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CEO'S MESSAGE

Rounding off the 2010s, I've found myself reflecting on the way that the green beauty sector has changed in the last decade – as well as the core role that Formula Botanica has played in this metamorphosis.

In the last ten years, we've seen consumer awareness of natural skincare soar as conscious consumerism has taken hold. Basic organic skincare, haircare and makeup blends have transformed to innovative high-performance natural lotions, cleansers and shampoos. In direct response, we've also seen the rise of the indie beauty brand, forcing the big beauty multinationals to change their boring face creams to keep pace with changing attitudes and expectations.

Worth an estimated \$54bn by 2027, the organic beauty market is growing at an unstoppable rate, as formulators and entrepreneurs around the world empower themselves with the skills to change their lives through organic skincare and haircare. Natural has now gone mainstream, thanks to our global botanical formulation movement.

Moving forward, our challenge for the next decade will be to shift our focus towards real sustainability. Natural alone will no longer be sufficient. We now need to start talking about circular beauty, carbon neutral beauty, biodiversity-friendly beauty and slow beauty – not just because it's the right thing to do, but also because we want to ensure that the indie sector remains at the cutting-edge of the beauty industry. Formula Botanica will continue to be at the forefront of this movement and I intend to make it my personal mission for the 2020s to unite the beauty industry in rejecting greenwashing and moving towards sustainability.

Formula Botanica has been leading the conversation since our start in 2012, so I know that we can make major change together. In that time, we have seen almost 8,000 students from 158 countries go through our award-winning online courses. Being part of this growth is exciting and humbling. Our students are innovators in the organic beauty sector and prove, time and time again, that you do not need to be a chemist to be a formulator.

In 2019, we welcomed over 2,500 new students into our accredited school, including the first ever student intake for our amazing new Diploma in Beauty Brand Business Management – an online Diploma



that gives you the blueprint for turning a formulation into a business. It was particularly exciting for me to see so many students enrol for this new programme, as they start their own indie beauty brand to change their lives and the lives of their customers.

"NATURAL HAS NOW GONE MAINSTREAM, THANKS TO OUR GLOBAL BOTANICAL FORMULATION MOVEMENT."

I hope you enjoy our 2019 Formula Botanica Yearbook, in which we showcase our talented students, trail-blazing graduates and the incredible formulations we've seen in our classroom over the last year. I hope our Yearbook inspires, motivates and empowers you to make your own organic serums, toners and conditioners. And most of all, I hope that 2020 brings you much botanical and sustainable formulation fun and success.









MEET THE TEAM



LORRAINE DALLMEIER
CHIEF EXECUTIVE OFFICER



STEPH KELBY
CHIEF OPERATING OFFICER



TIMI RACZ
HEAD OF RESEARCH & FORMULATION



ELIZIANE POZZAGNOLO STUDENT EXPERIENCE MANAGER



KELLY GILL
STUDENT EXPERIENCE COORDINATOR



ANA GREEN
MEMBERSHIP & CONTENT
COORDINATOR



GLENDA TAYLOR
TUTOR



BARBORA HARMATOVA TUTOR



JILLY SCHECHTER TEACHING ASSISTANT



ANGELICA DYER
STUDENT ADVISER & EVENTS
COORDINATOR



IRIA BLANCO ARAGUNDE STUDENT ADVISER



SURESH KUMAR
TECH & DEVELOPMENT



2019 HIGHLIGHTS

Formula Botanica had an amazing year in 2019 and we're very proud of all of our achievements. It was very difficult to choose our top five highlights, but these are our favourites:

- ★ We launched our exciting new Diploma in Beauty Brand Business Management - the ultimate online training programme to launching an indie beauty brand
- ★ Lorraine was invited to give a keynote presentation at In-Cosmetics Global in Paris and tackled the traditional polarisation of synthetics vs naturals in a talk entitled 'Challenging the assumptions of naturals in cosmetics'
- ★ We enrolled our 7000th student
- ★ Lorraine was voted in at number 4 in the Who's Who of Natural Beauty
- ★ We expanded our team, welcoming many new members, and will continue to do so in 2020 as Formula Botanica goes from strength to strength















