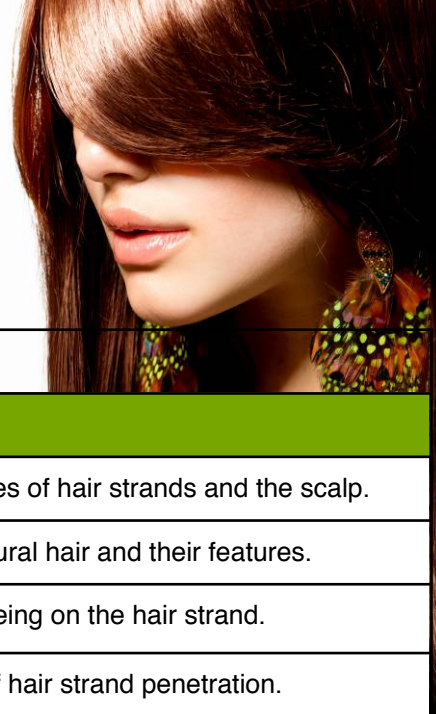
100 study hours, although the course is entirely self-study and self-paced. You have 2 years in which to complete the course.

## COURSE ASSESSMENT

Each Course Module contains an assignment to assess your knowledge of the course materials. At the end of the course, you'll be asked to submit a final formulation assignment.



# SYLLABUS



UNIT	TITLE	CONTENT
<b>MODULE 1 - HAIRCARE SCIENCE</b>		
DOHF1001	Hair Anatomy	Study the functions and structures of hair strands and the scalp.
DOHF1002	Natural Hair Types	Learn the four main types of natural hair and their features.
DOHF1003	Ageing of the Hair	Research the main effects of ageing on the hair strand.
DOHF1004	Hair Strand Penetration	Study the chemical processes of hair strand penetration.
DOHF1005	Holistic Care of the Hair	Learn how to care for the hair holistically.
<b>MODULE 2 - ORGANIC HAIRCARE INGREDIENTS</b>		
DOHF2001	Introduction to Haircare Ingredients	Review the main organic haircare ingredients used in formulations.
DOHF2002	Shampoo Ingredients	Study different types of shampoos and their ingredients.
DOHF2003	Conditioner Ingredients	Study different types of conditioners and their ingredients.
DOHF2004	Styling Ingredients	Study different types of styling products and their ingredients.
DOHF2003	Haircare R&D	Learn how to formulate for straight, wavy, curly and coily hair.
<b>MODULE 3 - ORGANIC SHAMPOO FORMULATION</b>		
DOHF3001	Organic Shampoos	Formulate organic shampoos, using natural surfactants.
DOHF3002	Shampoo Alternatives	Formulate innovative clay-based oleogels and no-rinse foams.
<b>MODULE 4 - ORGANIC CONDITIONER FORMULATION</b>		
DOHF4001	Organic Rinse-Off Conditioners	Formulate hair conditioners and de-tangler butters.
DOHF4002	Organic Leave-in Conditioners	Formulate sprayable milks, hair primers and smoothing serums.
DOHF4003	Organic Hair & Scalp Treatments	Formulate hair and scalp masks, hair oils and deep treatments.
<b>MODULE 5 - ORGANIC STYLING PRODUCT FORMULATION</b>		
DOHF5001	Organic Styling Products	Formulate styling gel, styling putty, sculpting clay and mousse.
DOHF5002	Organic Smoothing Products	Formulate shine serum, texturising mist, tonic and salt spray.
<b>MODULE 6 - HAIRCARE CLAIMS &amp; COMPLIANCE</b>		
DOHF6001	Consumer Demands	Understand what consumers mean and what their demands mean.
DOHF6002	Organic Haircare Claims	Learn which cosmetic claims you can and cannot make.
DOHF6003	Cosmetic Compliance in Haircare	Learn how to comply with the cosmetics regulations.

# DIPLOMA IN BEAUTY BRAND BUSINESS MANAGEMENT

*"The Diploma was a god-send for me"*

- Course Graduate, UK

## COURSE INTRODUCTION

Now that you have designed your own formulations, you want to change people's lives with your amazing beauty products and start a profitable business. Our Diploma in Beauty Brand Business Management teaches you everything you need to know in order to start your beauty business. We'll teach you the professional skills you need and give you the tools and templates required to start a profitable indie beauty brand.

## CREATE YOUR OWN UNIQUE BRAND

Your brand is your business. Before you can show the world how beautiful your formulations are, you first need to impress your future customers with your brand. We'll teach you how to create a strong brand personality that speaks directly to your customer, figure out your Unique Selling Point and create a visual brand that will attract attention on social media.

## LEARN HOW TO WORK WITH MANUFACTURERS & RETAILERS

Scaling your brand is one of the most daunting parts of growing your business. Follow our online Diploma and learn how to work with manufacturers to outsource the production of your formulations, so you can free up your time to market and sell your beauty products. Or, if you prefer to keep manufacturing in-house, study how to scale up your own production lab. Learn how to pitch to and work with retailers, distributors and agents in order to create more sales opportunities all around the world.

## WRITE YOUR OWN BUSINESS PLAN

By following our expert tuition and completing the workbook assignments in each Module, you will end up with a practical business plan that you'll be able to put into action as soon as you complete the course. Staple together all of your coursework and get started on creating the beauty brand of your dreams with your business plan.

## ABOUT YOU

You are already designing formulations and now want to launch your own beauty brand. You have a dream of being an entrepreneur and changing people's lives with your beauty products.

## PRE-REQUISITES

None. Suitable for complete beginners who want to start their own beauty brand.

## LENGTH OF COURSE

100 study hours, although the course is entirely self-study and self-paced. You have 2 years in which to complete the course.

