



FORMULA BOTANICA

2019 YEARBOOK



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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.



Lorraine Dallmeier, CEO





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



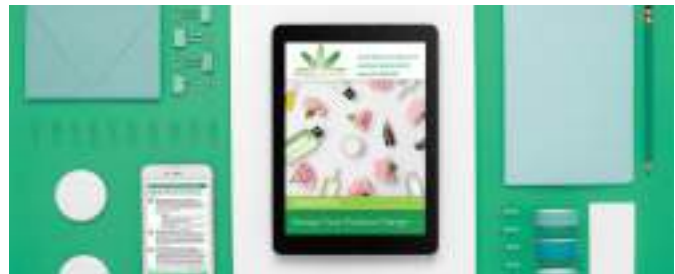
SURESH KUMAR
TECH & DEVELOPMENT



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 GRADUATES



ANDI SHEARS
DOSF
Australia



**ANNABEL EVE
GLADSTONE ALLEN**
DOSF
United Kingdom



ANNATINA GRUNDER
DOSF
Netherlands
📷 Annatina_g



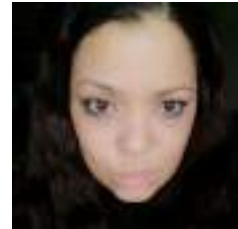
BLESSY PHILIP
IOSEP
United States



BROOKE MEDHURST
ADDCS, AASF, TTP, CNCP
United Kingdom
📷 brookemedhurst2016



BUSHRA AHMED ABBAS
DOSF, ADCDCS
Yemen



CARINE DANREVILLE
DOHF
Ireland
📷 eireann_naturals



CAROLA BERGLUND
DOHF, CNCP
Sweden
📷 Carolisous



CAROLYN FOLK
DOSF
United States
📷 carolynrosefolk



CHUA XIN YI
DOSF
Singapore
📷 xinyi.chua



CLAUDIA CHRISTIE
ADDCS, FMT, AASF
United States
📷 claudianebeautanica



DAWN IRELAND
ADDCS
United Kingdom
📷 dawnirelandherbalist





DEBBIE A OFFORD

DOSF, AASF
Philippines



DONNA MEJIA

DOSF
Canada
📷 donnamejiaordas



ENAS SWAIRJO

DOSF
Kuwait
📷 soaperfect.co



**IN 2019 WE ENROLLED
OUR FIRST STUDENTS
FROM MADAGASCAR, IRAQ,
NEPAL, ALGERIA, GAMBIA,
MARTINIQUE, TAJIKISTAN,
SOMALIA, AND MORE**



