



Formula Botanica 2018 Yearbook







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Lorraine Dallmeier – Director of Formula Botanica



Director's Message

Every day I have the pleasure of speaking to Formula Botanica students all around the world, hearing their inspirational stories, celebrating their successes and helping them to become better formulators.

I find it hard to put into words how proud I am of the Formula Botanica community. Our students work so hard to become professional organic formulators and it is wonderful to watch them turn their passion for green beauty into the businesses of dreams.

I'm also incredibly proud of the Formula Botanica team, who work tirelessly round the clock to educate, create content, support customers and provide advice, all to make sure that studying with Formula Botanica is a rewarding experience for everyone.

2018 has been a fantastic year, full of growth and innovation for the School. This year we enrolled our 5,000th student, taught in 137 countries around the world and reached millions of people with our message of green beauty.

We created this Yearbook to give back to you, the Formula Botanica community, and share some of the inspiration, ethos and hard work that we see every day. Over the next pages, you'll see students who graduated from their courses, created their best formulations, launched their beauty brand, or even won awards this year.

Thank you to my team, thank you to our students and thank you to our followers for making 2018 so great. I hope you will continue with us in changing hearts and minds, as more people embrace naturals and empower themselves by learning how to formulate. I can't wait to start 2019 and I can't wait to drive forward the global green beauty movement with you. Together we are changing lives through organic skincare.

Lorraine Dallmeier

Director of Formula Botanica

Meet the Formula Botanica Team



Lorraine Dallmeier



Gemma Ortega Perez



Timi Racz



Kelly Gill



Eliziane Pozzagnolo



Angelica Dyer



Catherine Collins



Jilly Schechter



Priscilla Rolvers



Suresh Kumar



Marcea Dietzel



Liz Ayling



Lewis Carr



Barbora Harmatova



Highlights for 2018



Jan

Feb

Mar

Apr

May

Jun



Formula Botanica enrolled its 4000 student in India.



Formula Botanica launches its podcast and hits #1 spot in iTunes in 24 hours.



Formula Botanica has its first Live Study Session.



Formula Botanica sponsored and judged the Free From Skincare Awards.



Formula Botanica enrolled its 500 student in the...

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



Jul

Aug

Sep

Oct

Nov

Dec



In August, Formula Botanica GIFs are launched. They are viewed over 75 million times.



Lorraine Dallmeier won the CEW UK Digital Achiever Award 2018 sponsored by Google.



Lorraine was voted in at number 3 in the 2018 Who's Who in Natural Beauty.



We ran a successful conference with 170+ students and influences from 35 countries.



In November, Lorraine received the CEW Achiever Award.



2018 Graduates



Anna Goutorbe
DOSF
United Kingdom
@aloejunah



Ahmet Baki Akyazi
DOSF
Turkey
@datcaknidos



Amisha Mody
FMT
United States
@saiva.co



Ana Dobre
DOSF
Romania
@dobre_ann



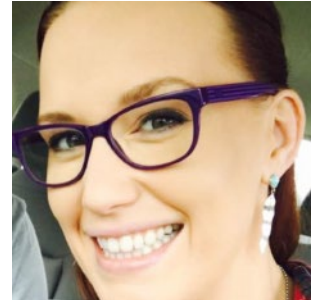
Anastasia Le
DOSF
Russian Federation
@greenlebeau



Anita Pinch
DOSF, ADOCS
Australia
@anitapinchaustralia



Archana Johnsen
ADOCS
Norway



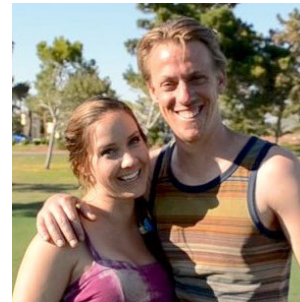
Becky Hall
DOSF
United States
@hallistic



Brooke Medhurst
DOSF, FMT, CCST, CSP
United Kingdom
@brookemedhurst2016



Carli Dutoit
ADOCS, CNCP, CCST
Kenya
@car_li6



Carly Corthell
DOSF
United States
@blossomvalleybotanicals



Caroline Chaya Guitton
AASF
France
@ayanahskincare



Chong Yue Yee, Amelia
DOSF
Sweden



Christie Krasteva
DOSF, CNCP, CSP, CCST, ADOCS
United States
@cknaturalskincare



Christine Boyle
DOSF
United States



Claudia Christie
DOSF, CNCP
United States
@claudianabeautanica

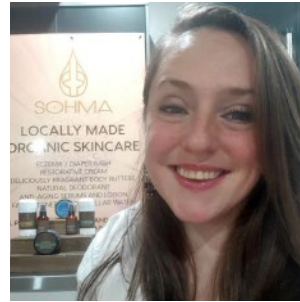
We are very proud of our graduates and want to introduce you to a few of the 700+ people who successfully completed one of our courses this year. Our graduates are shaping the global green beauty industry by creating innovative formulations that wow their customers. These formulators are the ones to watch!



