



SCHOOL PROSPECTUS



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WELCOME

My name is Lorraine Dallmeier and I'm the CEO 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.

ANYONE CAN FORMULATE - EMPOWER YOURSELF BY LEARNING HOW TO MAKE YOUR OWN COSMETICS

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

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 more natural and sustainable 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 choose to study with Formula Botanica and I look forward to meeting you!

LORRAINE DALLMEIER
FORMULA BOTANICA CEO





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 weekly student newsletter, packed with industry news, formulation information and the latest school gossip.

#9 Access your special bonus student area, including many bonus downloads and helpful research materials.

#10 Receive a free graduate promotion package, in which we will help you promote your business once you've successfully completed your

OUR ETHOS



1

EVERYONE CAN FORMULATE

We've been told for 100 years that formulation is a skill that can only be mastered by chemists in white lab coats. However, when we look in the history books, we see that beauty recipes used to be passed down the generations.

2

HAVE FUN FORMULATING

Not only is formulation fun, easy and empowering, but we can become more sustainable by formulating what we need, when we need it – stepping away from the beauty industry, which tells us we can only be good enough if we buy their cosmetics.



3

LOVE PLANTS

Formulating with plants helps us to go back to our roots. Plants have been known to work on the skin and hair for millennia. Learn to make exquisite formulations with those leaves, petals, seeds, barks and roots.



4

BE UNIQUE

Mainstream cosmetics tend to be a bit bland and boring – the industry continuously copies each other. Learn how to create your own unique formulations and design your own beautiful skincare and haircare from scratch.

FORMULA BOTANICA IN NUMBERS

21,000 STUDENTS

We are the world's largest formulation school - both online or offline.



190+ COUNTRIES

We have taught organic skincare and haircare formulation all over the world.



2,000+ REVIEWS

Our students and graduates have left us amazing testimonials all over the internet.



5 PROGRAMMES

Our award-winning online courses and memberships change lives. Let us change yours too.





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 30+ team members, encompassing pharmacists, biochemists, biologists, herbalists and cosmetic scientists.

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!

The Education Team helps you get through your courses successfully and ensures that our courses are continuously improved.

Student Experience Team

Our Student Experience Team hosts our Student Advisers, Student Mentors and Community Coordinator, who are the first people you will speak to when you email us, phone us, or message us through social media.

The Student Experience Team makes sure that you get all of your questions answered - whether you're a prospective, current or past student.

Marketing Tech 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 Tech 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, 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 often unaffordable and won't prepare you to create and launch your own 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 190 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.

STUDENT LIBRARY

You are given exclusive free access to our student library when you enrol with Formula Botanica.

1 // Ingredients Directory

When you start formulating, it can take time to build up your knowledge of the many exciting botanical ingredients available for your skincare and haircare formulations. That's why we've written the bible for you: our 250+ page ingredients directory!

This directory is packed full of 150+ detailed profiles, containing scientific information about that ingredient and how to formulate with it. This directory will help you discover all the ingredients you ever needed!



2 // Supplier Guide

Our course materials don't just focus on formulating. We want to help you understand your ingredients and know where to buy them. That's why we've compiled this supplier guide, with over 500 global suppliers listed by geographical region.

Our team has spent over a decade compiling this list to help you buy from the best suppliers. We also crowdsource this information from our huge student and graduate community.





3 // Dermal limits guide

All formulators need to understand the dermal limits of their essential oils, but this information is surprisingly hard to find anywhere on the internet - and it's constantly changing!

That's why our team has created our exclusive essential oil dermal limits guide, which tells you exactly how to make sure that your formulations - and their fragrance blends - are safe to use and safe to sell.



4 // Your Orientation Course

Once you enrol with us as a Formula Botanica student, we want to make sure that you understand how to use our platform and get the most out of online learning, so we've created a bonus Orientation Course for all new students.

Log in and learn how to access your courses, work with your peers, speak to a tutor directly and create your very own course planner so you complete your courses successfully.





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 forums, 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.



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 our busy tutor forums and tutor-graded feedback on your final formulation assignments.

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

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

Learn with 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 conduct regular extracurricular student support sessions through the Formula Botanica Education Support Calendar. These sessions are designed to guide you through your course completion with ease.

We cover a wide spectrum of topics, from wellbeing, goal setting, and study planning to educational sessions aimed at helping you overcome any study-related challenges.





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 admissions system.

This 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 5 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

Following term time enrolment, we host an Orientation Month 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 period 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, 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.



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.

Formula Botanica won the Gold award for the category of 'Excellence in the Design of Learning Content'.

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 CEO Lorraine Dallmeier has also been recognised by the UK beauty industry, when she received the Digital Achiever of the Year award from Cosmetic Executive Women UK and Google and was voted the most influential person in the natural beauty sector.



**learning
technologies
awards**



OUR COURSES

CHOOSE YOUR RIGHT COURSE

We teach 4 core diplomas at Formula Botanica - these courses cover organic skincare, organic haircare, advanced cosmetic science and beauty business management. On average, it takes 60-100 hours to complete one of our Diplomas. By following these 4 diplomas, you will become a certified formulator, innovator and entrepreneur.



