



# Formula Botanica 2018 Yearbook







## Contents

---

<b>4 - 5</b>	Director's Message
<b>6 - 7</b>	Highlights of 2018
<b>8 - 10</b>	2018 Graduates
<b>11 - 13</b>	Graduate Brands Launched
<b>14 - 15</b>	Graduate Brands that won awards
<b>16 - 17</b>	Student Formulation Gallery
<b>18 - 20</b>	Formulation Challenge Winners
<b>21</b>	Our loveliest reviews in 2018
<b>22 - 23</b>	Our Student Conference





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





Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

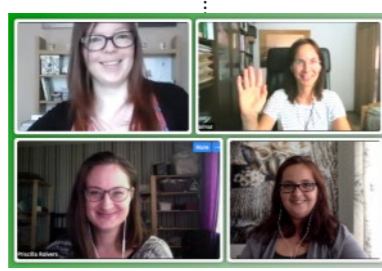
Dec



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 5000 student in the USA.



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



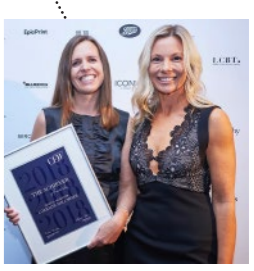
Lorraine Dallmeier won the CEW UK Digital Achiever Award 2018 sponsored by Google.



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.



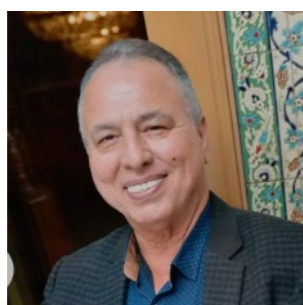


# 2018 Graduates

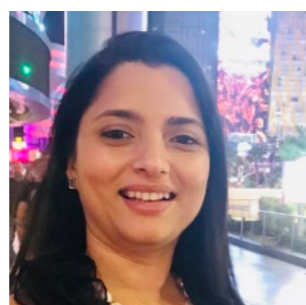
We are very proud of our graduates and want to introduce you to a few of the 700+ people who successfully completed one of our courses this year. Our graduates are shaping the global green beauty industry by creating innovative formulations that wow their customers. These formulators are the ones to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



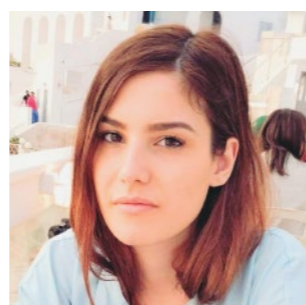
**Anna Goutorbe**  
DOSF  
United Kingdom  
@aloejunah



**Ahmet Baki Akyazi**  
DOSF  
Turkey  
@datcaknidos



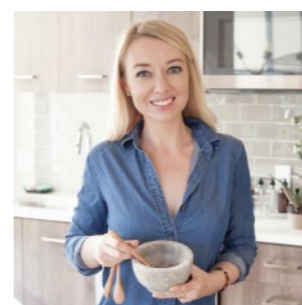
**Amisha Mody**  
FMT  
United States  
@saiva.co



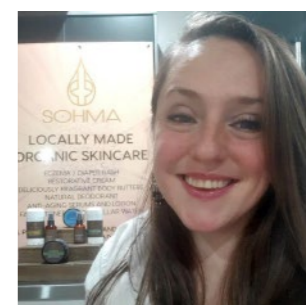
**Ana Dobre**  
DOSF  
Romania  
@dobre\_ann



**Cristina Macena**  
DOSF  
United States  
@palubotanicals



**Drew Lepp**  
DOSF  
United States  
@botanicaelats



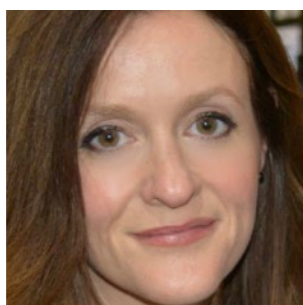
**Eliza Desmarais**  
DOSF  
Canada  
@sohmanaturals