## COURSE ASSESSMENT

Each Course Module contains an assignment to assess your knowledge of the course materials. You'll engage with tutors through live calls and online study groups.

# SYLLABUS



UNIT	TITLE	CONTENT
<b>MODULE 1 - MINDSET</b>		
DBBBM1001	The Importance of Mindset	Work on you and your mindset to become an entrepreneur.
DBBBM1002	Create your Vision and Plan	Learn how to build your business vision and plan your year ahead.
DBBBM1003	Time Management	Study the best way to manage time effectively in your business.
<b>MODULE 2 - BRANDING &amp; MARKET RESEARCH</b>		
DBBBM2001	Market Research	Learn how to find the gaps in the market and research competitors.
DBBBM2002	Branding Elements	Create a strong brand for your beauty business.
DBBBM2003	Visual Branding	Use visuals to set your brand apart in the market.
<b>MODULE 3 - MANUFACTURING &amp; CERTIFICATION</b>		
DBBBM3001	Manufacturing	Choose the best manufacturing model for your business needs.
DBBBM3002	Business Skills & Legalities	Get your legals under control and sort out your admin systems.
DBBBM3003	Certifications	Determine whether certification is right for your beauty brand.
<b>MODULE 4 - FINANCIAL PLANNING, PRICING &amp; FUNDING</b>		
DBBBM4001	Financial Management 101	Distinguish your profit & loss from your balance sheets.
DBBBM4002	Pricing your Products	Set the right prices for your formulations to make a profit.
DBBBM4003	Raising Investment	Learn how to attract funding to your business.
<b>MODULE 5 - RETAIL &amp; DISTRIBUTION</b>		
DBBBM5001	Working with Distributors & Agents	Learn how to work with distributors & agents to grow your brand.
DBBBM5002	Working with Retailers	Get your formulations in the right beauty retail stores.
DBBBM5003	Fulfilment & Shipping	Learn how to sell online and work with fulfilment centres.
<b>MODULE 6 - MARKETING, PR &amp; DIGITAL</b>		
DBBBM6001	Retail Marketing & Sales	Study how to get your brand ready to market through retailers.
DBBBM6002	Working with Influencers & Media	Grow your reach by being noticed through working with influencers.
DBBBM6003	Digital Marketing	Learn how to sell your formulations online through your website.



# ADVANCED DIPLOMA IN ORGANIC COSMETIC SCIENCE

*"This course has given me confidence in my formulating skills"*

- Course Graduate, Australia

## COURSE INTRODUCTION

Our Advanced Diploma in Organic Cosmetic Science takes your formulations to the next level by incorporating advanced techniques and advanced high performance ingredients. Create exquisite luxury skincare with the finest cosmeceuticals.

We have helped many global skincare entrepreneurs and well-known brands enhance and complement their existing skincare ranges with this Advanced Diploma.

## ADVANCED FORMULATING TECHNIQUES

Study some of the most challenging parts of organic cosmetic formulation: natural emulsification, preservation, surfactants, solubilisation and viscosity modification. Research high performance ingredients such as cosmeceuticals and nutraceuticals in order to bring a high performance element to your skincare formulations.

## LEARN THE ART OF REVERSE FORMULATION

The secret to knowing how to create a great skincare product lies in understanding how others have done so before you. We teach you our 7-step process to reverse formulating any product in the shop.

Reverse formulation not only allows you to become more comfortable with formulating techniques, but also helps you understand your ingredients better. We teach you how to break down formulas and then build them back up again in order to improve your own unique designs and products.

## DISCOVER YOUR UNIQUE NICHE

You need to stand out from the crowd if you want your business to succeed. There are many undiscovered and uncrowded niches for skincare in the marketplace and we will help you understand how to formulate for some of the more popular ones, including raw (living), vegan, Halal and anti-ageing cosmetics.

Learn how to create bespoke, personalised cosmetics, set up your cosmetics lab and undertake simple tests for your products.

## ABOUT YOU

You have a solid understanding of formulating and maybe even run your own beauty business already. You feel confident creating a formulation from scratch, you understand cosmetics regulations and you want to bring a high performance element to your formulations.

## PRE-REQUISITES

Ability to design natural skincare formulations.  
Knowledge of basic ingredients and techniques.

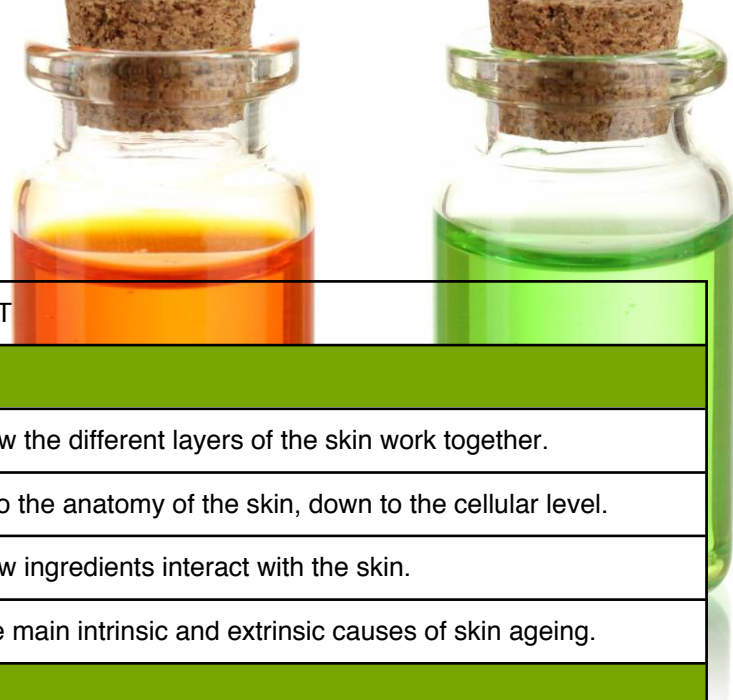
## LENGTH OF COURSE

100 study hours, although the course is entirely self-study and self-paced. You have 2 years in which to complete the course.

