



FREE TRAINING WORKBOOK



FORMULATION IS
**FUN, EASY &
EMPOWERING**



WELCOME TO YOUR WORKBOOK

This is your companion to the Formula Botanica Free Training — four lessons that will change the way you think about organic skincare formulation forever.

As you watch each lesson, this workbook is where you capture what matters to you. There are exercises for every lesson, designed to take what you are seeing on screen and make it personal and specific to you.

 **Print it out if you can.** There is something about putting pen to paper that makes ideas stick, and these ideas are worth keeping.

Work through it at your own pace, skip back when you need to, and do not worry about getting it right. There are no wrong answers here.

By the time you reach the final page, you will have a clearer picture of what you want to create, what has been holding you back, and what your next step looks like.

We made this for someone who is serious about learning formulation properly. If that is you, and we think it is, welcome!

Let's get started.

THIS WORKBOOK IS YOURS. USE IT.



WELCOME TO FORMULA BOTANICA

We are the leading online teaching institution for organic formulation and indie beauty entrepreneurship and we are on a mission to teach the world to formulate. We empower our students with the skills to change their lives through organic skincare and haircare. Formulating organic cosmetics with plants, flowers and herbs is an amazing, empowering skill that everyone can learn. Let us teach you how to become a formulator.

KEY FACTS



We have over **22,000** students and graduates



We've taught in **194** countries around the world



We employ **40** staff in our accredited online school



We teach **4** award-winning online courses



We host **1** amazing CPD membership site to cover the latest trends



Over **2,000** 5-star reviews on Trustpilot



LESSON 1

EVERYTHING YOU THOUGHT YOU KNEW ABOUT SKINCARE IS WRONG

1. DECODE YOUR BATHROOM

Pick up any skincare product from your bathroom – a moisturiser, a serum, a face wash, anything. Turn it over and find the ingredients list. Write down any ingredients that look unfamiliar or that you could not pronounce.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

! *Now, circle the ones that sound scary (but you're not sure why).*

Hold on to that feeling.

By the end of this free training, you'll have seen what the alternative looks like.

2. YOUR FULL FORMULATION

Here is the full formulation for the organic face cream you watched us make, along with its methodology.

Ingredient	INCI	Weight
Neroli hydrosol	Citrus Aurantium Amara Flower Water	73.5 g
Almond oil	Prunus Amygdalus Dulcis Oil	15 g
Vegetal	Cetearyl Alcohol, Cetearyl Glucoside	6 g
Glycerine	Glycerin	3 g
Sea buckthorn oil	Hippophae Rhamnoides Seed Oil	1 g
Sweet orange essential oil	Citrus Aurantium Dulcis Peel Oil	0.5 g
Preservative Eco	Benzyl Alcohol, Salicylic Acid, Glycerin, Sorbic Acid	1 g
TOTAL		100 g

METHODOLOGY



🌿 Step 1 – Add hydrosol, the oil and Vegetal into a beaker.



🌿 Step 2 – Heat the beaker to approximately 75–77° Celsius in a water bath while stirring the contents with a mini whisk.



- Step 3 – After a minute or so of vigorous stirring at the correct temperature, remove the beaker and place it on a flat surface. Continue to stir vigorously.



- Step 4 – Once the emulsion starts to thicken slightly, continue to stir it regularly at intervals until the temperature in the beaker has gone under 35° Celsius.



- Step 5 – Add the sea buckthorn oil, glycerine and sweet orange essential oil one by one using a pipette and whisk all 3 ingredients into the emulsion properly.

***Do not worry about measuring the pH or adjusting it at the moment.
We have already done that for you. This is something we cover in more depth in our courses but is not required at this stage.***



- Step 6 – Add the preservative and ensure it is blended fully.



- Step 7 – Add the emulsion to a jar or bottle and once it's cool, add the lid.

Now label the jar and enjoy your beautiful emulsion!



Pick one ingredient from the list and write down what you think it might be doing in the formula – and why you chose that one.

The ingredient I'm most curious about:

What I think it might be doing:

Why I picked that one:



3. LOOK AT THE QUANTITIES

In the formulation, some ingredients are present in large quantities and some in tiny ones. Try to answer these questions below to see if you know why we used the ingredients in those amounts. Don't worry if you don't know the answers yet – this exercise is here to get you thinking like a formulator!