Cristina Macena
DOSF
United States
@palubotanicals



Drew Lepp
DOSF
United States
@botanicaelats



Eliza Desmarais
DOSF
Canada
@sohmanaturals



Ellie Hasapis
DOSF, ADOCS
United Kingdom
@Luvellz



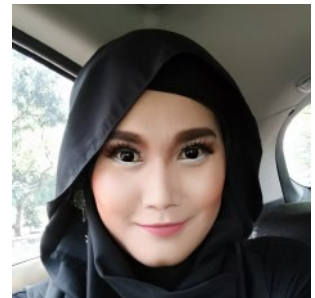
Gloria Else
DOSF
United Kingdom
@qi_apothecary



Gretel Vause
DOSF
Australia
@organico.global



Indre
DOSF, ADOCS
Norway
@soapystudiotreasures



Ira Diah Fhitaloka
DOSF
Indonesia
@naira_naturals



Josephine Farahani
DOSF, ADOCS
Tanzania
@sephine_tz



Maja Andreeva
DOSF, CNCP, CST
United States
@skin_botanicals_bymaya



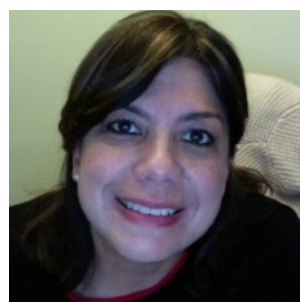
Marianne Weiss
DOSF
Switzerland
@orientalsugaring



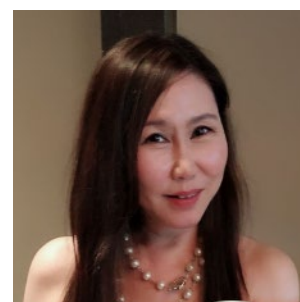
Marie Crawford
DOSF
United Kingdom
@Cineálta



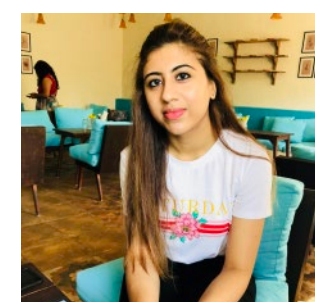
Mariska Tieleman
ADOCS
Belgium



Maritza Corona
DOSF
United States
@maritza.corona



Michelle Chan
DOSF
Singapore
@miseico



Pallavi Parwani
DOSF
Belgium
@fiducia_botanicals



Rakhee Parmar
TTP
United Kingdom
@rakhee.parmar



Roshanne Dorsett
DOSF
United Kingdom
@cocolemuk



Sara Samavati
ADOCS
New Zealand
@ECLAT.SKINCARE



Shelly Winokur
TTP
United States
@kisskissgoodnight



Siu-Ling Chin
DOSF
Canada
@glowySiuLing

1500+
new students



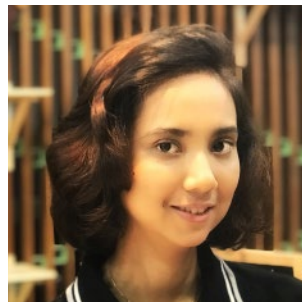
Stephanie Dahl
DOSF, FMT
Australia
@resetbeautyaustralia



Tamara Cetkovic
CNCP, CCST
Malta
@tamicet



Tània Garcia Soldevila
ADOCS
Spain
@lorebasatien



Tin Ma Ma Myo
DOSF
Myanmar
@shwe_myo_is_little_angel



Vijaya Patil
DOSF
India
@oasisskincare



Morgane Rozenberg
TTP
Belgium
@rozemountain94



Qualification Key:

- DOSF** - Diploma in Organic Skincare Formulation
- ADOCS** - Advanced Diploma in Organic Cosmetic Science
- AASF** - Certificate in Organic Anti-Ageing Skincare
- TTP** - Tutor Training Program
- FMT** - Certificate in Facial Masque Therapy
- CCST** - Certificate in Cosmetic Stability Testing
- CNCP** - Certificate in Natural Cosmetic Preservation
- CSP** - Certificate in Chocolate Spa Products