**Ellie Hasapis**  
DOSF, ADOCS  
United Kingdom  
@Luveltz



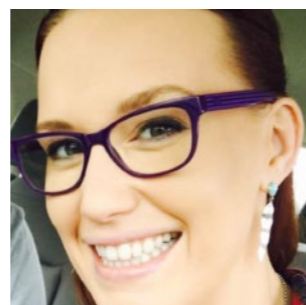
**Anastasia Le**  
DOSF  
Russian Federation  
@greenlebeau



**Anita Pinch**  
DOSF, ADOCS  
Australia  
@anitapinchaustralia



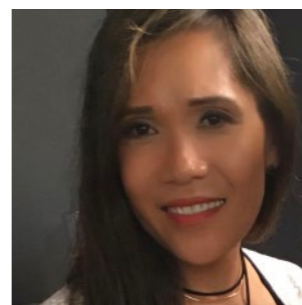
**Archana Johnsen**  
ADOCS  
Norway



**Becky Hall**  
DOSF  
United States  
@hallistic



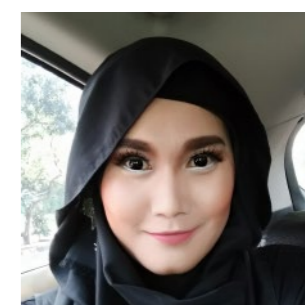
**Gloria Else**  
DOSF  
United Kingdom  
@qi\_apothecary



**Gretel Vause**  
DOSF  
Australia  
@organico.global



**Indre**  
DOSF, ADOCS  
Norway  
@soapystudiotreasures



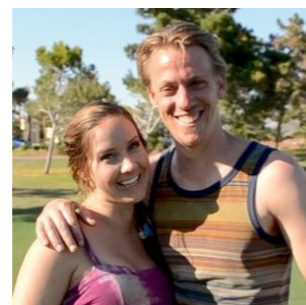
**Ira Diah Fhitaloka**  
DOSF  
Indonesia  
@naira\_naturals



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



**Carli Dutoit**  
ADOCS, CNCP, CCST  
Kenya  
@car\_li6



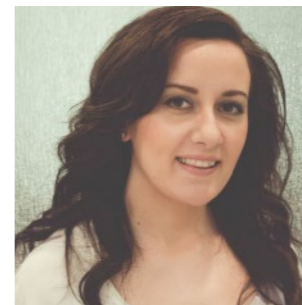
**Carly Corthell**  
DOSF  
United States  
@blossomvalleybotanicals



**Caroline Chaya Guitton**  
AASF  
France  
@ayanahskincare



**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



**Chong Yue Yee, Amelia**  
DOSF  
Sweden



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



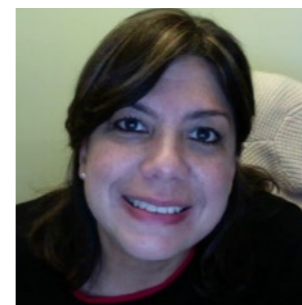
**Christine Boyle**  
DOSF  
United States



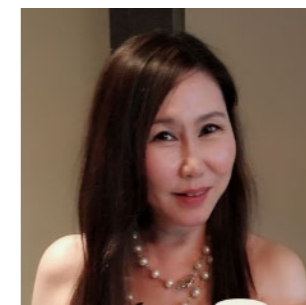
**Claudia Christie**  
DOSF, CNCP  
United States  
@claudianebeautonica



