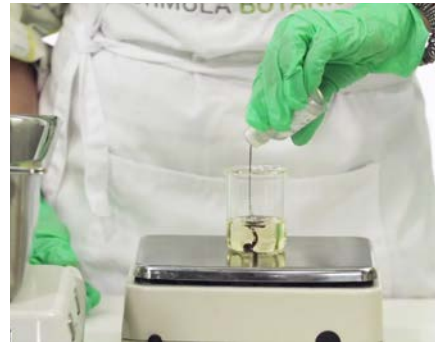




Formula Botanica 2017 Yearbook





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Lorraine Dallmeier – Director of Formula Botanica



Director's Message

One of our students gave me a big hug at our 2017 conference in London this year and said "Formula Botanica has changed my life. Without your courses, I would never have started my organic skincare business. I can't thank you and the team enough."

This student is one of many hundreds of people to tell us that we've changed their lives. Every day we receive messages by email, phone and social media from people who are driving the green beauty movement forward and who attribute their success to their education with Formula Botanica.

It's moments like this that I realise that Formula Botanica is so much more than an online school. We are a movement and we are empowering our students to change their lives through organic skincare and haircare.

Our team is driven by a desire to teach our students to push the boundaries of organic formulation by using innovative ingredients and techniques. We are educating the organic beauty entrepreneurs of tomorrow. It is exciting and humbling in equal measures to be at the forefront of the global green beauty movement.

We've created this 2017 Yearbook to give something back and show everyone how amazing our community is. Our students are the driving force behind Formula Botanica and we have become a global player thanks to their passion, determination and innovation. I am incredibly grateful to our students, graduates and team for making 2017 our most fulfilling year yet. I can't wait to move forward into 2018!

Lorraine Dallmeier
Director of Formula Botanica

Meet the Formula Botanica Team



Lorraine Dallmeier



Gemma Ortega Perez



Timi Racz



Kelly Gill



Eliziane Pozzagnolo



Elham Eghbali



Jilly Schechter



Priscilla Rolvers



Suresh Kumar



Marcea Dietzel



Liz Ayling



Lewis Carr

Highlights for 2017

Formula Botanica had a fantastic year. Here are some of our best highlights.



- Jan**: 298 new students
- Feb**: Professional Beauty London
- Mar**: 3000 students
- Apr**: EADL European Association for Distance Learning
- May**: Organic Beauty & Wellbeing Week
- Jun**: Free From Skincare Awards 2017 sponsor
- Jul**: Diploma in Organic Haircare Formulation
- Aug**: 386 new students
- Sep**: 347 new students
- Oct**: Natural Beauty News TOP 25 Personalities 2017
- Nov**: 2017 Student Conference
- Dec**: (No specific highlight icon shown)

- Formula Botanica enrolled 298 new students for our winter term time.
- Lorraine spoke at the Professional Beauty Show in London
- Formula Botanica enrolled its 3000 student in Vietnam.
- Lorraine spoke at the European Association for Distance Learning conference in Copenhagen.
- Lorraine, Gemma and Kelly ran an exotic carrier oils workshop at Organic Beauty & Wellbeing Week in London.
- Lorraine and Timi were invited as judges for the 2017 Free From Skincare Awards.
- Formula Botanica opened enrolment for the first student intake for our Diploma in Organic Haircare Formulation.
- Formula Botanica enrolled 386 new students for our summer term time.
- Formula Botanica enrolled 347 new students for our autumn term time.
- Lorraine was voted at number 5 in the top 25 personalities in the natural beauty industry.
- Successful conference in November with 100+ students and influencers from 25 countries.



2017 Graduates

We are very proud of our graduates and want to introduce you to a few of the 380 people who successfully completed one of our courses this year. Our graduates are shaping the global green beauty industry by creating innovative formulations that wow their customers. These formulators are the ones to watch!