DIPLOMA IN ORGANIC SKINCARE FORMULATION

"I can now formulate any skincare products for myself or my family"
- Michelle, USA

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 19,000+ 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 A FORMULATOR

We teach you the formula to create any organic skincare product from scratch, which will set you apart from DIYers 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 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

60 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 a 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

MODULE 1 - UNDERSTANDING SKIN

Before you learn to formulate, it's important that you understand the skin. In this first module of our award-winning natural skincare course, you will learn about the structure and physiology of the skin. We'll bust some of the best-known cosmetic myths on the internet, teach you how to understand a skincare ingredient's technical data, and teach you about holistic skin health.

MODULE 2 - FORMULATION SKILLS

It's time to learn to formulate! Learn Formula Botanica's 6-step process for designing your own unique, safe, organic skincare formulations from scratch. In this second module, you'll learn how to set up your home formulation lab, choose the right ingredients, layer a formulation, apply maths for formulators, assess your ingredient safety, modify the pH and undertake basic cosmetic preservation. By the end of this module, you'll be formulating!

MODULE 3 - FORMULATION SKILLS: ANHYDROUS FORMULATIONS

Now that you've learned the skills to formulate, it's time to start making the first formulations for your organic skincare range. We start with organic, anhydrous – waterless – formulations, including facial, lip, massage, & body oils; creamy butters; whipped body butters; facial and body balms; and lotion bars. By the end of this module, you'll be surrounded by beautiful botanical anhydrous formulations for the skin.

MODULE 4 - FORMULATION SKILLS: AQUEOUS & CLEANSING FORMULATIONS

It's time to move on to creating formulations that contain water. Introducing water into your formulations means that you can start to incorporate even more beautiful botanical ingredients, such as hydrosols and water-based plant extracts. We'll now also start to apply everything you learned in Module 2 about pH and preservation.

MODULE 5 - FORMULATION SKILLS: EMULSIFICATION

So far, you've made anhydrous and aqueous formulations. It's now time to combine those two skills to blend oil and water together and create one of the most popular types of formulation in the cosmetics industry: emulsions. In this fifth module, you're going to learn everything to do with emulsification, oil-based cleansers, bi-phase cleansers and cream cleansers. Let's blend oil and water together!



SYLLABUS

MODULE 6 - FORMULATION SKILLS: SELF-CARE & SENSORY FORMULATIONS

By the time you get to the sixth module, you've already formulated an entire 22-product organic skincare range based on oils, butters, waters and emulsions. The final step is to think about the texture of those formulations and play around with fun self-care products, such as scrubs, polishes, masks and oleogels.

MODULE 7 - FORMULATING WITH ESSENTIAL OILS

We've kept the fragrances quite simple until this module, so it's now time to learn how to blend essential oils to create beautiful scents for your formulation. In this module, you'll learn how essentials oils work together, how to create harmonious fragrances and how to ensure they're safe for your skin. Let's create some gorgeous blends!

MODULE 8 - GLOBAL COSMETIC COMPLIANCE

It doesn't matter how small your business is; you still must comply with the law. We will introduce you to the cosmetic regulations all over the world. We encourage you to comply with the strictest regulations in the world - those in the EU - but we also cover the requirements in the USA, Canada, ASEAN countries, India, Australia, New Zealand, and others. You will learn how to correctly label, manufacture and sell your products so that they comply with the law. We break down global cosmetic regulations for you in 8 easy steps. If you complete the requirements step-by-step, then your indie skincare brand can become compliant.

MODULE 9 - BEAUTY BUSINESS SKILLS

Now that you've learned how to become a formulator and how to make your skincare compliant to sell, you are likely thinking about starting your own indie beauty brand. This is an exciting time to be you! In your final module of the Diploma in Organic Skincare Formulation, you'll gain a detailed introduction to branding and marketing so you can learn how to turn your formulations into a business.

FINAL ASSIGNMENT

The final stage of your Diploma is to put all of the work you've done throughout the course to practice by formulating your very best organic emulsion. You'll follow our detailed guidelines, submit the formulation on paper for review by our Education Team and receive detailed feedback to help you ensure that you are ready to become a certified formulator.

DIPLOMA IN ORGANIC HAIRCARE FORMULATION

"Comprehensive, interesting and easy to understand"
- Tamara, Malta

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 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 innovate 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

LESSON	TITLE	CONTENT
MODULE 1 - HAIRCARE SCIENCE		
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.
MODULE 2 - ORGANIC HAIRCARE INGREDIENTS		
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.
MODULE 3 - ORGANIC SHAMPOO FORMULATION		
DOHF3001	Organic Shampoos	Formulate organic shampoos, using natural surfactants.
DOHF3002	Shampoo Alternatives	Formulate innovative clay-based oleogels and no-rinse foams.
MODULE 4 - ORGANIC CONDITIONER FORMULATION		
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.
MODULE 5 - ORGANIC STYLING PRODUCT FORMULATION		
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.
MODULE 6 - HAIRCARE CLAIMS & COMPLIANCE		
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

"This Diploma has given me the confidence to start my brand"
- Kandace, USA

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

150 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

LESSON	TITLE	CONTENT
MODULE 1 - MINDSET		
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.
MODULE 2 - BRANDING & MARKET RESEARCH		
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.
MODULE 3 - MANUFACTURING & CERTIFICATION		
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.
MODULE 4 - FINANCIAL PLANNING, PRICING & FUNDING		
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.
MODULE 5 - RETAIL & DISTRIBUTION		
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.
MODULE 6 - MARKETING, PR & DIGITAL		
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

"Raises your formulation game to the next level"
- Sarah, Kenya

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.