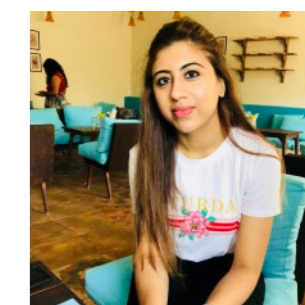
**Mariska Tieleman**  
ADOCS  
Belgium



**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



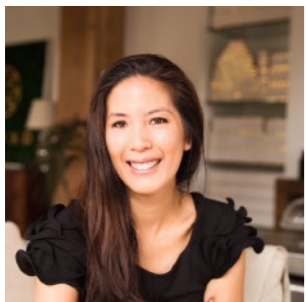
**Roshanne Dorsett**  
DOSF  
United Kingdom  
@cocolemuk



**Sara Samavati**  
ADOCS  
New Zealand  
@ECLAT.SKINCARE



**Shelly Winokur**  
TTP  
United States  
@kisskissgoodnight

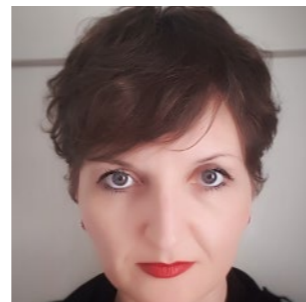


**Siu-Ling Chin**  
DOSF  
Canada  
@glowySiuLing

**1500+**  
new students



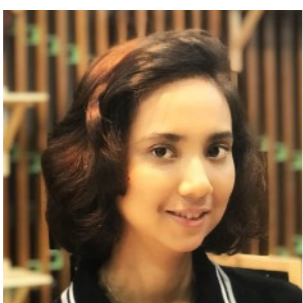
**Stephanie Dahl**  
DOSF, FMT  
Australia  
@resetbeautyaustralia



**Tamara Cetkovic**  
CNCP, CCST  
Malta  
@tamicet



**Tània Garcia Soldevila**  
ADOCS  
Spain  
@lorebasatien



**Tin Ma Ma Myo**  
DOSF  
Myanmar  
@shwe\_my\_o\_is\_little\_angel



**Vijaya Patil**  
DOSF  
India  
@oasisskincare



**Morgane Rozenberg**  
TTP  
Belgium  
@rozemountain94

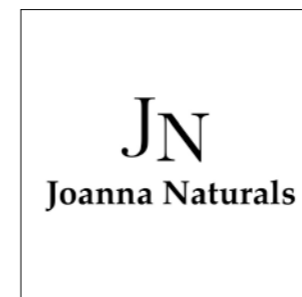


GRADUATE BRANDS  
LAUNCHED IN **2018**

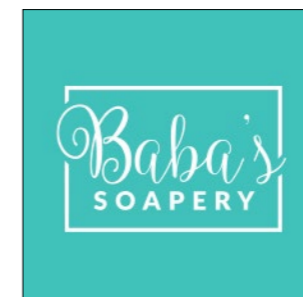


**Qualification Key:**

- 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



**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



**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



**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



**Michelle Ilone Haliim**  
Ilone Skincare  
Indonesia  
www.iloneskincare.com



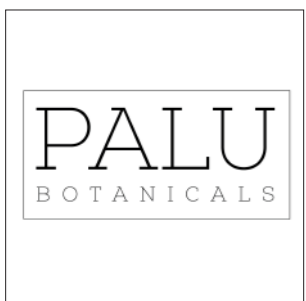
**Nova Primadina**  
Neo Age  
Indonesia  
www.neoageskincare.weebly.com



**Pallavi Parwani**  
Fiducia Botanicals  
India  
www.fiduciabotanicals.com



**Rukhsana Ibad**  
Le Pur Organics  
Pakistan  
www.lepurorganics.com



**Cristina Macena**  
Palu Botanicals  
United States  
www.palubotanicals.com



**Eliza Desmarais**  
Sohma Naturals  
Canada  
www.sohmanaturals.com



**Hadeel Balsan**  
Sapun Ta' Malta  
Malta  
www.sapuntamalta.com



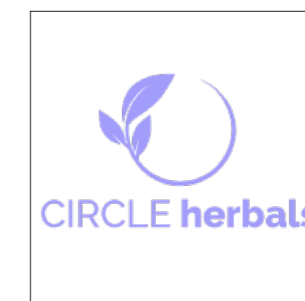
**Hanh Kate Tran**  
Bare Soul  
Vietnam  
www.baresoul.vn