OUR 2019 GRADUATI



ANDI SHEARS
DOSF
Australia



GLADSTONE ALLEN DOSF United Kingdom



ANNATINA GRUNDER

DOSF

Netherlands

☑ Annatina_g



BLESSY PHILIP IOSEP United States



BROOKE MEDHURST ADOCS, AASF, TTP, CNCP United Kingdom
Diponokemedhurst2016



BUSHRA AHMED ABBAS DOSF, ADOCS Yemen



CARINE DANREVILLE
DOHF
Ireland
Deireann_naturals



CAROLA BERGLUND
DOHF, CNCP
Sweden
Carolisous



CAROLYN FOLK
DOSF
United States
Carolynrosefolk



CHUA XIN YI
DOSF
Singapore
in xinyi.chua



CLAUDIA CHRISTIE

ADOCS, FMT, AASF
United States
Claudianabeautanica



DAWN IRELAND
ADOCS
United Kingdom

dawnirelandherbalist





IN 2019 WE ENROLLED OUR FIRST STUDENTS

SOMALIA, AND MORE

FROM MADAGASCAR, IRAQ, NEPAL, ALGERIA, GAMBIA, MARTINIQUE, TAJIKISTAN,

DEBBIE A OFFORD DOSF, AASFPhilippines



DONNA MEJIA
DOSF
Canada
Odonnamejiaordas



ENAS SWAIRJO
DOSF
Kuwait
Soaperfect.co



ESTELLA M. VAN DER GOES DOSF, AASF Netherlands



FADUMA ABDI DOSF Kenya



GILLIAN FLORE
DOSF, CCST
Canada
Gillianflore



GLORIA ELSE CNCP, AASF, FMT United Kingdom ☑ qi.apothecary



GLORIA ETIENNE NAVÍO DOSF, TTP, AASF, FMT, CSP Spain 🗗 taihoeflor



IRENE TSAO

DOSF, ADOCS

United States

☑ ireneytee





WE WELCOMED 455
STUDENTS ONTO OUR
BRAND NEW DIPLOMA
IN BEAUTY BRAND
BUSINESS MANAGEMENT
IN 2019



JANET MCCALL
DOSF, CNCP, CCST
United States
paeoniaskin



JENNIFER LEE SF
DOSF, CNCP, CCST
Malaysia
herbsfactor



DOSFSerbia

☑ delicija.prirodna.kozmetika



KARLA NEWMAN

DOSF
United States

vitadafioreskincare



JENNIFER JAMIESON DOSF Malta



KIM CLAVE
DOSF, ADOCS
United States
Industrial Industri





KRISTINA VOZAROVA DOSF Slovakia kristin_vo



LINA ANDREAS ADOCS Bulgaria **☑** babas.soapery



MAARJA RAND DOSF Estonia laavaskin



MARIE RAYMA DOSF Canada marierayma



MARYAM JAMALZADEH DOHE United States ☑ aster.skincare



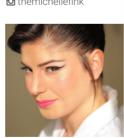
MATYLDA SCZANIECKA-CLIFT DOSF United Kingdom



MICHELLE CHAN CNCP, AASF, CCST Singapore miseico



MICHELLE FINK DOSF United States themichellefink



MORINA FISHER DOSF South Africa morina.skincare



MIHALIA DIMITRIOU IOSEP Australia **☑** mdimitriou





MICHELLE MADSEN







NATALIJA ANPILOGOVA
DOSF
United Kingdom
uniquel.beauty



NORBADARIAH HANIM ABU BAKAR ADOCS Malaysia



PONG YU JIE
DOSF, ADOCS
Malaysia
officestscents



RAFAELA GONZALEZ
ccsT
United States
☐ gloryscentbeauty



DYSON MCHEM CIA
DOSF
United Kingdom

rebecca_charlotte_dyson



ROBIN WAYMAN
DOSF
United States
Sunlux_skincare



SAKINAH FOLA-SHADE ANJOLAIYA AASF United Kingdom green2glow_19



SANDRA DUPONT
DOSF
Hong Kong & France
☑ arhomespalab



DOSF
Philippines
farmcradle



SARAH TAYLOR
DOSF, CNCP, CCST
United Kingdom
pamojaskincare



DR. SHOBANA
VANKIPURAM MD
DOSF
United States



SIMONA GRUIA
ADOCS
Canada
Sheerblends



SOPHIA HARDING DOSF United Kingdom ☑ palmofferonia





SUE SMITH DOSF United Kingdom



SUZANNA DAVIS
CNCP
Australia
Suzanne.davis.90260





SUZI DEVANEY
DOSF
United Kingdom
Suzibroadacupuncture



TAMARA CETKOVIC
DOSF, AASF, FMT
Malta
It is a micet



TIN MA MA MYO
CNCP
Myanmar
Shwe_myo_is_little_angel



TRACY LAU
DOSF
Ireland



VÂNIA LUZ
DOSF
Portugal
☑ getintonatural



ZAHRA HASSAN DOSF
Kenya

Zahra_Organics

COURSE KEY

DOSF	Diploma in Organic Skincare Formulation	FMT	Certificate in Facial Masque Therapy
ADOCS	Advanced Diploma in Organic Cosmetic Science	CCST	Certificate in Cosmetic Stability Testing
IOSEP	International Organic Skincare Entrepreneur Program	CNCP	Certificate in Natural Cosmetic Preservation
DOHF	Diploma in Organic Haircare Formulation	CSP	Certificate in Chocolate Spa Products
AASF	Certificate in Organic Anti-Ageing Skincare	DBBBM	Diploma in Beauty Brand Business Management
TTP	Tutor Training Program		