## COURSE ASSESSMENT

Each Course Module contains an assignment to assess your knowledge of the course materials.

# SYLLABUS



UNIT	TITLE	CONTENT	
MODULE 1 - ADVANCED SKIN SCIENCE			
ADOCS1001	Advanced Skin Science	Learn how the different layers of the skin work together.	
ADOCS1002	Cell Biology	Delve into the anatomy of the skin, down to the cellular level.	
ADOCS1003	Skin Penetration	Study how ingredients interact with the skin.	
ADOCS1004	Ageing of the Skin	Learn the main intrinsic and extrinsic causes of skin ageing.	
MODULE 2 - ADVANCED FORMULATING SKILLS			
This extensive module covers 9 main formulation techniques and Study Projects - teaching you how to confidently work with natural ingredients, experiment in your artisan cosmetic lab and understand how to create the perfect cosmetic formulation.			
ADOCS2001	Anhydrous Formulating Techniques	ADOCS2006	Green & Natural Surfactants
ADOCS2002	Natural Emulsification Techniques	ADOCS2007	Natural Viscosity Modification
ADOCS2003	Oil-in-Water Emulsification	ADOCS2008	Natural Chelation Techniques
ADOCS2004	Water-in-Oil Emulsification	ADOCS2009	Natural Preservation Techniques
ADOCS2005	Natural Solubilisation Techniques		
MODULE 3 - ADVANCED PRODUCT FORMULATION			
ADOCS3001	High Performance Cosmetics	Study the difference between ‘normal’ + high performance products	
ADOCS3002	High Performance Ingredients	Learn the 16 groups of cosmeceutical ingredients.	
ADOCS3003	Reverse Formulation	Follow our 9 steps to re-creating any cosmetics product.	
MODULE 4 - NICHE COSMETIC FORMULATION			
ADOCS4001	Niche Product Formulation	Study the 3 steps of finding a niche for your business or brand.	
ADOCS4002	Anti-Ageing Cosmetic Formulation	Learn the main principles of anti-ageing cosmetic formulation.	
ADOCS4003	Raw Cosmetic Formulation	Learn the main principles of raw (living) cosmetic formulation.	
ADOCS4004	Vegan Cosmetic Formulation	Learn the main principles of vegan cosmetic formulation.	
ADOCS4005	Halal Cosmetic Formulation	Learn the main principles of Halal cosmetic formulation.	
ADOCS4006	Customised Cosmetic Formulation	Learn how to undertake customised client consultations.	
MODULE 5 - LAB SKILLS + COSMETIC CAREERS			
ADOCS5001	Lab Equipment	Study the 26 pieces of equipment you might want in your lab.	
ADOCS5002	Good Manufacturing Practice	Learn how to meet the requirements of ISO22716:2007	
ADOCS5003	Lab Testing	Study the 3 main tests used by a cosmetic formulator.	
ADOCS5004	Your Cosmetic Career	10+ options for enhancing your career as a formulator.	

# CERTIFICATE IN ORGANIC ANTI-AGEING SKINCARE

*"By far the most interesting course I have taken and very thorough"*  
- Course Graduate, USA

## COURSE INTRODUCTION

As the 'anti-ageing' or 'graceful ageing' movement continues to grow, consumers now demand a high performance element in their beauty products and the industry loves to talk about *cosmeceuticals*: cosmetic ingredients that help change the appearance of the skin.

Our Certificate in Organic Anti-Ageing Skincare will teach you how to specialise in formulating organic anti-ageing products - one of the hottest trends in cosmetics at the moment!

## RESEARCH THE SCIENCE OF DERMAL AGEING

If you want to create products to help your customers age gracefully, then you first need to understand how the skin ages. You'll research the processes of intrinsic and extrinsic ageing of the skin and then learn how to address these by choosing the right ingredients.

## COSMECEUTICALS: ANTI-AGEING INGREDIENTS

Anti-ageing cosmetic products rely on their high performance ingredients. Known as cosmeceuticals or nutraceuticals, these ingredients can visibly help improve the appearance of the skin. We cover our 9 categories of high performance anti-ageing ingredients, including Essential Fatty Acids, Vitamins, Peptides and more.

We equip you with the skills to research your ingredients properly so that you can move beyond the course to find new exciting ingredients to use in your cosmetics, which will make your brand stand out.

## FORMULATE EXQUISITE HIGH PERFORMANCE PRODUCTS

Create your own capsule range of organic anti-ageing products, including facial masques, elixirs, mists, serums, lotions and polishes. Set yourself apart from other formulators by creating high performance skincare products that actually work.

## ABOUT YOU

You have a basic understanding of formulating and have experience in making basic products. You want to learn how to formulate with high performance ingredients.

## PRE-REQUISITES

Ability to design basic organic skincare formulations. Knowledge of basic ingredients and techniques.

## LENGTH OF COURSE

50 study hours, although the course is entirely self-study and self-paced. You have 1 year in which to complete the course.

## COURSE ASSESSMENT

Each Course Module contains an assignment to assess your knowledge of the course materials.