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



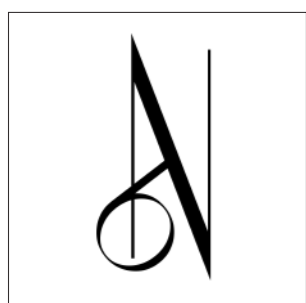
**Sara Samavati**  
Eclat Skincar  
New Zealand  
www.happybeekeeping.co.nz



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



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



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



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



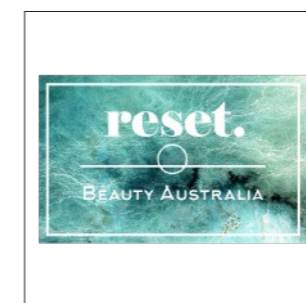
**Julia Reed**  
Nathéo  
United Kingdom  
www.natheo.co.uk



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



**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



**Lena Wild**  
Yelena Serebryakova



**Who's Who in Natural Beauty**

**30 Under 30 and FFSA Silver Award**  
Rescue Mask



**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 Guittton**  
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  
@Cinealta



**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  
@neoageskincare



**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



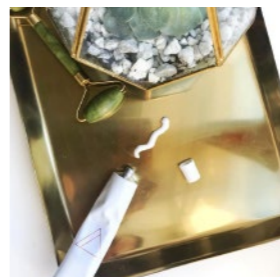
**Shaye Chaim**  
Facial Oil  
@circleherbals



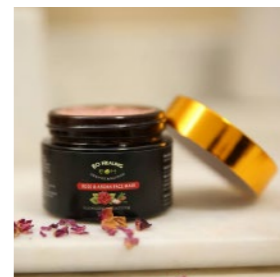
**Tamara Cetkovic**  
Rosemary & Lemon Face Polish  
@tamicet