GRADUATE BRAND LAUNCHES



L'AVES United Kingdom ☐ laves.co.uk





ANNE ONWUSOWULU

HOUSE OF PURPLE ROSE United Kingdom □ houseofpurplerose.com



CLAUDIA CHRISTIE

CLAUDIANA BEAUTANICA United States ☐ claudianabeautanica.com



ALFARIDA MOHAMMED

SAFIYA GREEN United Kingdom safiyagreen.com



CATARINA BARBOSA

CATARINA BARBOSA COSMETIQUES Portugal ☐ cbcosmetigues.com



JAY FAY NAMI NATURALE

Ireland naminaturale.com



ANNATINA GRUNDER

LAEL NATURAL SKINCARE Netherlands ☐ lael-ns.com



CHESHA L. HALE

THE HOLISTIC BEAUTÉ United States





LESLIE REICHGELT

BELLA BOTANICALS United States mybellabotanicals.com











LIZ GLANVILLE

TIGER LILLIES SKIN FOOD United Kingdom □ tigerlilliesskinfood.com

MAARJA RAND

ΙΔΑVΑ

Estonia

☐ laavaskin.com

MARTINE FORTUNE

PI FNTITUDE

United States

□ plenitudenaturalskincare.com

ASTER SKINCARE

MARYAM JAMALZADEH

ASTER SKINCARE **United States** □ laves.co.uk



MORINA CUSTOM-MADE NATURAL SKINCARE

f @morina.skincare



SARA ALI

MIRACLES & MORE

United States

miraclesmore.com



MORINA FISHER

South Africa



SARAH TAYLOR

PAMOJA

United Kinadom

pamojaskincare.com



PAULA ORTEGA

WHITFORDS

United Kingdom

whitfords.co.uk



SOPHIA HARDING

PALM OF FERONIA

United Kinadom

palmofferonia.com

GLORYSCENT

beauty

RAFAELA GONZALEZ

GLORYSCENT BEAUTY

United States

gloryscent.com



YOLANDA ZAHONERO

COSMAVET

Spain

cosmayet.com









OSCO NATURAL



30 UNDER 30

2 30 Under 30 2019



BEAUTY SHORTLIST AWARDS 2019

Pollution Defense Serum



DEBORAH LAMBERTON

SO27 SKINCARE



BEAUTY SHORTLIST AWARDS 2019

P Rewind Night Oil



ELIZA DESMARAIS

SOHMA NATURALS



DIGBY BOARD OF TRADE

Business in Excellence Entrepreneur Award for 2019





SKIRR



W-POWER

Innovation Platform









CASA MENCARELLI



BEAUTY SHORTLIST AWARDS 2019

Bellissima Balm and Honey & Orange Toner



FREE FROM SKINCARE AWARDS

- Best Face Care (Rinse-Off): Tomato Night Cream & Cleanser
- ▼ Fresh & Fragrant: Honey & Orange Toner
- T Silver: Best Brand



GREEN PARENT NATURAL SKINCARE AWARDS

▼ Silver: Best Toner

PURE BEAUTY AWARDS

Finalist for Best Organic Certified product (Highly Commended): Sea Buckthorn Serum



JO MANCHESTER

JOANNA NATURALS



BEAUTY SHORTLIST AWARDS 2019

So Calm Facial Oil



FREE FROM SKINCARE AWARDS

Tilver: Harmony Facial Oil



NANCY O'REILLY

HERBAL EARTH SKINCARE



FREE FROM SKINCARE AWARDS

Shortlisted in the Oil & Face Oil category: Sunrise Antioxidant Serum



STEPH KELBY

PURE SAVVY



BEAUTY SHORTLIST AWARDS 2019

▼ Commended: Come Hell or High Water 3-in-1 Micellar Water



FREE FROM SKINCARE AWARDS

- Shortlisted: Close of Play Overnight Radiance Serum
- Shortlisted: Eye-to-Eye Revitalising Eye Serum



NATURAL HEALTH INTERNATIONAL BEAUTY AWARDS

- Shortlisted: Best Small Beauty Brand
- Shortlisted: Best Natural Range
- Shortlisted: Best Eye Cream



GREEN PARENTS NATURAL SKINCARE AWARDS

Silver: Best Overnight Moisturizer



STUDENT FORMULATION GALLERY

Our students love creating natural serums, shampoos, masks and cleansers using the finest botanical extracts – and we love showing them to you! We asked our students around the world to send us the best photos of

formulations they made this year and this gallery proudly displays a curated collection. Welcome to some of the most beautiful formulations shared in our online classroom in 2019.