**ESTELLA M. VAN
DER GOES**

DOSF, AASF
Netherlands



FADUMA ABDI

DOSF
Kenya
📷 fadumaudan



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



JELENA DELICIJA
DOSF
Serbia
📷 delicija.prirodna.kozmetika



JENNIFER JAMIESON
DOSF
Malta



JENNIFER LEE SF
DOSF, CNCP, CCST
Malaysia
📷 herbsfactor



KARLA NEWMAN
DOSF
United States
📷 vitadafioreskincare



KIM CLAVE
DOSF, ADOCS
United States
📷 lahdeskincare





KRISTINA VOZAROVA

DOSF
Slovakia
📷 kristin_vo



LINA ANDREAS

ADOCs
Bulgaria
📷 babas.soapery



MAARJA RAND

DOSF
Estonia
📷 laavaskin



MARIE RAYMA

DOSF
Canada
📷 marierayma



MARYAM JAMALZADEH

DOHF
United States
📷 aster.skincare



**MATYLDA
SCZANIECKA-CLIFT**

DOSF
United Kingdom



MICHELLE CHAN

CNCP, AASF, CCST
Singapore
📷 miseico



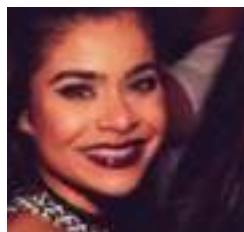
MICHELLE FINK

DOSF
United States
📷 themichellefink



MICHELLE MADSEN

DOSF
United Kingdom
📷 madsen22667



MIHALIA DIMITRIOU

IOSEP
Australia
📷 mdimitriou



MORINA FISHER

DOSF
South Africa
📷 morina.skincare





NATALIJA ANPILOGOVA
DOSF
United Kingdom
📷 uniuqel.beauty



**NORBADARIAH
HANIM ABU BAKAR**
ADOCS
Malaysia



PONG YU JIE
DOSF, ADOCS
Malaysia
📷 forestscents



RAFAELA GONZALEZ
CCST
United States
📷 gloryscentbeauty



**REBECCA CHARLOTTE
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



SANDY P SANTOS
DOSF
Philippines
📷 farmcradle



SARAH TAYLOR
DOSF, CNCP, CCST
United Kingdom
📷 pamojaskincare



**DR. SHOBANA
YANKIPURAM MD**
DOSF
United States



SIMONA GRUIJA
ADOCS
Canada
📷 sheerblends



SOPHIA HARDING
DOSF
United Kingdom
📷 palmofferonia





SUE SMITH
DOSF
United Kingdom



SUZANNA DAVIS
CNCP
Australia
📧 suzanne.davis.90260

**WE WELCOMED
2,288 NEW STUDENTS
FROM ALL OVER THE
WORLD TO FORMULA
BOTANICA IN 2019**



SUZI DEVANEY
DOSF
United Kingdom
📧 suzibroadacupuncture



TAMARA CETKOVIC
DOSF, AASF, FMT
Malta
📧 tamicet



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



AGNE VIDZIUNIENE

L'AVES
United Kingdom
laves.co.uk



ALFARIDA MOHAMMED

SAFIYA GREEN
United Kingdom
safiyagreen.com



ANNATINA GRUNDER

LAEL NATURAL SKINCARE
Netherlands
lael-ns.com



ANNE ONWUSOWULU

HOUSE OF PURPLE ROSE
United Kingdom
houseofpurplerose.com



CATARINA BARBOSA

CATARINA BARBOSA COSMETIQUES
Portugal
cbcsmetiques.com



CHESHA L. HALE

THE HOLISTIC BEAUTÉ
United States
theholisticbeaute.com



CLAUDIA CHRISTIE

CLAUDIANA BEAUTANICA
United States
claudiana-beautanica.com



JAY FAY

NAMI NATURALE
Ireland
naminaturale.com



LESLIE REICHGELT

BELLA BOTANICALS
United States
mybellabotanicals.com





LIZ GLANVILLE

TIGER LILLIES SKIN FOOD
United Kingdom
📧 tigerlillieskinfood.com



MAARJA RAND

LAAVA
Estonia
📧 laavaskin.com



MARTINE FORTUNE

PLENITUDE
United States
📧 plenitudenaturalskincare.com



MARYAM JAMALZADEH

ASTER SKINCARE
United States
📧 laves.co.uk



MORINA FISHER

MORINA CUSTOM-MADE NATURAL
SKINCARE
South Africa
📧 @morina.skincare



PAULA ORTEGA

WHITFORDS
United Kingdom
📧 whitfords.co.uk



RAFAELA GONZALEZ

GLORYSCENT BEAUTY
United States
📧 gloryscent.com



SARA ALI

MIRACLES & MORE
United States
📧 miraclesmore.com



SARAH TAYLOR

PAMOJA
United Kingdom
📧 pamojaskincare.com



SOPHIA HARDING

PALM OF FERONIA
United Kingdom
📧 palmofferonia.com



YOLANDA ZAHONERO

COSMAVET
Spain
📧 cosmavet.com



GRADUATE AWARDS



COYRAN CHEUNG

OSCO NATURAL



30 UNDER 30

🏆 30 Under 30 2019



BEAUTY SHORTLIST AWARDS 2019

🏆 Pollution Defense Serum



DEBORAH LAMBERTON

SO27 SKINCARE



BEAUTY SHORTLIST AWARDS 2019

🏆 Rewind Night Oil



ELIZA DESMARAIS

SOHMA NATURALS



DIGBY BOARD OF TRADE

🏆 Business in Excellence
Entrepreneur Award for 2019



MOIRA NEWISS

SKIRR



W-POWER

🏆 Innovation Platform



CASA MENCARELLI



LUCIA MENCARELLI

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
- 🏆 **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



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

JN

Joanna Naturals
Skin Care
Aromatherapy

JO MANCHESTER

JOANNA NATURALS



BEAUTY SHORTLIST AWARDS 2019

- 🏆 **So Calm Facial Oil**



FREE FROM SKINCARE AWARDS

- 🏆 **Silver:** Harmony Facial Oil



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
ekspresyonnaturel



ROBIN WAYMAN
AFTER SUN SOOTHING CREAM
sunlux_skincare



RR YOVITA DIANTI SAPTORINI
CHAMOMILE SHAMPOO
pitoebotanical



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



ESTELLA M VAN DER GOES
YOUTH RESTORING MOISTURIZER



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



KIM CLAVE
DREAM CREAM
@lahdeskincare



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



BROOKE MEDHURST
CREAM CLAY MASQUE, BERRY SERUM
AND DAY LOTION
@ brookemedhurst2016



GILLIAN FLORE
SUMMER BREEZE FACE CREAM
@ gillianflore



GLORIA ETIENNE NAVÍO
EYE CONTOUR CREAM
@ taihoeflor





MARTINA TOLIS

MAMA'S HERO RICH BODY CREAM

aeleaorganics



MAARJA RAND

HERBAL BLEND SILKY BODY EMULSION

laavaskin



SARAH TAYLOR

MARULA & MURUMURU BODY CREAM WITH NEROLI & HELICHRYSUM

pamojaskincare



SUE SMITH

SANDAL HEELS FOOT CREAM



LORENTO PINTADO

OILS & FLOWERS REPLENISHING CREAM MASQUE

muscariproject



PETRA BERTSSON

WHEREVER, WHENEVER EMULSION

pi.ruh



MICHELLE CHAN

MULTI-ACTIVE OVERNIGHT TREATMENT WITH PEPTIDES, Q10 & CERAMIDES

miseico



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



"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



"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



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

-ANDREA W



"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



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

-GEMA GUILLEN



"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



"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



"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.