# SYLLABUS



UNIT	TITLE	CONTENT
<b>MODULE 1 - HOW THE SKIN AGES</b>		
AASF1001	The Physiology of Dermal Ageing	Overview of the ageing process in the skin.
AASF1002	Extrinsic Ageing	External influences on the skin and how they contribute to ageing.
AASF1003	Intrinsic Ageing	Internal influences on the skin and how they contribute to ageing.
AASF1004	Anti-Ageing Skincare Efficacy	Study the 5 main anti-ageing requirements of skincare products.
<b>MODULE 2 - ANTI-AGEING COSMETIC INGREDIENTS</b>		
AASF2001	Anti-Ageing Skincare Market Trends	Current trends in the global anti-ageing personal care industry.
AASF2002	Anti-Ageing Foundation Ingredients	Research the lipophilic or hydrophilic base of your products.
AASF2003	Anti-Ageing Active Ingredients	Study the 9 groups of anti-ageing cosmeceuticals for the skin.
<b>MODULE 3 - ANTI-AGEING PRODUCT DEVELOPMENT</b>		
AASF3001	Research & Development	Learn the 8 steps of anti-ageing skincare R&D.
AASF3002	Designing a Range	Study what is required to formulate an anti-ageing capsule range.
<b>MODULE 4 - ANTI-AGEING PRODUCT FORMULATION</b>		
AASF4001	Formulating Serums & Oils	How to create high performance serums and oils.
AASF4002	Formulating Lotions & Light Creams	How to create penetrating light high performance lotions.
AASF4003	Formulating Facial Mists & Elixirs	How to create high performance toners, elixirs and mists.
AASF4004	Formulating Facial Masques	How to create high performance facial masques.
AASF4005	Formulating Facial Polishes	How to create high performance facial polishes.

# CERTIFICATE IN NATURAL COSMETIC PRESERVATION

*"It was a delight to follow this course, I found it comprehensive"*

- Course Graduate, Romania

## COURSE INTRODUCTION

Confused about correctly and safely preserving your cosmetic products the natural way? In this innovative online training course you will learn the complex language of natural preservatives as well as learning how to select the best preservation system for each individual product.

## UNDERSTAND MICROBIAL GROWTH

You will get to know the different microorganisms that are frequently found in cosmetics and learn the factors that encourage their growth, as well as researching their behaviour under different environmental parameters.

Understand Good Manufacturing Practice (GMP) and learn how to apply it to your cosmetics lab. Learn the difference between disinfecting, sanitising and sterilising.

## PROTECT YOUR PRODUCTS

Study the myths and truths surrounding natural preservatives. We'll look at the difference between 100% natural and naturally-derived, as well as busting all the myths around antioxidants used as preservatives.

The course then provides you with an eBook of 20+ natural and naturally derived preservatives, along with their specifications, suitability, applicability and Ecocert status.

## SELL YOUR PRODUCTS WITH A CLEAR CONSCIENCE

Learn the different legal requirements for cosmetic preservation around the world. Review the main requirements which you need to be aware of when formulating natural and organic skincare.

We will also look in more detail at the types of tests required for proper preservation, how they're used and what you need to do in order to prepare for them.

## ABOUT YOU

You have experience in making basic formulations and understand how to create a basic range of cosmetic products. You are not fully comfortable with choosing the right preservative for your cosmetics.

## PRE-REQUISITES

Ability to design natural skincare formulations. Knowledge of basic ingredients and techniques.

## LENGTH OF COURSE

20 study hours, although the course is entirely self-study and self-paced. You have 1 year in which to complete the course.

## COURSE ASSESSMENT

Each Course Module contains an assignment to assess your knowledge of the course materials.

# SYLLABUS



UNIT	TITLE	CONTENT
<b>MODULE 1 - GOOD MANUFACTURING PRACTICE</b>		
CNCP1001	Good Manufacturing Practice	Study why GMP is important & learn your legal obligations.
CNCP1002	Preparing your Lab	Get your formulation lab to manufacture cosmetics.
<b>MODULE 2 - MEET THE MICROORGANISMS</b>		
CNCP2001	Meet the Microorganisms	Research the different types of microorganisms in your cosmetics.
CNCP2002	Microbial Growth Factors	Study what affects microbial growth, including pH and water activity
Mini Lesson	Cosmetic Packaging	Learn why your choice of packaging affects microbial stability.
<b>MODULE 3 - PRESERVING YOUR PRODUCTS</b>		
CNCP3001	How Preservatives Work	Learn how preservatives work and research preservation methods.
CNCP3002	Preserving your Products	Prepare your own lesson plans with our tools and templates.
CNCP3002	Choosing a Natural Preservative	Follow our detailed flowcharts to choose the right preservative.
Mini Lesson	Challenging Ingredients	Review the preservation challenges of honey, clays and herbs.
Mini Lesson	Anhydrous Formulations	Learn when an anhydrous formulation must still be preserved.
Mini Lesson	Hydrosols	Learn how to work with hydrosols and preserve them.
Mini Lesson	Organic Certification	Review the organic certification status of 22 preservatives.
Handbook	22 Natural Preservatives	Research the chemical details of 22 different natural preservatives.
<b>MODULE 4 - COMPLYING WITH THE LAW</b>		
CNCP4001	Complying with the Law	Study the international legal requirements for preservation.
CNCP4002	Stability Testing & Shelf Life	Learn how to predict and declare the shelf life of your product.
Mini Lesson	Testing Emulsions	Learn how to test the pH of your emulsion and use dipslides.
Mini Lesson	Testing Requirements	Understand what to do if you change formulas or suppliers. Learn how to outsource a challenge test.



# CERTIFICATE IN COSMETIC STABILITY TESTING

*"Fantastic! I learned how to become a responsible formulator"*

- Course Graduate, Malaysia

## COURSE INTRODUCTION

Unsure how to determine your cosmetic product's shelf life? Need to make sure that your product doesn't split, separate into two phases or change colour? Natural and organic cosmetics tend to have a shorter shelf life than mainstream cosmetics, which makes stability testing critical to the success of your business.

In this innovative online training course aimed at artisan formulators, you will learn how to design appropriate stability tests for your cosmetics range.