ANA NOVINC
CHRISTMAS EXFOLIATING BODY
CREAM

☑ labnotes_eu



ANDI SHEARS
PAPAYA ESSENTIAL HYDRATING
CREAM



ANANABEL EVE GLAD-STONE ALLEN HOP INFUSED BODY BUTTER



ANNATINA GRUNDER
NIGHT TREATMENT BASKET

Annatina_g



CAROLINA BERGLUND
10.9 HAIRSPRAY
Carolisous



CHELE JONES
HAZELNUT & VANILLA BODY BUTTER

acushlaapothecary



DONNA MEJIA - ORDAS
SKIN SOOTHING CALENDULA AND
CHAMOMILE WHIPPED BALM
donnamejiaordas



JELENA DELICIJA
FLORAL CREAM FOR FACE AND
DECOLLETE
delicija.prirodna.kozmetika





JENNIFER LEE
MULTI-ACTIVE BEAUTY BEADS

☑ herbsfactor



LESLIE REICHGELT
BODY BUTTER WITH CBD

☑ mybellabotanicals

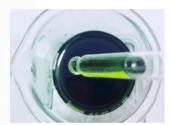


MARYAM JAMALZADEH
REJUVENATE NIGHT FACE SERUM

☐ aster.skincare



MELINA ATHANASSIOU
BRIGHTEN UP EYE CREAM AND
REVIVE FACE SERUM
Whollyskincare



MICHELLE CHAN
MISEICO MULTI-ACTIVE TREATMENT
SERUM

miseico



MORGANE ROZENBERG ARABIAN NIGHTS ELIXIR



MORINA FISHER
AFRICAN MAGIC

morina.skincare



MYRLANDE HOLBOROUGH
MAILLE PAPAYA AND MANGO
HYDRATING DAY CREAM

Bespresyonnature



ROBIN WAYMAN
AFTER SUN SOOTHING CREAM
Sunlux_skincare



RR YOVITA DIANTI SAPTORINI CHAMOMILE SHAMPOO

Ditoebotanical



SIMONA GRUIA
PRECIOUS OILS SERUM
Sheerblends



TRACY LAU
CALENDULA AND CHAMOMILE
BALM CLEANSER



2019 HALL OF FAME

The Formula Botanica Education Team is always on the lookout for the very best formulation assignments submitted by our students. Every month, new coursework submissions enter our prestigious Hall of Fame, where

we celebrate students who achieve outstanding results during their studies. These students represent the very finest formulators in our community. Be inspired by our Hall of Fame



ANNABEL EVE GLAD-STONE ALLEN 5-A-DAY FACE CREAM



YOUTH RESTORING MOISTURIZER



BROOKE MEDHURST CREAM CLAY MASOUE, BERRY SERUM AND DAY LOTION brookemedhurst2016



DR JACQUI CALVIN AFTER THE HORSE HAS BOLTED NECK AND DEC RESTORATIVE NIGHT TIME CREAM



GILLIAN FLORE SUMMER BREEZE FACE CREAM **a** gillianflore



KIM CLAVE DREAM CREAM **♂** lahdeskincare



GLORIA ETIENNE NAVÍO EYE CONTOUR CREAM **♂** taihoeflor



CAROLA BERGLUND COMBO & DUAL CLEANSING CONDI-TIONER & STYLING CREAM Carolisous







MARTINA TOLIS

MAMA'S HERO RICH BODY CREAM

☑ aeleaorganics



LORENTO PINTADO
OILS & FLOWERS REPLENISHING
CREAM MASQUE

Muscariproject



MAARJA RAND
HERBAL BLEND SILKY BODY EMULSION

Is laavaskin



PETRA BERNTSSON
WHEREVER, WHENEVER EMULSION
☑ pi.ruh



SARAH TAYLOR
MARULA & MURUMURU BODY CREAM
WITH NEROLI & HELICHRYSUM

pamojaskincare



MICHELLE CHAN
MULTI-ACTIVE OVERNIGHT
TREATMENT WITH PEPTIDES,
Q10 & CERAMIDES

miseico



SUE SMITH SANDAL HEELS FOOT CREAM



VÂNIA LUZ
POMEGRANATE HAND CREAM
☑ getintonatural



REVIEWS

* * * * *

"This school has changed my life and given me a path to Entrepreneurship that I didn't know was possible. I would highly recommend Formula Botanica to anyone who wants to learn how to make their own products as well as anyone who is looking to create and launch their own skincare line. You will not be disappointed, and it might be the best decision you ever make."