GRADUATE BRANDS
LAUNCHED IN **2018**



Joanne Manchester
Joanna Naturals
United Kingdom
www.joannanaturals.com



Lina Andreas
Baba's Soapery
Bulgaria
www.babas-soapery.com



Afkar Barakeh
Kalpa Skincare
United Kingdom
@kalpaskin



Alisa Zuravskaja
Herbowski
United Kingdom
www.herbowski.co.uk



Graduate Brands Launched in 2018



Alsadeg Alsallak
Lilla Cosmetics
Libya
@Lilla.cosmetics



Anna Goutorbe
Aloe Junah
France
www.aloejunah.com



Archana Johnsen
Forshelli
Norway
www.forshelli.com



Becky Hall
Hallistic
United States
www.hallisticorganics.com



Carly Corthell
Blossom Valley Botanicals
United States
www.blossomvalleybotanicals.com



Christie Krasteva
C.K. Natural Skincare
United States
www.cknaturalskincare.com



Christine Thorburn
Clearburn Naturals
New Zealand
www.clearburnnaturals.nz



Coyran Cheung
Osco Natural
Hong Kong
www.osconatural.com



Cristina Macena
Palu Botanicals
United States
www.palubotanicals.com



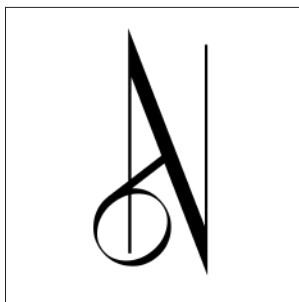
Eliza Desmarais
Sohma Naturals
Canada
www.sohmanaturals.com



Hadeel Balsan
Sapunta Malta
Malta
www.sapuntamalta.com



Hanh Kate Tran
Bare Soul
Vietnam
www.baresoul.vn



Joanne Klassen
Nudge Boutique
United Kingdom
www.nudgeboutique.co.uk



Jodie Smith
Boss Babe Digital
United Kingdom
www.bossbabedigital.co.uk



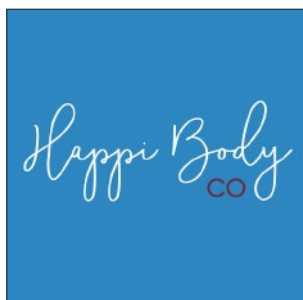
Julia Reed
Nattheo
United Kingdom
www.nattheo.co.uk



Karen Potgieter
L'abeille
South Africa
www.labeille.co.za



Karmen Novak
Flower & Spice
Netherlands
www.flowerandspice.com



Lisa Kenton
The Happi Body Co
United Kingdom
www.thehappibodyco.co.uk



Lucia Mencarelli
Casa Mencarelli
Scotland
www.casamencarelli.co.uk



Mary Johnson
Plum Beauty
United States
www.plumbautytm.com



Michelle Ilone Haliim
Ilone Skincare
Indonesia
www.iloneskincare.com



Nova Primadina
Neo Age
Indonesia
www.neoageskincare.weebly.com



Pallavi Parwani
Fiducia Botanicals
India
www.fiduciabotanicals.com



Rukhsana Ibad
Le Pur Organics
Pakistan
www.lepurorganics.com



Samantha Worsley
Southsea Bathing Hut
United Kingdom
www.southseabathinghut.co.uk



Sara Samavati
Eclat Skincar
New Zealand
www.happybeekeeping.co.nz



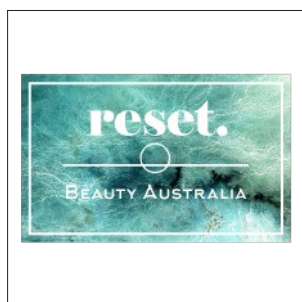
Shaye Arnold Chaim
Circle Herbals
United States
www.circleherbals.com



Shelly Winokur
Kiss Kiss Goodnight
United States
www.kisskissgoodnight.com



Steph Kelby
Pure Savvy
United Kingdom
www.puresavvy.co.uk



Stephanie Dahl
Reset Beauty Australia
Australia
www.resetbeautyaustralia.com



Tin Ma Ma Myo
Mama Skincare
Myanmar
www.mama-skincare.com



Ulma Khatri
Velvet Herbs
Qatar
Velvet Herbs



Graduate Brands that Won Awards in 2018

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.