## UNDERSTAND DIFFERENT STABILITY TESTS

Learn the difference between physical, chemical, mechanical, microbiological and functional stability tests. You don't need to equip your lab with expensive testing kit in order to undertake a sensible stability test. Discover which tests you can easily and inexpensively perform in your artisan cosmetics lab in order to ensure that your products are stable and sellable.

## PREDICT COSMETIC SHELF LIFE

Do you know how long your cosmetic product will last? Many artisan formulators have an approximate idea, but few can state with confidence what the shelf life of their products will be. Take the guesswork out of your calculations by actually understanding how to design a stability study and predict an accurate shelf life for your products.

## CREATE YOUR REGULAR TESTING SCHEDULE

When you formulate cosmetic products, you need to implement a testing schedule to regularly check the stability of your products. Whether you create your products fresh to order, or create batches in advance, learn how to prepare a regular testing schedule to ensure that you know what to look for in changes in your products. Cover all the environmental factors that could cause changes and choose the best tests to monitor these changes.

## ABOUT YOU

You have experience in making basic formulations and understand how to create a basic range of cosmetic products. You are not fully comfortable with designing stability tests for your artisan products.

## PRE-REQUISITES

Ability to design natural skincare formulations. Knowledge of basic ingredients and techniques.

## LENGTH OF COURSE

20 study hours, although the course is entirely self-study and self-paced. You have 1 year in which to complete the course.

## COURSE ASSESSMENT

Each Course Module contains an assignment to assess your knowledge of the course materials.

# SYLLABUS



UNIT	TITLE	CONTENT
<b>MODULE 1 - WHY TEST FOR STABILITY?</b>		
CCST M1	Why test for stability?	Many artisan cosmetic formulators don't regularly test the stability of their products. You'll learn why stability testing is critical to the success of your business, we'll look at the damage that could potentially be done to your reputation if you sold unstable products and we'll review the legal requirements for stability.
<b>MODULE 2 - SETTING UP YOUR LAB</b>		
CCST M2	Setting up your lab	Mainstream cosmetics laboratories contain tens of thousands of dollars worth of testing equipment. As an artisan formulator, you need to rely on simpler equipment which is still effective. Run through the main requirements for your artisan cosmetics lab, so that you can still run a comprehensive regular testing schedule.
<b>MODULE 3 - CHOOSE THE RIGHT STABILITY TEST</b>		
CCST M3	Choosing the right stability test	Depending on the product you're formulating, as well as its ingredients, packaging and overall efficacy, you will need to determine which stability test is most suitable. We'll run through the huge variety of tests available to you and help you learn how to conduct them confidently and properly.
<b>MODULE 4 - DETERMINE SHELF LIFE</b>		
CCST M4	Determine shelf life	The two most important objectives of running stability tests are (1) ensuring that the product is stable and (2) determining the shelf life of your product. In this module we will show you how to use your stability test results to set a sensible shelf life for your product and ensure that it remains stable for this duration.

# CERTIFICATE IN FACIAL MASQUE THERAPY

*"A whole new world of facial masques has opened up to me"*  
- Course Graduate, Netherlands

## COURSE INTRODUCTION

For many of us, the ultimate skincare treat is to apply a facial masque and relax while you let the ingredients work their magic. Our Certificate in Facial Masque Therapy teaches you to make therapeutic spa-quality facial masks to pamper your delicate facial skin. This course will teach you how to make the 7 different types of organic facial masque.

## FACIAL MASQUE 101

Facial masques are more of a 'treatment' product, rather than pure skincare. Traditionally, face masks have been made with muds and clays that have noticeable effect on the skin. We'll cover the different types of masks, how they work, what they do and which ingredients you can use.

## STUDY THE SCIENCE OF CLAY

Clays and muds are some of the most popular ingredients in natural and organic facial masques. You'll study how clay behaves at its structural level when it comes into contact with the skin and you'll review the different types of cosmetic clay available. We'll cover the 6 key steps to making sure that your natural clay masque is preserved properly.

## FORMULATE THE 7 TYPES OF ORGANIC MASQUE

Facial masques come in all forms and we'll cover the five main organic types of facial masque in detail. Formulate facial masques consisting of gels, creams, clays, clay creams and superfood suspensions.

Learn how to structure each of these five types of masques and look at examples of similar masques already sold in the industry. Breakdown each of their formulations and make your own similar masques for sale in your cosmetics range.

## ABOUT YOU

You have a basic understanding of formulating and have experience in making basic products. You want to learn how to formulate facial masques.

## PRE-REQUISITES

Ability to design basic organic skincare formulations. Knowledge of basic ingredients and techniques.

## LENGTH OF COURSE

50 study hours, although the course is entirely self-study and self-paced. You have 1 year in which to complete the course.

## COURSE ASSESSMENT

Each Course Module contains an assignment to assess your knowledge of the course materials.



# SYLLABUS



UNIT	TITLE	CONTENT
<b>MODULE 1 - FACIAL MASQUE SCIENCE</b>		
FMT1001	Introduction to Facial Masques	Study how facial masques work on the skin.
FMT1002	Facial Masque Ingredients	Learn the 9 different types of clay and other masque ingredients.
FMT1003	The Science of Clay	Understand how clay works in contact with water.
FMT1004	Facial Masque Preservation	Learn how to preserve your facial masques.
FMT1005	The 7 Types of Facial Masques	Study how organic facial masques are structured and formulated.
<b>MODULE 2 - FACIAL MASQUE FORMULATION</b>		
FMT2001	Clay Facial Masques	Formulate clay masques, using mineral-rich clays.
FMT2002	Gel Facial Masques	Formulate cooling gel masques, using natural gums.
FMT2003	Superfood Suspension Masques	Formulate anhydrous colourful superfood suspension masques.
FMT2004	Gel-to-Milk Facial Masques	Formulate gel-to-milk masques that rinse-off easily.
FMT2005	Cream Emulsion Masques	Formulate cosmeceutical-rich cream emulsion masques.
FMT2006	Clay Cream Masques	Formulate lightly cleansing and moisturising clay cream masques.
FMT2007	Fabric Sheet Masques	Formulate potent fabric masque solutions.