-ROBIN WAYMAN

\star \star \star \star

"Thank you so much Formula Botanica for raising my confidence level and equipping me with necessary knowledge and skills to be an organic skincare formulator."

-BHUVI IYER

* * * * *

"Working with Formula Botanica has revitalized my life."

-JESTINA

\star \star \star \star

"It taught me everything I needed to make amazing and safe skincare products, set my own lab and how to comply with the law."

-DANIELLA KAKAZU

* * * * *

"It's a fantastic journey in the world of learning how to formulate the high-performance skincare."

-DARIA KUGA

\star \star \star \star

Great program! I feel so much more comfortable formulating now. Platform is fantastic too and everything is very interactive."

-ANDREA W

\star \star \star \star

"The online classroom is a great support if you have questions, or just need clarification or motivation. I would absolutely recommend Formula Botanica."

-NICOLE GIAMBOI

\star \star \star \star

"A huge thanks to the Formula Botanica team for providing such a great environment for curious, ambitious students of ALL backgrounds!"

-GEMA GUILLEN

\star \star \star \star

"I feel so prepared to continue on in my journey toward having my own skincare line. Thanks so much, Formula Botanica!!!"

-DANA GAIL





"Not only is the material in the course extremely insightful, scientific yet easy to follow, the team and community at Formula Botanica are always helpful and prompt. I have gained the confidence needed to start my own skincare line and the best of all, I know the fellow students and the team at the school will always have my back in the future."

-DOMINYKA BERNES

* * * * *

"A wonderful high-quality online course that comes with a supportive community. I felt inspired, supported and connected during the online learning experience."

—GEORGIE SCAMBLER

* * * * *

"The best learning platform for cosmetic formulation. Thorough, excellent support and well designed."
-ELLOWYN GROVES ISAACSON

* * * * *

"A life changing choice to enrol."

-KHAMISSA XERRI

* * * * *

"The Beauty Brand Business Management course is literally a step by step guide to create a successful business. I've been planning for a while to create my skincare brand, but I did not know exactly from where to start. Now I have a clear view on what I have to do."

-RAMONA

\star \star \star \star

"This wasn't just a course, this was truly life changing in the sense that it gave me strength to smile, purpose and focus to go after my goals. This is education as it should be. Words cannot express what Formula Botanica and all the people involved in it done for me. I am truly grateful for such a wonderful experience and cannot wait to go onto my next course."

-ANDREIA

\star \star \star \star

"They have a drive to educate people from all walks of life and are there on hand for support and to answer your questions no matter how simple you may think it is. Their online classrooms are just as good and everyone in them are more than happy to share their experiences with you, all helping you to reach your goals. If you want to make great Organic Skincare, these are the courses for you!"

—SARAH JAYNE WILSON

* * * * *

"I could not have done this without the support and care from the Formula Botanica team. They are so encouraging and thoughtful with their guidance, even though I am across the sea from London! I felt like they were right here in my hometown guiding me through this process.

Amazing, amazing experience."

-SU



2020 IS SET TO BE A FANTASTIC YEAR AT FORMULA BOTANICA—AND WE WANT YOU TO BE PART OF IT!



Enrol with Formula Botanica for (another) award-winning online course during **our term times** in January or July to start or further your botanical formulation education. We look forward to welcoming thousands of new students into our community. Pre-register any time on our website so you don't miss out.

Want to enrol for more than one course? Join our flagship International Organic Skincare Entrepreneur Program – a world-class program created only for the most dedicated organic skincare entrepreneurs. We look forward to welcoming the **indie beauty superstars of tomorrow** as part of our next student intakes in April and October.





Save the date: Visit us live at **our 2020 conference** in Birmingham, UK from 10–12 November and come see us at In-Cosmetics Global in Barcelona, Spain from 31 March–2 April when we will be the In-Cosmetics official indie beauty partner for the show.

Further your formulation and beauty business education all year round with our world-class blog, #1 Green Beauty Conversations podcast, weekly informative newsletter and action-packed social media channels. Visit us at **formulabotanica.com** to learn how **anyone can formulate** and change their life through organic skincare and haircare.