Śaiva
Amisha Mody



The Beauty Shortlist 2018
Invigorating Hair Oil & Relaxing Foot Balm



Gerlinde Naturals
Gerlinde Seeley



The Beauty Shortlist 2018
Super Nourishing Face Balm



Bare Faced Skin
Helen Taylor



The Beauty Shortlist 2018
Face Revival Cream - Balance - Shea and Thistle



BYBI
Elsie Rutterford & Dominika Minarovic



Who's Who in Natural Beauty



Atlantis Skincare
Zane Piese



Who's Who in Natural Beauty



The Rose Tree
Olga Rumble



The Beauty Shortlist 2018
Intensive Balm and De-Stress Candle

LEN Δ
WILD

Lena Wild
Yelena Serebryakova



Who's Who in Natural Beauty

30 Under 30 and FFSA Silver Award
Rescue Mask



kypwell

Kypwell
Inna Orlova



The Beauty Shortlist 2018
Flower Mist

Natural & Organic Awards Europe
Firming Cream & Hyaluronic Mask

OK Magazine Award
Herbal Tea & Skincare

WeGreen Awards
Best Brand Philosophy, Body and Face





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.



Ahmet Baki Akyazi
Moisturising Day Cream
@datcaknidos



Alsadeg Alsallak
Beard Oil & Balm
@lilla_cosmetic



Andry Sophocleous
Eye Gel
@jacinthe_skincare



Camille Roxanne
White Chocolate Orange Lip Balm
@camellia.skincare.formulations



Carly Corthell
Love Your Body Butter -
Blackberry Pecan Truffle
@blossomvalleybotanicals



Caroline Chaya Guitton
Pomegranate Facial Mask
@ayanahskincare



Cece Ling
@mamanaturalskincare



Chong Yue Yee
Amelia - Mini Balm Bar Delights



Coyran Cheug
Pollution Defense Serum
@osconatural



Cristina Macena
Blemish Serum
@palubotanicals



Eliza Desmarais
Blumel Restorative Cream
@sohmanaturals



Helen Taylor
Life Lotion
@bare_faced_skin



Iham Soulkani
Come Alive Facial Oil
@orkaniskincare



Indre
Massage Body Butter
@soapystudiotreasures



Luchia Best
Clean & Reviving Natural
Shampoo Sphere
@ismiri_london



Lucia Mencarelli
Sea Buckthorn Facial Serum
@casamencarelli



Marie Crawford
Mango Lotion

@Cineálta



Martina Michevska
Graceful Flow Night Cream

@aeleaorganics



Maryam Jamalzadeh
Under Eye Gel

@aster.skincare



Marzena Hallam
Skincare Range

@emolynaturalskincare



Melissa Rubin
The Balm



Michelle Chan
Miseico Youth Glow Creme

@miseico



Nova Primadina
Day and Night Cream

@neogeskinicare



Palak Ghetia
Orange & Vanilla Body Butter

@serendipity.organic.skincare



Pallavi Parwani
Hemp & Rose Otto Facial Lotion

@fiducia_botanicals



Rama Reddy
Tropical Scrub

@ramamalli



Robin Wayman
Amazonian Décolleté Balm

@wildpetalsskincare



Salma Nashaat
Coffee & Clove Massage Body Bar

@salmanashaat1



Sara Samavati
Winter Dream Body Cream

@ECLAT.SKINCARE



Shaye Chaim
Facial Oil

@circleherbals



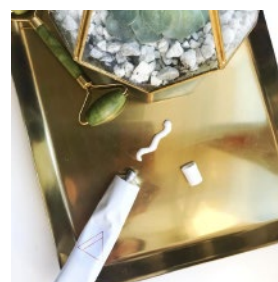
Tamara Cetkovic
Rosemary & Lemon Face Polish

@tamicet



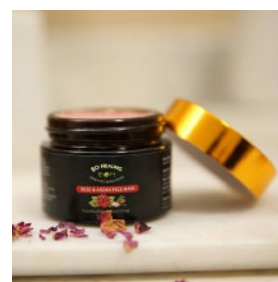
Ulma Khatri
Body Butter

@velvet_herbs



Valerie Grinevich
Hand Cream

@basic.skincare



Veerpal Sidhu
Rose & Argan Face Mask

@eohealing



Zara Weldon
Silk Serum

@HazelbyZara



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.