# CERTIFICATE IN CHOCOLATE SPA PRODUCTS

*"I have learned so much that I never knew before"*

- Course Graduate, Tanzania

## COURSE INTRODUCTION

Imagine yourself in a high-end spa, coated in chocolate. Imagine the fragrances of cocoa, rose, geranium, patchouli and orange blossom mingling in the air around you. Can you think of any more luxurious?

Our Certificate in Chocolate Spa Products teaches you how to create your own capsule range of beautiful cacao-rich facial and body cosmetic products. This is a fun Certificate to let your creativity run riot with everyone's favourite ingredient: chocolate!

## THE SKIN BENEFITS OF CACAO

Cacao is rich in antioxidants and scientific studies have shown that its topical application can have anti-ageing benefits. Learn more about chocolate's wonderful cosmeceutical properties and discover which types of cacao are best for use in spa products.

## CREATE YOUR FIRST SKINCARE RANGE

*Theobroma cacao*, the chocolate tree, yields many different ingredients for use in cosmetics. Discover which ingredients are available to you as an organic cosmetics formulator and review a huge array of different base ingredients that blend well with chocolate, including butters, oils, waxes, flower waters, exfoliators, essential oils and more.

## FORMULATE SPA-QUALITY CHOCOLATE SKINCARE

Learn how to design unique chocolatey treats for the face and for the body. Very few cosmetic ranges around the world include chocolate and yet people adore its fragrance, so learn how to set yourself apart.

Create all-natural cacao-rich cosmetics including lip balms, facial serums, polishes, masques, creams, body oils, butters, body packs, scrubs and more. Let your imagination run riot to incorporate cocoa into your cosmetics.

## ABOUT YOU

You have a basic understanding of formulating and have experience in making basic products. You want to learn how to formulate cosmetics using cacao and chocolate.

## PRE-REQUISITES

Ability to design basic organic skincare formulations. Knowledge of basic ingredients and techniques.

## LENGTH OF COURSE

50 study hours, although the course is entirely self-study and self-paced. You have 1 year in which to complete the course.

## COURSE ASSESSMENT

Each Course Module contains an assignment to assess your knowledge of the course materials.

# SYLLABUS



UNIT	TITLE	CONTENT
<b>MODULE 1 - CHOCOLATE SPA SCIENCE</b>		
CSP1001	Chocolate Spa Treatments	Study what spa treatments are and how to use chocolate.
CSP1002	Cocoa: From Pod to Skin	Learn how cocoa is made and how its quality is affected.
CSP1003	Chocolate Skincare Science	Study the different high performance compounds found in cocoa.
CSP1004	Cocoa Skincare Ingredients	Learn the different cosmetic ingredients derived from cocoa.
CSP1005	Complementary Cocoa Ingredients	Study which cosmetic ingredients blend well with cocoa.
CSP1006	Cocoa Formulation Inspiration	Learn how to formulate with cocoa and gain formulation
<b>MODULE 2 - CHOCOLATE SPA FORMULATION</b>		
CSP2001	Basic Cocoa Facial Formulations	Formulate basic chocolate-based facial skincare products.
CSP2002	Intermediate Cocoa Facial Formulations	Formulate intermediate chocolate-based facial skincare products.
CSP2003	Basic Cocoa Body Formulations	Formulate basic chocolate-based body skincare products.
CSP2004	Intermediate Cocoa Body Formulations	Formulate intermediate chocolate-based body skincare products.





# PROGRAMS

FORMULA BOTANICA OFFERS FLEXIBLE STUDY PACKAGES  
WHICH ENCOURAGE YOU TO COMBINE MULTIPLE COURSES.

# PROGRAMS + PACKAGES



## BUNDLE YOUR COURSES

Many of our students want to progress quickly in order to launch their business as soon as possible. They see the enormous opportunities available to them in the global organic cosmetics market.

Often students want to work on multiple courses at once and multi-task as they work through the materials.

For that reason, we offer one special offer course bundles as our main flagship training program. This is one of our most popular course packages and offers the best value for money out of all of our programs.

### **Time limited enrolment**

Our flagship training program, the International Organic Skincare Entrepreneur Program, is only available for enrolment twice a year. We limit enrolment like this because we offer all eight of our courses at 30% discount.

Enrolment for this program opens in April and October each year and we run an interest list in-between those times, for people who want to be notified when we open enrolment.

When you enrol, you get access to all of your courses at once so that you can work through them at the same time.

### **Special discounts**

When you enrol for certain multiple courses at once, such as the ones offered in our programs, we can provide you with a very special discount.

Make sure you are on our mailing list to be the first to hear of any special offers or discounts we're running too!

# INTERNATIONAL ORGANIC SKINCARE ENTREPRENEUR PROGRAM



## OUR FLAGSHIP TRAINING PROGRAM

### WELCOME TO THE WORLD'S FIRST ORGANIC SKINCARE ENTREPRENEUR PROGRAM

We will teach you everything you need to know in order to go from complete beginner to expert organic skincare formulator and teacher.

This career-boosting program is aimed at people who want to take that all-important step towards setting up the business of their dreams and creating their own high performance organic skincare range.

The global organic cosmetics industry is growing year upon year as more consumers start to demand top quality natural skincare.

### 30% DISCOUNT TWICE A YEAR

Every April and October, we open enrolment for our flagship training program. Enrolment is generally only open for a week because we experience such high demand.