**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.

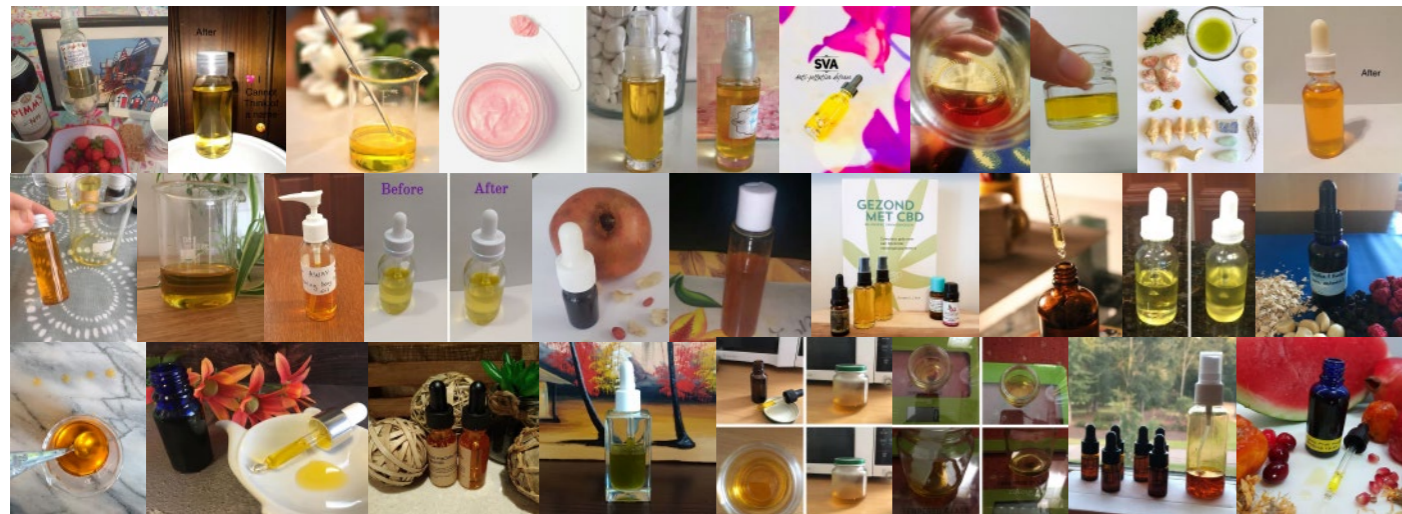
## Colourful Cleansing Balm challenge



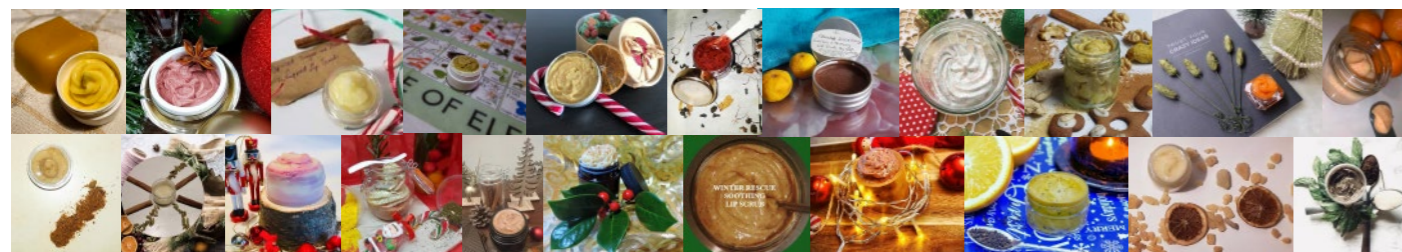
## Sunday Morning challenge



## 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

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



"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**



"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." - **Deepta 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**



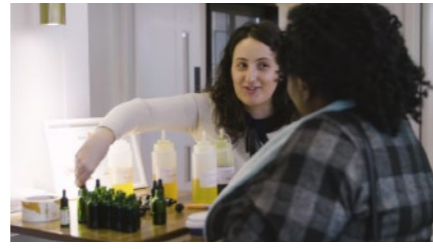
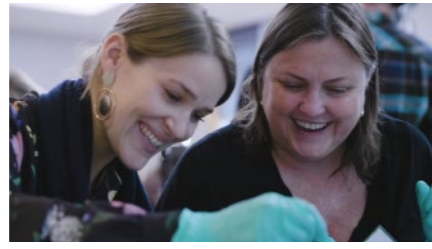
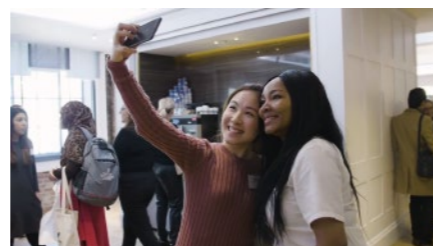
"This course has given me a door to knowledge." - **Amelia Chong**





## 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



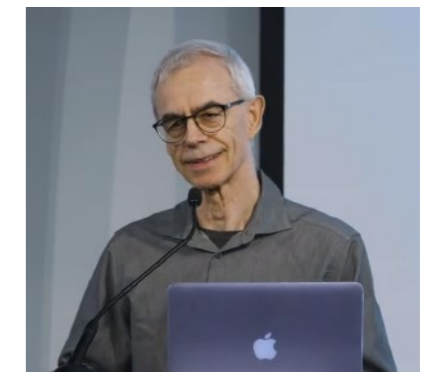
**Ian Taylor**  
Cosmetic Scientist at Green People



**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](http://www.formulabotanica.com) to take the first step in changing your life through organic skincare.**