Almond oil and neroli hydrosol together make up the majority of the formulation. What do you think would change about the cream if the ratio of oil to water were different?

Sea buckthorn oil is present in a small quantity - well under 10%.
What do you think might happen if you added more?

The preservative is added at a precise, small amount.
What might happen if you used less?

There are no wrong answers here. The point is to notice that every percentage in a professional formulation is a decision – and that those decisions have consequences. Lesson 2 will start to show you how those decisions get made.

“FORMULA BOTANICA
DIDN'T JUST TEACH ME
HOW TO FORMULATE
SKINCARE — IT GAVE
ME HOPE WHEN
I NEEDED IT
THE MOST.”

Meet **Naz Bashir**,
Formula Botanica
Graduate and Founder
of Solo Skin London

Solo Skin London is a sensitive skincare brand built during maternity leave and now generating hundreds of thousands of pounds in revenue. What began as a personal journey to heal her own skin became a thriving indie brand, powered by TikTok and fuelled by freedom.





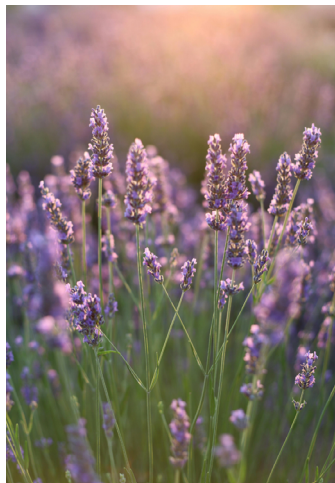
LESSON 2

WHAT'S REALLY INSIDE YOUR SKINCARE

1. YOUR APOTHECARY TABLE

In this lesson, you're introduced to four groups of botanical ingredients: plant oils, hydrosols, functional ingredients and botanical actives. As we introduce all those wonderful botanical ingredients, write down the ones that excite you most together with one word describing why.

Botanical ingredient that excites me	One word why it excites me





2. READ A LABEL DIFFERENTLY

Pick up the same product you used in your Exercise 1 - or any other skincare product with an ingredients list. Write the first ten ingredients below.

Now answer these two questions:

1. *How many of those ingredients do you recognise as coming from a plant?*
2. *How many do you think are present in high quantities versus tiny trace amounts? (Hint: ingredients are listed in descending order of concentration.)*

Ingredient	Plant-derived?	High quantity or trace amount

That product might have been sitting in your bathroom for years. You just looked at it properly for the first time. **This is what ingredient literacy looks like.**

3. THE INGREDIENT YOU WANT TO BUILD AROUND

Formula Botanica graduate Sandra built Nopalera - a multi-million dollar brand stocked in 500+ stores across the USA - around a single hero ingredient: prickly pear seed oil.

If you had to choose one botanical ingredient from what you saw today to build a product around, what would it be and why?

I would choose:
My reason for choosing that botanical ingredient:
What kind of product could you imagine making with it?

You do not need to know how to formulate yet. You just need to know what excites you. The methodology will show you how to get there.



"I HAD A BURNING
DESIRE TO CHANGE
MY LIFE AND GET
OUT OF MY SMALL
APARTMENT. I REALISED:
EITHER I COULD CREATE
A BRAND OR STAY
WHERE I WAS."

Meet **Sandra Lilia
Velasquez**, Formula
Botanica **Graduate** and
founder of Nopalera

Sandra enrolled with us, formulated from her kitchen table, and built a mission-led brand that's raised millions in funding and been featured on Shark Tank, where she turned down two offers to stand in her worth. Today, Nopalera is generating millions in revenue and proudly elevating Mexican culture on the shelves of high-end stores.





LESSON 3

WHAT NOBODY TELLS YOU ABOUT MAKING SKINCARE

1. THE FOUR PILLARS

In this lesson, we walk you through four key areas where professional formulation differs from a recipe you might find online. As you're introduced to each one, fill in the box below with its name and one sentence about why it matters.

Pillar	Why it matters

If you can write those four things down, you already understand more about professional formulation than most people who have been making products at home for years.





2. WHAT SOCIAL MEDIA DOESN'T SHOW YOU

Think about a skincare recipe you might have seen online - a YouTube tutorial, a Pinterest recipe, something on Instagram or TikTok. It does not matter whether you made it or just watched it.