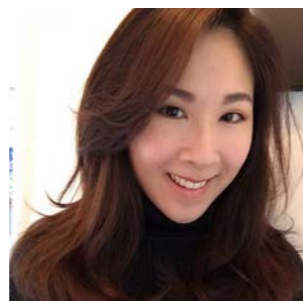
Benedict Turkson
United Kingdom

Graduated from the Diploma in Organic Skincare Formulation on 9th October
@sahara_dew



Caroline Guitton
France

Graduated in December
@guitton_chaya_caroline



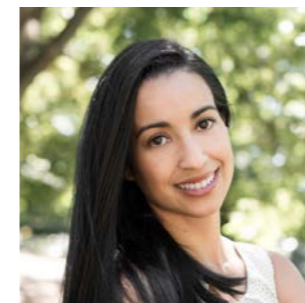
Cheung Yan Ting
Hong Kong

Graduated from the International Organic Skincare Entrepreneur Program in September with distinctions
@osconatural



Daniela Pelonara
Hong Kong

Graduated from the Diploma in Organic Skincare Formulation
@nativessentials



Jessy Furniel
MD, USA

Graduated from the Diploma in Organic Skincare Formulation in December
@adelieskin



Karmen Novak
Netherlands

Graduated from Advanced Diploma and Facial Masque Therapy
@flowerandspice



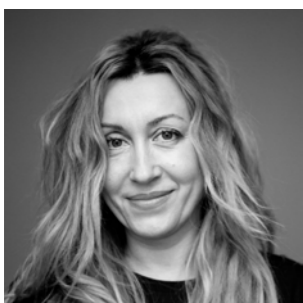
Khulan Davaadorj
Mongolia

Graduated from Certificate in Cosmetic Stability Testing in August
@lhamour



Kristina Dunn
Norway

Graduated from the Diploma in Organic Skincare Formulation
@ruebotanics



Dianne Jorrdanova
Denmark

Graduated from Facial Masque Therapy in November
@essentials_by_dianne_j



Elleria Janàs
Malta

Graduated from 5 of our Courses
@elliecar11



Halle Abi Apanpa
Ghana

Graduated from 7 courses
@halleabyssignatureofficial



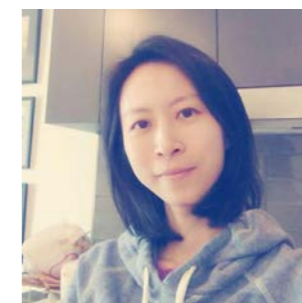
Noni Fauzi
Malaysia

Graduated from 5 courses
@bespokeformula



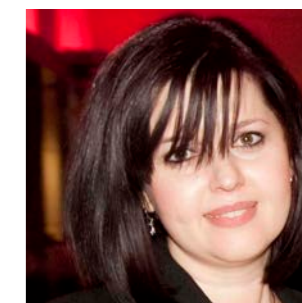
Rosalynn Hamilton
TX, USA

Graduated from the Diploma in Organic Skincare Formulation
@olorunskin



Ser Kin Tan
Singapore

Graduated from the Diploma in Organic Haircare Formulation in October



Simona Gruia
Canada

Graduated from Diploma in Organic Skincare Formulation
@sheerblends



Helene Lopes
Switzerland

Graduated from Certificate in Cosmetic Stability Testing and Certificate in Natural Cosmetic Preservation



Helen Taylor
United Kingdom

Graduated from Diploma in Organic Skincare Formulation in November
@Bare_Faced_Skin



Ilaria Ranieri
MA, USA

Graduated from 4 of our Courses
@ilarob



Jana Soiseth
MN, USA

Graduated on August 30, 2017
@lalaluciafresh



Stella Abara aka Luchia
United Kingdom

Graduated from Certificate in Natural Cosmetic Preservation on 14th August
@ismiribeauty



Wendee Lee
Singapore

Graduated from Advanced Diploma in Organic Cosmetic Science
@biconi



Yelena Serebryakova
United Kingdom

Graduated from Diploma in Organic Skincare Formulation in April
@wearwildbeauty





Graduate Brands Launched

In 2017, the Formula Botanica community launched new organic beauty brands that are exciting, innovative and fun. We would like to present you with a collection of the finest brands started this year. Make sure you buy all your natural skincare and haircare from the Formula Botanica graduate community.

