

FORMULA BOTANICA

MASTERCLASS WORKBOOK







FORMULATION IS

FUN, EASY & EMPOWERING

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



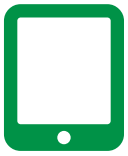
We've taught in **193** countries around the world



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



We teach **5** award-winning online courses



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



Over **1 million** downloads of our podcast

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YOU'RE GOING TO LEARN TO MAKE THIS EYE CREAM!

FORMULA BOTANICA

WELCOME TO
YOUR MASTERCLASS SERIES

Our Organic Skincare Entrepreneur Masterclass will teach you how to become a formulator and how to start your own organic skincare business.

Your **Masterclass episodes** will be released one by one as a series and you can catch them from 9am EST / 2pm BST each day.

CALENDAR

APRIL 23	APRIL 24	APRIL 25	APRIL 26	APRIL 27
Episode 1 Create your formulation philosophy **Episode 2** Prepare your formulation equipment **Episode 3** Formulate a natural emulsion (in minutes!)		**Episode 4** How to choose botanicals **Episode 5** Make your emulsion botanical **Episode 6** How to choose your preservative		**Episode 7** Preserve your emulsion naturally **Episode 8** Customise your natural emulsion **Episode 9** Make your skincare brand stand out
APRIL 28	**APRIL 29**	**MAY 1**	**MAY 2**	**MAY 3**
	Episode 10 Live webinar 6pm (BST): The Skincare Entrepreneur Blueprint. **Entrepreneur Program enrolment opens**			
MAY 4	**MAY 5**			
	Masterclass series ends **Entrepreneur Program enrolment closes**			

Make sure you:

- Sign up for **SMS notifications**
- Join our free **Skincare Entrepreneur Mastermind** group on Facebook
- Print your workbook

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LESSON 1

CREATE YOUR FORMULATION PHILOSOPHY

In this first episode, we teach you about the importance of your formulation philosophy and then help you develop yours. We want you to understand why you're doing what you're doing before you get started so complete the exercises with Lesson 1 once you've watched the full episode.

We also want you to view this task as the most important homework you'll do throughout the Masterclass series. It's even more important than the formulation work itself – that's why we're starting with it.

Fill in the table with the 3 definitions – shades of natural – we mention in the video.

1. WHAT NATURAL MEANS TO YOU

Formula Botanica has redefined what natural means in cosmetics and our definition is now used widely across the beauty industry.

As a skincare formulator, it is up to you to determine what natural means to you. There is no right or wrong answer in this case, there is only a spectrum of what natural means and how you interpret this definition.

Some people will view a natural ingredient as being picked directly from nature and having undergone no chemical processing, whereas others take a more pragmatic view and are happy to accept some chemical processing if they're going to use a naturally derived emulsifier or preservative.

Describe what they mean and add some examples of ingredients that fall into each category. Answer Y/N to whether you would accept the category in your formulations. Add another shade of natural if you think of one! There are nuances for you to discover and we only mentioned the main three in the video.

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Shade of natural	My definition	Example ingredients	Would I use it? (Y/N)
1.			
2.			
3.			
Any other?			



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2. YOUR PHILOSOPHY ON INGREDIENTS

Your choice of ingredients can be as highly individual as you are. Think of your ingredients both in terms of your formulation's efficacy and performance and also like your fingerprint - a unique choice that can set you apart from others in your niche. One of the first steps in defining your beauty brand will be to map out your ethos on ingredients. Answer the questions below to start thinking about your ingredient choices.

Print and fill in this page for each ingredient that is important to you.

Name a specific ingredient you would like to use and where it comes from.
What does that ingredient mean to you and your story?
Under what conditions is it grown or harvested, and what is its ecological footprint?
What does it do for the skin and how?
How can it help the person who is using your formulation?
Why should your customers care about this ingredient?

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3. YOUR PHILOSOPHY ON FORMULATION

You may be really keen to use a specific ingredient in a formulation or product range, but loving it, researching it, and knowing it inside out isn't a good enough reason to use it.

A balanced, effective formula that performs well, and even beyond customer expectations needs to be the sum of many parts and not rely only on a single ingredient. To think like a professional cosmetic formulator, you need to write a formulation brief before you start using your favourite ingredients. Understanding your 'why' is important as it guides your choice of ingredients and products. Ultimately, it helps define your brand.