When you enrol for this program, you receive 30% discount on six of our courses, because you are enrolling for them at the same time.

### COURSES CONTAINED IN THIS PROGRAM:

1. Diploma in Organic Skincare Formulation
2. Advanced Diploma in Organic Skincare Science
3. Diploma in Beauty Brand Business Management
4. Certificate in Organic Anti-Ageing Skincare
5. Certificate in Natural Cosmetic Preservation
6. Certificate in Cosmetic Stability Testing

### SET YOUR OWN PACE

You are given access to all of the courses at once so that you can study multiple modules at the same time. You have complete access to your courses and the VIP Members Area for three years, although many of our students launch their business while they continue their studies.



*The World's First Organic  
Skincare Entrepreneur  
Training Program*





# EXPERT PROGRAMS

## OTHER COURSE PACKAGES

Although Formula Botanica doesn't offer other packages of courses on our website, very occasionally we offer bundled course programs that come with an in-built 20% discount.

### SKINCARE EXPERT PROGRAM

This fast-track accelerator program will take you from complete beginner to expert organic skincare formulator.

You start with the basics and learn how to create your first formula, before progressing to advanced formulation techniques and skills such as emulsification, working with green surfactants and preservation.

### COURSES CONTAINED IN THIS PROGRAM:

1. Diploma in Organic Skincare Formulation
2. Advanced Diploma in Organic Cosmetic Science

We only make these programs available occasionally to select subscribers or during live webinars. Make sure you are registered for the Formula Botanica mailing list to find out when we next open enrolment.

### TIME LIMITED ENROLMENT ONLY

Enrolment for our Skincare Expert Program is only available at certain times of the year and is not available on our website.

If you are offered the opportunity to enrol for our Skincare Expert Program, then this is a time limited enrolment window. This enrolment opportunity will not be available again.





# GRADUATION

THE SUPPORT WE PROVIDE TO YOU DOESN'T END WHEN  
YOU FINISH YOUR COURSE. WE WANT TO HELP OUR  
GRADUATES BECOME A SUCCESS.



# CERTIFICATE OF COMPLETION

## RECOGNITION FOR YOUR WORK

When you complete your course successfully, you are automatically sent an electronic Certificate of Completion by Formula Botanica.

This prestigious Certificate will show your name, your course and the date you completed it successfully. You will be able to print it out and frame it for all your customers to see.



### Proudly show the world

Not only do you receive a Certificate, but you are also given Open Badges which you can proudly display on your website as a mark of quality and expertise. We've even hidden a few bonus badges in your courses!

### Hallmark of Quality

Being a Formula Botanica graduate is a stamp of quality in the world of artisan cosmetic formulation. Set yourself apart from your peers by showing that you have studied safe formulation techniques.



# JOB OPPORTUNITIES

## USE YOUR NEW SKILLS

Organic and natural skincare is in *hot demand* in the global industry. The global organic personal care market is estimated to be worth \$54bn by 2027 and is undergoing 10% year-on-year growth.

### Dare to be different

Organic formulating techniques are different to those used in the mainstream industry. Our sector forms a component of the global cosmetics industry, where we only use natural or naturally derived ingredients.

Being able to understand those ingredients and know how to confidently use them and preserve them will set you apart from many mainstream formulators.

### Career Paths

Our students mainly come to Formula Botanica to start their own beauty business and become an entrepreneur. However, many of our graduates have gone on to use their skills elsewhere very successfully.

Examples of other career paths include:

- ☆ Online beauty retailer
- ☆ DIY Workshop Teacher
- ☆ Spa owner
- ☆ Professional blogger
- ☆ Contract Formulator
- ☆ Contract Manufacturer

### Meet our Graduates

Our graduates run beauty businesses all over the world. We'd like to introduce you to a few of them:



CASA MENCARELLI  
ORGANIC SKINCARE



# FREE BUSINESS PROMOTION



## LET US HELP YOU

**When you graduate at Formula Botanica, this is often only the beginning of your involvement with our School. We continue to work with our graduates for a long time after they complete their courses.**

Most of our graduates launch their business online and start their skincare range with no followers, no subscribers and no social media engagement. We can help you kickstart your launch and grow those numbers.

Formula Botanica is a digital training academy and we have many years of experience in online marketing so we will profile your business widely. We want to help you as much as we can because we want to help you succeed. We don't charge for this service, it is all part of your course fees.

### Free Promotional Package

When you finish your Formula Botanica course, all you need to do is contact our support team and we can set up your free business promotion package.

We are happy to help people who are launching a new business, as well as graduates who already have an existing business.

Your free business promotional package contains:

- ☆ An interview on our blog
- ☆ Promotion to our mailing list (tens of thousands of global subscribers)
- ☆ Ongoing promotion on our social media accounts - Facebook, Twitter and Instagram

Graduates who have made use of our free business promotional package have seen growth in their mailing list subscribers, growth in sales and growth in social media followers.

Let us help you get the headstart you need.





# ESSENTIAL INFO

OUR TERMS & CONDITIONS ARE FLEXIBLE AND DESIGNED TO  
SUIT YOUR NEEDS. WE WANT YOUR LEARNING EXPERIENCE  
WITH FORMULA BOTANICA TO BE POSITIVE AND FUN.



# COURSE REQUIREMENTS



## GETTING STARTED

Our courses are suitable for all ranges of abilities. We cater for people who are completely new to cosmetic formulating, as well as experts who have been running their own business for a while and want to improve their knowledge or further their skills.

Which tools do you need to start our courses?

### **Computer + Internet Access**

Our online courses need to be accessed through your computer. Course materials are provided in many different formats, including videos, live webinars, eBooks and work sheets. You will need a good Internet connection in order to access your materials. Courses can be accessed through desktop and mobile devices.