1 UNITED KINGDOM

-  - So27
-  - Wild Beauty Apothecary
-  - V Simplicity
-  - BYBI Beauty
-  - Organic Label

2 UNITED STATES

-  - Butter Skin
-  - RH Fafanto

3 CANADA

-  - Double Happiness
-  - Sheer Blends

4 SWITZERLAND

-  - Escens

5 DENMARK

-  - Essentials by Dianne J

6 NORWAY

-  - Rue Botanics

7 MALTA

-  - Ellie & Carl Skin Botanicals

8 CYPRUS

-  - Kypwell

9 INDIA

-  - NESARA by Nicky

10 MALAYSIA

-  - Natugee



Graduate Brands that Won Awards in 2017

Meet our award-winning graduates who took home an impressive number of trophies this year for their natural formulations. Formula Botanica is a truly award-winning community! Congratulations to all our award-winning graduates for receiving this wonderful recognition.



TOSé Apothecary



The Beauty Shortlist Editor's Choice Award
French Clay and Lemongrass Detoxifying Body Scrub

The Green Parent Natural Beauty Awards
Natural Bath & Body Category
French Clay and Lemongrass Detoxifying Body Scrub



Biconi



Cleo Singapore Beauty Hall of Fame Awards
Best Treatment for Thinning Hair
Hair Revitalising Shampoo



The Great Escape



The Beauty Shortlist Editor's Choice Award
Wish Upon Hvar Lavender Lemonade Body Scrub
Head to Haiti Intensive Hair Mask



Ginger Stone Skincare



Free From Skincare Awards Shortlisted
#3 Everyday Moisturiser for all skin types



Gerlinde Naturals



The Beauty Shortlist Editor's Choice Award
Avocado Hand Therapy Cream

The Green Parent Natural Beauty Awards
Best Hand Cream – Silver award
Avocado Hand Therapy Cream



The Rose Tree



The Beauty Shortlist Mama & Baby Awards
Best Beauty Balm
Organic Luxury Marshmallow and Frangipani Balm

The Beauty Shortlist Mama & Baby Awards
Best Bath / Shower Product - UK
Organic Luxury Calming Bath & Shower Rose & Ylang-ylang

The Green Parent Natural Beauty Awards Editor's Picks
Soothing Bath & Shower Oil with Geranium, Cypress & Lavender



Blue Labelle Skincare



The Beauty Shortlist Editor's Choice Award
Petigrain and Tamanu Cleansing Oil

The Green Parent Natural Beauty Awards Editor's Picks
Divine Blend Treatment Oil



Southsea Bathing Hut



South Hampshire Business Excellence Awards 2017
Retailer of the Year

Business South Awards 2017 Retailer of the Year



Carla Pieterse



Holistic Business Awards
Student of the Year – Silver Award



Khulisa Skincare



The Beauty Shortlist Editor's Choice Award
Radiant Facial Serum



Student Formulation Gallery

Our student community creates innovative formulations using the finest botanical ingredients. Nothing can beat an organic cold pressed plant oil, a freshly distilled flower water, an exotic botanical butter, a high-performance plant extract or an exquisitely fragrant essential oil. Be inspired by this collection of the most beautiful formulations from our classroom this year.



Andry Sophocleous
Aphrodites Healing Balm
@jacinthe_organics



Andry Sophocleous
Christmas Body Butter
@jacinthe_organics



Carol Clark
Solaris
@terraluxeskincare



Caroline Guitton
Turmeric Rosehip Brightening Cream
@guitton_chaya_caroline



Ilham Soulkani
Lavender and White Clay Face Mask
@ilham.soulkani5



Jane Soiseth
Clarifying Clay Mask
@lalaluciafresh



Joyce Mburu
Hairline Growth Butter



Kayta Osetska
Hyaluronic Serums, Face Cream with Co2 Rosemary, Co2 Anti Microbes Blend, Tamanu Oil and Niacinamide, Body Oil
@cream_dream.com.ua