Answer honestly:

Question	Answer
Did it explain how the product was preserved, and why that specific preservative was chosen?	Yes / No / I don't remember it being mentioned
Did it check or mention the dermal limits of any essential oils used?	Yes / No / I don't remember it being mentioned
Did the creator mention stability testing the product before sharing it?	Yes / No / I don't remember it being mentioned
Did it reference the regulations of any country before suggesting you make and use it?	Yes / No / I don't remember it being mentioned

Most tutorials score zero on all four. That is not a criticism of the people who make online recipes. It is simply the difference between content that makes formulation look accessible - and a methodology that makes it actually safe. Now you know what to look for.

3. THE ONE THAT MATTERS MOST TO YOU

Of the four pillars covered in this lesson – preservation, dermal limits, testing, regulatory compliance – which one do you most want to understand properly, and why?

What would it mean for your formulations – and for the people who use them – if you had that knowledge?

“FORMULA BOTANICA
GAVE ME THE SKILLS
AND CONFIDENCE TO
STOP RELYING ON
RECIPES AND START
CREATING MY OWN
SAFE, LEGAL,
SCIENCE-BACKED
SKINCARE.”



Meet **Roshanne Dorsett**,
Formula Botanica **Graduate**
and Founder of The Glowcery – an
award-winning vegan skincare brand
using upcycled fruit and veg to create
nutritious superfood formulations.

Tired of greenwashed marketing and allergic reactions to ‘natural’ products, Roshanne decided to stop relying on big brands and create the skincare she wanted to see in the world. She now runs a multi-award-winning brand, loved by the press and customers alike and feels proud, grounded and confident in her work as a beauty entrepreneur.





LESSON 4

WHAT THE BEST FORMULATORS IN THE WORLD ALL DID NEXT

You have seen a professional organic skincare formulation made from scratch. You understand what was in it and why. You know what professional standards require in formulation. And you have heard every reason you thought you couldn't do this – and why none of them are as solid as they seemed.

Before you close this workbook, answer this honestly:

What is the real reason you haven't started yet?
(Not the practical reason. The real one!) Sometimes it's fear of failure.
Sometimes it's feeling like you're not the kind of person this is for.
Sometimes it's easier not to start than to start and find out.

Whatever it is – that's exactly what we're here for. Every single person who has ever enrolled felt some version of it. The graduates who are now running brands, stocking shelves, and building businesses didn't wait until the feeling went away. They got started anyway.

"IF THIS IS SOMETHING
YOU WANT TO DO,
FORMULA BOTANICA
IS THE BEST PLACE
TO START. YOU'RE
INVESTING IN
YOURSELF WHEN
YOU DO THIS.
YOU DESERVE IT."

Meet **Leslie Reichgel**,
Formula Botanica **Graduate**
and Founder of Bella
Botanicals.

Leslie left behind 12-hour shifts and burnout in the healthcare industry to build a fulfilling new life as a six-figure beauty entrepreneur. Today, she runs her own natural skincare brand, retail store and day spa in Wisconsin, USA – and, best of all, she now has the freedom to spend more time with her family.





THE NEXT STEP IS SIMPLY PUTTING **YOUR NAME**
ON THE INTAKE LIST AND WE'LL GUIDE YOU
EVERY STEP OF THE WAY.

USE LINK BELOW TO ENROL:
[FORMULABOTANICA.COM/INTERESTED-IN-COURSE](https://formulabotanica.com/interested-in-course)

WE CAN'T WAIT TO **MEET YOU.**





NEXT STEP: FORMULATE YOUR FUTURE

You have now done something most people who dream about this never do. You watched a professional formulation being made. You learned what was inside it. You understood what professional standards actually require. And you answered honestly, on the page before this one, what has really been holding you back.

The Formula Botanica graduates who are now running brands, stocking shelves, and building businesses from their formulations did not start with more confidence than you have right now.

They started with a reason strong enough to begin. And they put their name on the list.

The next step is the same for you.

PUT YOUR NAME ON THE FORMULA BOTANICA STUDENT INTAKE LIST

formulabotanica.com/interested-in-course

There are a limited number of places in each intake. When they are gone, they are gone. If you are ready, or even almost ready, this is the moment.

We can't wait to meet you.



The background is a solid green color. Overlaid on this are several thin, white, curved lines that radiate from the bottom center towards the top corners, creating a sense of depth and movement. Additionally, there is a subtle pattern of small white dots scattered across the entire green field.

**EVERYONE
SHOULD
FORMULATE**