### **Equipment + Ingredients**

We do not provide you with the equipment and ingredients to complete your courses, but we give you suggestions for which tools might be most suitable.

When you are first starting out, we don't recommend you make any expensive investments as you are still at the beginning of your formulation journey.

We host multiple regional networking groups all over the world for you to speak directly to other students in your own country. Get to know your fellow students and get insider tips on where to buy the right ingredients. These groups offers you the best word of mouth recommendations you can get!

### **Enthusiasm + Motivation**

Online learning can feel a bit daunting when you first start, as there is no one pushing you to complete your courses other than yourself!

That's why we offer a global classroom environment for you to be inspired by your fellow students.

Remember that the only person who can make this a success is you, so make sure you set aside regular study periods and keep yourself motivated by joining in with our community.

Use your peers to help you achieve your goals and gain support from our wonderful international community.

# COURSE DURATION



## COMPLETING YOUR COURSES

We want to help you complete your courses successfully.

We understand that online courses are perfect for people who have busy lives and commitments, but we also understand that sometimes it can take a bit longer to complete your course because of all these commitments.

Our courses all come with comfortable deadlines for completion and we send you lots of reminders before your course access ends.

We are also very flexible and are generally happy to extend your course access, but we do ask that you communicate with us and let us know what's happening.

### **Deadlines**

Our courses all come with their own in-built deadlines which give you plenty of time to comfortably complete your courses.

#### *Diplomas*

Each of our Diplomas has a deadline of 2 years.

#### *Certificates*

Each of our Certificates has a deadline of 1 year.

#### *International Organic Skincare Entrepreneur Program*

This course package has a deadline of 3 years.

We have found from experience that these are very comfortable timelines in which to complete these courses.

### **Extensions**

We set deadlines to help you complete your courses within a reasonable timeframe after enrolment.

However, we understand that sometimes other life and work commitments mean that you need a bit of extra time to finish your courses. Our Student Support Team is here to speak with you and support you while you study with us.

We operate a formal Extensions Policy, which requires you to submit a plan to tell us how you're going to complete your courses on time. We also provide course study planners to help get you through your courses successfully.

# FINANCIAL INFORMATION



## A SMART INVESTMENT

### Payment Processors

Course enrolment involves an upfront payment in British Pounds (GBP). We accept payments from all major credit / debit card handlers, and PayPal.



### Payment Plans

We offer payment plans for our most expensive program - our International Organic Skincare Entrepreneur Program. Payment plans are paid on a monthly basis up to a maximum of 4 months.

Please note that our payment plans cost more than the full-price option and that we implement very strict late payment terms for all students who default on payments.

### Refunds

We understand that sometimes you may change your mind, or sometimes our courses are just not right for you. That's absolutely fine and we offer a 30-Day Money Back Guarantee for that reason, as long as you haven't completed more than 25% of your course.

All you have to do is talk to us and we'll process your refund. All payments are made in British Pounds (GBP) and the refund may reflect a slightly different value in your local currency depending on international currency fluctuations.



### Additional Costs

We do not recommend that you make any expensive upfront investments when you first start studying at Formula Botanica.

You will have to order ingredients to practice with though, and we recommend that you keep your shopping list very simple in the beginning.

We estimate that you will spend approximately 50% of your course fees on ingredients again, so we recommend that you budget for this. However, keep in mind that researching and exploring cosmetic ingredients can become very addictive!

# TECHNICAL SUPPORT

## SUPPORTING YOU ONLINE + OFFLINE

We understand that it can feel a bit daunting to do an online course if you've never done one before, particularly if you feel unsure about your technical capabilities.

Our aim is to make things as simple as possible for you. The eLearning software we use is state-of-the-art and simple to navigate around.

Our eLearning systems are designed specifically for distance learning and for students of all technical abilities.

### Technical Requirements

You will need a computer or mobile device in order to access our training materials. Our courses are compatible with your computer, tablet or smartphone to help you study while you're on-the-go.

You will need a reasonable Internet connection in order to access the course materials. Most of our courses contain videos which are streamed through our website. We also run occasional live chats or webinars that you may wish to attend.

### Dedicated Helpdesk

If you need additional assistance in navigating around your courses, then our school support team is here to help you.

You are provided with a dedicated school e-mail address when you enrol, where you will be given priority attention with any technical issues.

We monitor any technical support requests on a daily basis and make sure that you can access your courses.

*Our dedicated student support team will make your eLearning experience as easy as possible.*







# CONTACT

## CONNECT WITH US

### Our friendly helpdesk

We are always happy to speak with you. Send our team a message and we will get back to you as soon as we can. We love to chat and to help!

Our helpdesk is run by several members of the Admissions Team so you are guaranteed a fast response. We can help you choose the right course or program for your needs.

We also support existing students on a dedicated school e-mail address, where we can provide technical and general admin support for our thousands of students and graduates around the world.

**Contact us at:**  
*hello@formulabotanica.com*

### Join our online community

We run a huge free group for current and future skincare entrepreneurs. We would love it if you could join us.

The **Skincare Entrepreneur Mastermind** is run on Facebook by our team and contains regular discussion threads on ingredients, essential oils in cosmetics and job opportunities in the industry.

Our free networking group contains cosmetic chemists, formulators, herbalists, biologists, safety assessors, aromatherapists, branding experts, marketers, bloggers and ingredients suppliers.

**Join us at:** *www.facebook.com/groups/SkincareEntrepreneurs*

### Social Media

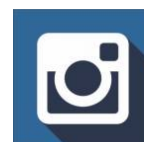
We are very active on social media and always like to make new connections. Follow us and get in touch!



Facebook



Twitter



Instagram



Linkedin



YouTube