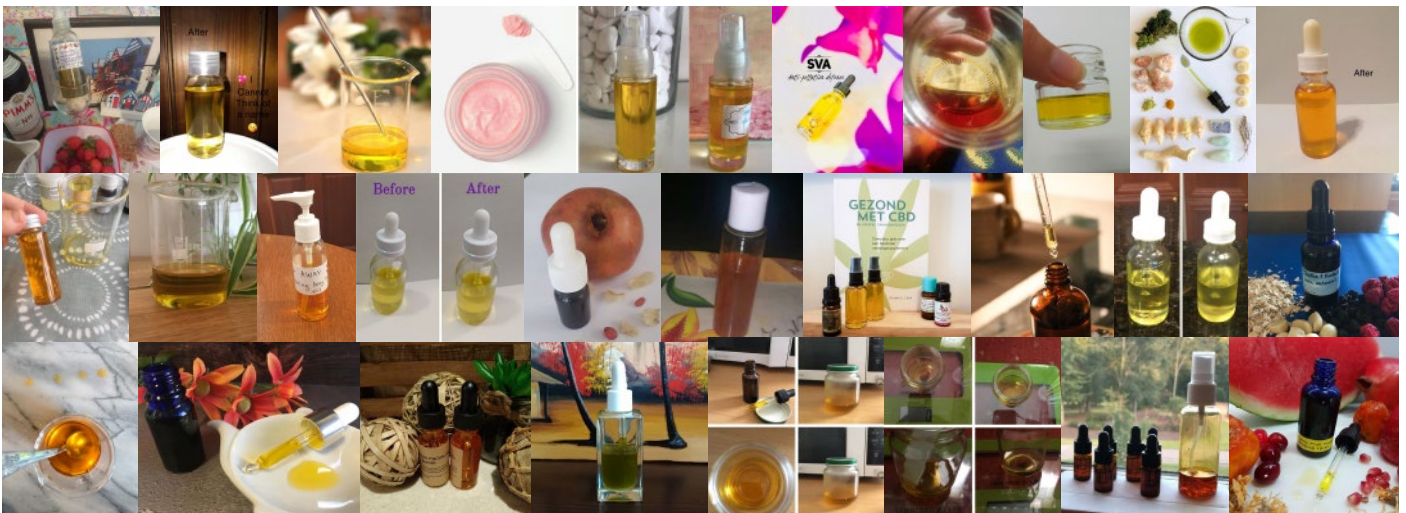
Colourful Cleansing Balm challenge



Sunday Morning challenge



Day Facial Oil challenge



Whipped Lip Scrub challenge





Formulation Challenge Winners

Meet the winners of our quarterly extracurricular formulation challenge.



Winner: Colourful Cleansing Balm challenge

Why did Cosmina Ercuta win?

Cosmina Ercuta was the winner of Formula Botanica's 2017 Dec - 2018 Jan Formulation Challenge. In this challenge, our students and graduates were challenged to make a colourful Cleansing Balm. Out of many participants, the judges were particularly impressed with Cosmina's work. Cosmina submitted two formulations and the Lavender Cleansing Balm was especially popular. She clearly demonstrated she understood the task, she presented a clear thought process about choosing her ingredients and described her impressive formula in detail. Congratulations!



Winner: Sunday Morning challenge

Why did Marissa Hamilton win?

Marissa Hamilton was the winner of Formula Botanica's 2018 April-May Formulation Challenge. In this challenge, our students and graduates were challenged to make a product that was inspired by their "Sunday morning". The Formula Botanica judges loved how thorough Marissa's submission was. The Apricot and Murumuru Nourishing Hair Mask she made is original and well formulated. Marissa's R&D is top notch and is a role-model for a Formula Botanica student. The reasons she used ingredients where as much science-based as emotional: she chose to add Lavender to the mask because it reminds her Mom of a place she likes to visit while on vacation. Marissa, we think you work on this challenge is a great inspiration for all of us. Congratulations!



Formulation Challenge Winners Continued

Meet the winners of our quarterly extracurricular formulation challenge.



Winner: Day Facial Oil challenge

Why did Deepali Razdan win?

Deepali Sakhare Razdan was the winner of Formula Botanica's 2018 August-September Formulation Challenge. In this challenge, our students and graduates were challenged to make a day facial oil with set criteria. Deepali's presentation was a truly educational and well-explained video with an amazing R&D process. She got into the mindset of making a product to sell. She had a target customer, she had a goal and her video project submission reflected that. Congratulations!



Winner: Whipped Lip Scrub challenge

Why did Jennifer Lee win?