Dianne Jorrdanova
Rose Serum & Eye Serum
@essentials_by_dianne_j



Emma Chimiuc
Hair Help Oil
@organiclabel



Gretel Vause
Restorative Aloe Vera Day Cream with Hyaluronic Acid
@organicco.aus



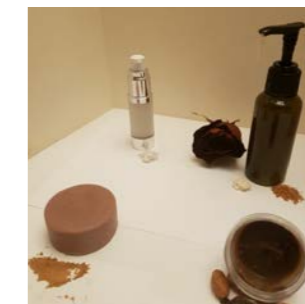
Ilhem Ourabah
Hydrating Cream Mask
@calmevolupte



Noni Fauzi
Qatra Oh So Fresh Deodorant, Qatra Mandatory Facial Oil Brightening & Age Management and Qatra Facial Oil Radiance & Age Recovery
@bespokeformula



Parul Tandon
Activated Charcoal Mask
@saishanaturals



Sandy Patrick
Chamomile Face Cream, Rose Clay Hand Lotion, Lavender Body Balm & Under Eye Balm
@bean.skincare



Simona Gruia
Hydrating Day Cream
@sheerblends



Indre
Face Mask with Clays, Hibiscus & Sweet Orange



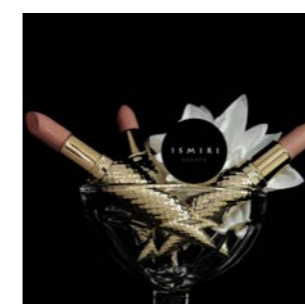
Indre
Gel Facial Polish with Jojoba Beads & Lavender Hydrosol



Irena Druzenko
Hydro Boost Revitalizing Hyaluronic Serum
@id_irena_druzenko



Irena Druzenko
Lux Hair Spray & Lux Hair Oil
@id_irena_druzenko



Stella Abara aka Luchia
Unscented Organic Nude Lipstick
@ismiribeauty



Utkarshini Khanna
Neem Mud Gel-to-Milk Cleansing Mask for Acne Prone Skin
@utkarshini



Winnie Fong
Lecithin Lip Balm
@wywfong



Yelena Serebryakova
Harmony Bloom Oil
@wearwildbeauty



Formulation Challenge

Formula Botanica runs extracurricular formulation challenges for its student community to give them the opportunity to work directly with our tutors and perfect their formulation skills. Here are all of the formulations made this year by our students for our quarterly challenges.

Lip Balm in a Jar challenge



Hand & Foot Balm challenge



Oil-in-Water Emulsion challenge



After-Sun Body Oil challenge



Meet the winners of our quarterly extracurricular formulation challenge.



Winner: Lip Balm in a Jar challenge

Peggy Chong, Hong Kong

Why did Peggy win?

Peggy kept it simple and paid attention to stability testing when creating her lip balm formulation. She chose simple ingredients that were still a little bit different and we particularly liked that she applied a naturally scented carrier oil instead of an essential oil. We loved the fact that Peggy showed us 'before' and 'after' photos which is a great thing to do when testing new formulas. **Congratulations Peggy!**



Winner: Hand & Foot Balm challenge

Lisa Kenton, UK

Why did Lisa win?

Lisa did a fantastic job and won based on her determination for getting her formulation right, for the great execution of her product, the simplicity of her formulation and the enthusiasm shown during the challenge. Lisa used tamanu oil which is a fantastic ingredient to use in a foot balm. She impressed the judges by undertaking detailed research when creating her runner's foot balm formulation. **Congratulations Lisa!**

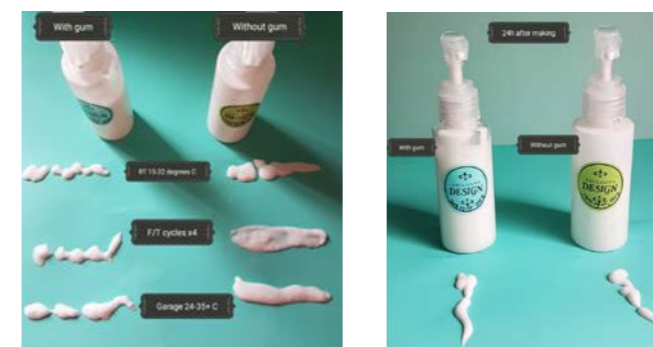


Winner: Oil-in-Water Emulsion challenge

Marissa Hamilton, Canada

Why did Marissa win?