BECOME AN INNOVATOR

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

LESSON	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.			
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.	

INTERNATIONAL ORGANIC SKINCARE ENTREPRENEUR PROGRAM



OUR FLAGSHIP TRAINING PROGRAM

Welcome to the world's first organic skincare entrepreneur training program

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

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

Whenever we open enrolment for our flagship training program, we have built in an exclusive 30% discount for everything who enrolls.

Enrolment is generally only open for a week because we experience such high demand.

Courses contained in this program:

1. Diploma in Organic Skincare Formulation
2. Advanced Diploma in Organic Cosmetic Science
3. Diploma in Beauty Brand Business Management
4. Certificate in Natural Cosmetic Preservation
5. 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**

the lab

at FORMULA BOTANICA

OUR FORMULATION MEMBERSHIP

When you become a formulator, you need to stay on top of your game by learning how to work with the newest ingredients and understanding the latest formulation trends.

That's why we created the Lab at Formula Botanica, our exclusive formulation membership site, where we teach monthly mini courses on trending topics and ingredients.

Mini Bite-Sized Courses

Our monthly mini courses, or Mini Labs, will offer you the perfect platform for innovating your formulations, receiving the latest ingredients information and learning the best new business tips and tricks.

You'll receive monthly online lectures, lessons, workbooks and live Q&As with experts in formulation, ingredients research and business skills.

Online Research Libraries

Use our ingredient, formulation and equipment lab libraries to gain access to the information you need in order to design your natural formulations and research your favourite green beauty ingredients.

Our team of technical advisers at Formula Botanica has spent years researching these ingredients and tools for you, so you don't have to.



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.

CAREER 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. Hundreds of them are listed in our graduate gallery and we encourage you to be inspired by their stories!



CASA MENCARELLI
ORGANIC SKINCARE



ALUMNI PROGRAM



BUILD A STRONG NETWORK

Your time with Formula Botanica doesn't come to an end when you graduate. Instead, we invite you to join our exclusive FREE alumni program to build a strong network for your future success.

Upon graduation, you automatically become part of our Alumni Program—a vibrant platform for growth, networking, and support.

In the Alumni Program, you have an invaluable opportunity to connect with fellow graduates in inspiring networking sessions and unlock exclusive promotions tailored to your entrepreneurial journey.

The Alumni Program is completely free and exists to support your industry networking, as well offering you other exclusive benefits to

Picture a thriving community of passionate formulators, where you can openly discuss your dreams, challenges, and seek advice while forging lasting friendships.

In Formula Botanica's Alumni Program, you connect with like-minded individuals who offer unwavering support and inspiration.

Build your confidence, receive career guidance from alumni who've walked your path, gain insights into effective business management, brainstorm innovative solutions, and contribute your experiences to help others progress on their journey.

You will receive opportunities such as:

- * Exclusive networking sessions where you can connect with other graduates to be inspired and supported by each other.
- * Exclusive discount codes to buy from Formula Botanica partners.
- * Opportunities to join the Alumni Affiliate Program and earn commission by recommending Formula Botanica to your contacts.
- * Invitations to exclusive free webinars to learn from the best in the industry.
- * Free promotional opportunities throughout our channels.

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 Student Experience team and we will work with you to try and showcase your business.

We are happy to help people who are launching a new business, as well as graduates who already have an existing business (as long as you have completed a course and can explain how we've helped you!).

Your free business promotional package contains:

- ☆ Your own graduate page
- ☆ Social media promotion
- ☆ Graduate badges to add to your website

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.



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 estimate that you should budget about 50% of your course fees for ingredients and equipment.

Enthusiasm + Motivation

We offer a global classroom environment for you to be inspired by your fellow students. Our classroom is one of the kindest, most supportive places you will ever find yourself among formulators from around the world. You're never alone!

We also offer support sessions in our Education Support Calendar, where we host motivation-boosting and monthly check-in sessions to help you thrive. Additionally, we provide a Study Buddy Program, where you can apply to find the perfect match to be your accountability partner.

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

Our Diplomas can be completed in 60-100 hours, but to make sure that you can comfortably complete the course in your own time, each Diploma has a deadline of 2 years.

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 may require you to extend your course access. We offer the flexibility for you to extend your course duration through our Extensions Policy. You can easily purchase an extension to give you more time to complete your courses.

Our Student Experience Team is here to support you throughout your studies, and we encourage you to communicate with us to discuss your needs. We want to ensure that you have a positive learning experience with us.

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.

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 fill out our refund request form, 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 and equipment, 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 Student Experience 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 our busy 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!



Instagram



Facebook



Linkedin



YouTube