Jennifer Lee was the winner of the November/December 2018 Formulation Challenge. In this challenge, our students and graduates were asked to formulate a Whipped Lip Scrub with a festive theme. We were all amazed with Jennifer's wonderful video where she told us all about her lovely creation. A beautiful lip scrub tucked in the most gorgeous hand crafted Christmas wrapping. We also love that her roots and family traditions inspired her formulation. It was an absolutely stunning product. Congratulations!



Our Loveliest Reviews of 2018



“Absolutely brilliant course that teaches you how to formulate and make a wide range of natural skincare products. Lots of accessible information, materials, videos and great support from the tutors and student community. I recommend it to anyone who wants to learn how to design and make amazing natural skincare products.” - **Karolina Bajbuz**



“The practical learning tasks and feedback truly helped me grow as a formulator, I couldn’t have asked for more.” - **Anita Pinch**



“Absolutely loved studying with Formula Botanica. Can’t wait to start my next course with them.” - **Carri Freemantle**



“From comprehensive study material to a friendly and supportive online classroom, it was a joy to be on the course and I thoroughly enjoyed the experience.” - **Wei Wei Wu**



“The coolest online study I ever had!”

Fay Redza Ismael



“I have really improved my formulations skills and now I am preparing my brand launch.” - **Tània Garcia**



“The courses are easy to follow and are well written by very knowledge instructors in the field. The tutors are very helpful and go beyond their ways to answer your questions.” - **Veerpal Sidhu**

We have over 500 5-star reviews on Trustpilot. Read some of the nicest reviews left this year.



“I can’t express how much taking this course was one of the best decisions I have made. I went from being clueless about formulation to having so much confidence. I recommend this exciting journey for anyone who is passionate about making their own skincare.” - **Hind**



“Formula Botanica changes lives!”

Christie Krasteva



“It has given me the confidence to be able to independently make my own formulations especially with the correct proportions of ingredients and I am now able to produce custom-made skin care.” - **Deepa Aswani**



“Formula Botanica is the perfect place to start learning natural formulation and understanding the world of cosmetic ingredients. My journey with them has been so beneficial and I whole-heartedly recommend them!” - **Makala Nordick**



“I cannot recommend Formula Botanica enough to anyone who is interested in green beauty. The course not only provides you with knowledge and skills but also with a positive and supportive community of like-minded people to connect with and learn from. The team of tutors are highly skilled, knowledgeable and professional with plenty of opportunity to offer support.” - **Mignon Verwoerd**

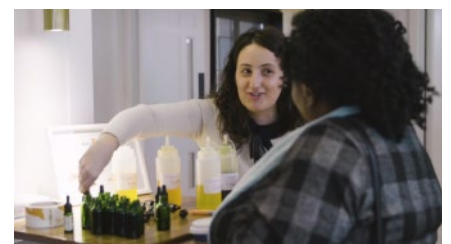
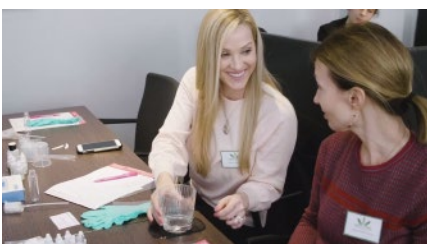


“This course has given me a door to knowledge.” - **Amelia Chong**



Our Student Conference

Our annual conference is the most exciting green beauty event in the industry. This year we were joined in London by 170 people from over 35 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.





Our Student Conference Guest Speakers

Meet the knowledgeable and influential speakers who joined us for our 2018 conference and helped our delegates shape their plans for starting their organic beauty brand.



Antonia Burrell
Skincare Expert



Catherine Collins
Retail Strategy Expert



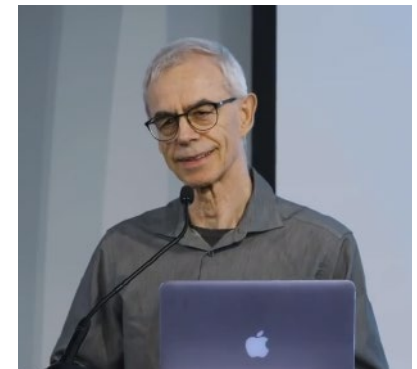
Ian Taylor
Cosmetic Scientist at Green People



Joe Nasr
Herbalist and Senior Lecturer in Herbal Medicine



Melinda Coss
Skincare Business Mentor and Author



Robert Tisserand
Speaker and Educator in Essential Oils



Beauty Bloggers Panel



Retail Panel



Routes to Market Panel



**Thank you for being part
of our community in 2018.**

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.