Marissa did a fantastic job and showed some seriously impressive formulation skills. Marissa won the challenge based her choice of ingredients for simplicity while still placing importance on skin feel. She created a wonderful formula and completed many experiments to perfect her formulation. Marissa showed a huge determination for getting her formulation right and enthusiasm during the challenge. **Congratulations Marissa!**



Winner: After-Sun Body Oil challenge

Carol Clark, USA

Why did Carol win?

The Formula Botanica judges were all really impressed with the way Carol referenced her work. The formula she created shows it is possible to make an outstanding product while still embracing simplicity - it doesn't always have to be complicated to make something worthwhile. Carol followed the challenge rules, did extensive research on the ingredients used and provided some stunning photos of her work. **Congratulations Carol!**





OUR LOVELIEST REVIEWS OF 2017

Read some of the nicest reviews left on our public Trustpilot site this year.



“This is the BEST place to get the education you need.”

Candice



“...the tutors and team are very knowledgeable and helpful. They encourage you to go that step further. The community within the student group is also very supportive...” - **Helen T.**



“...I’m a proud Formula Botanica student, and have enrolled in every course...” - **Hollie**



“...expect to be challenged to think, research and create. Expect also to be supported at every step along the way by a great team and an awesome community of students...” - **Ilhem O.**



“No.1 Choice”

Joanne



“Don’t waste time studying with anyone else. Formula Botanica is the real deal” - **Imogen**



“Loved every bit of my studies!” - **Kati**



“Formula Botanica is awesome! It’s everything I was looking for in education about formulating...” - **Kristen R.**



“After comparing several organic skincare courses, I chose Formula Botanica. I am extremely happy with... well... EVERYTHING! I love my courses, my teachers, the feedback and my colleagues...” - **Muna A.**



“Formula Botanica is THE best skincare school with a team of friendly and professional tutors. I’ve learnt sooo much!” - **Nurhayati N.**



“International Organic Skincare Entrepreneur Program: Totally Amazing!!” - **Oyeta**



“I have learned so much by taking this course! Formula Botanica gave me the tools, knowledge and inspiration to create an exquisite line of skincare.” - **Simona G**



“After the course I can say that I know how to make lots of products and my understanding about natural cosmetic has improved in an incredible way.” - **TàniaGarcia**



“I’m so grateful I chose Formula Botanica.” - **Tiffany**

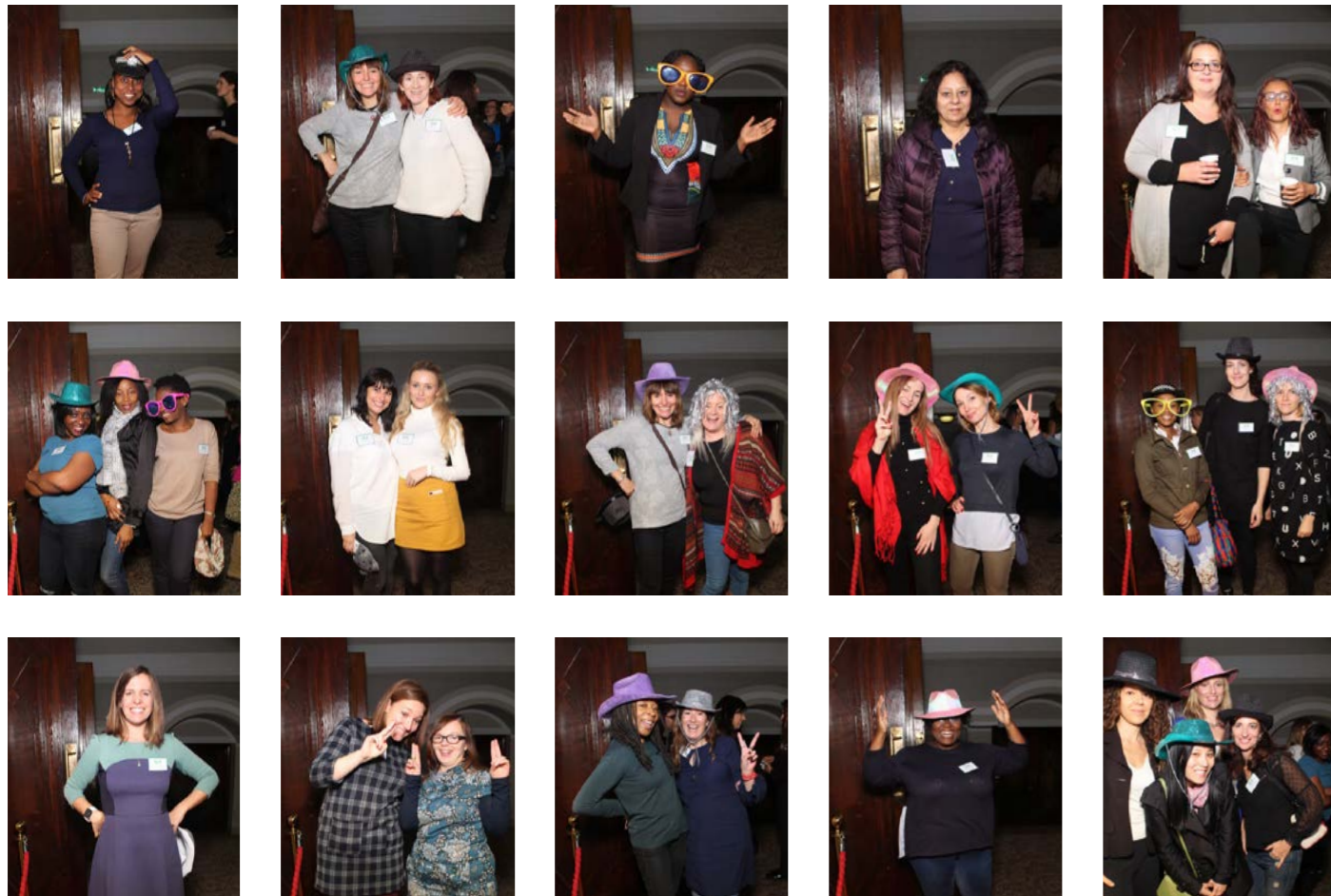


“Formula Botanica runs excellent courses which I would recommend to anyone interested in developing their skills in natural skin and hair care formulation.” - **Victoria C.**



OUR STUDENT CONFERENCE

Our annual conference is the most exciting green beauty event in the industry. This year we were joined in London by 100 people from over 25 countries who all share the same passion for making clean, green and organic skincare and haircare. We bring together our community to share ideas and to be inspired.



Fran Johnson

The Head Formulator at Neal's Yard Remedies. Fran talked to us about sourcing ingredients.



Jayn Sterland

The Managing Director of Weleda UK. Jayn talked to us about putting sustainability at the heart of your brand.



Vivienne Campbell

The Founder of the Herbal Hub. Vivienne talked to us about using herbs in skincare.



Kirstie & Luke Sherriff

The Co-Founders of Pinks Boutique and Proverb Skin. Kirstie and Luke talked to us about the importance of creating a brand.



Certification Panel

Lauren Bartley from the Soil Association, Abigail Stevens from the Vegan Society and Jenny Skelding from Naissance Trading told us why certification matters for your brand.



Timi Racz & Dr. Elham Eghbali

Timi Racz is Formula Botanica's Education Manager. Dr. Elham Eghbali is Formula Botanica's Cosmetic Chemist. Together they hosted our 3-hour formulation workshop.



Thank you for being part of our community in 2017.

It is a privilege to bring together such knowledgeable and passionate students to Formula Botanica's award-winning green beauty platform.

We are shaping the global green beauty industry and helping thousands of people start the business of their dreams.

Visit www.formulabotanica.com to take the first step in changing your life through organic skincare.