These are big questions to think about. Have a go at them as they will be the first steps to defining your formulation philosophy and, ultimately, your future skincare brand.

Write down a type of product formulation you'd like to make, and if you wish, name some key ingredients you'd like to include.
What do you wish to achieve with this formulation?
Why is your formulation different?
How are you going to change your customer's life with it? What does it solve for them and how does it make them feel?
How does this formulation/product fit in with my overall brand & range philosophy? (This is a big question, but have a go!)

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LESSON 2

PREPARE YOUR FORMULATION EQUIPMENT

Formulation is really easy. You don't need a lot of tools, particularly when you're starting out. You just need a small kit with the basics and that way you also save money when you make your first formulations. In this episode, we show you the simple pieces of equipment you need to become a formulator.

Follow along with the episode and fill in the blanks to complete your equipment shopping list:

- [ ] Glass beakers in different sizes, e.g. 250ml, 100ml, 50ml, 10ml
- [ ] _____
- [ ] _____
- [ ] Jewellery scales
- [ ] pH strips
- [ ] _____
- [ ] Pipettes
- [ ] Mini homogeniser
- [ ] Lab book
- [ ] Gloves
- [ ] Apron
- [ ] Isopropyl alcohol 70%

Buy your equipment here:

- Amazon UK
  amazon.co.uk/shop/formulabotanica
- Amazon US
  amazon.com/shop/formulabotanica



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LESSON 3

FORMULATE A NATURAL EMULSION

You've arrived at your first formulation lesson and we could not be more excited for you. Now that you know how to create your natural formulation philosophy and you know which tools you need to get started, in this lesson, you're going to learn how to make a natural lotion in a matter of minutes. Honestly, it's so easy, you can do this too.

Ingredient	Weight
Rose hydrosol – INCI: *Rosa Damascena (Rose) Flower Water*	
Jojoba oil – INCI: *Simmondsia Chinensis (Jojoba) Seed Oil*	
Olivem 1000– INCI: *Cetearyl Olivate (and) Sorbitan Olivate*	
More ingredients to be added in Lessons 5 and 7!	

Your task is to fill in the blanks as you follow along with the episode and then have your own go at making the emulsion base.

Remember that we weigh our ingredients, rather than use drops, because this method is more precise. You'll make this emulsion base botanical in Lesson 5 and then preserve it in Lesson 7, so you can also wait until then to make the whole formulation in one go.



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Write down the exact method you followed to make the emulsion:
Write down your observations about the formulation process: (Did anything work particularly well? Did anything go wrong?)
Write down your thoughts on the emulsion's skin feel, texture and fragrance:

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LESSON 4

HOW TO CHOOSE BOTANICALS

The dazzling array of plants available for use in skincare can make your head spin when you're first starting out. Many plants have huge benefits to offer to you and your skin - and they're so exciting to work with!

In this lesson, we'll cover the 5 main criteria you need to research when choosing botanical ingredients and then tomorrow, we'll put that into practise when we continue with our formulation and make it botanical. Once you've watched the episode, choose a plant that you're interested in and use our Formula Botanica Ingredient Research Form to undertake your own research.

Good places to research your plants include:

1. **The Lab at Formula Botanica** (formulabotanica.com/lab)

2. **Your supplier's website** and the technical documentation they provide

3. **The European Commission's CosIng directory** to find your INCI name (ec.europa.eu/growth/sectors/cosmetics/cosing_en)

4. **Knowde** - a free online tool to research ingredients available in the cosmetics sector (knowde.com)

RESEARCH FORM GUIDANCE

1. USE THE INCI TO SEARCH FOR AN INGREDIENT.

An ingredient can have many compounds and often suppliers use their own trade name.

For example:
INCI: *Benzyl Alcohol (and) Salicylic Acid (and) Glycerin (and) Sorbic Acid*

You can find this preservative under the following trading names:

- Preservative Eco
- Geogard ECT
- Plantaserv M
- Mikrokill ECT

Depending on where you live, the very same ingredient but with a different name will come up during your search.

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2. CHECK WHAT FORM OF THE INGREDIENT YOU NEED OR YOU ARE INTERESTED IN.

You may want the powder version or you may prefer the glycerite extract (or other).

For example:
You would like to use Matcha tea in your emulsion. You can find the powder form but is that really the best choice for an emulsion? (Remember, this powder will not dissolve). So, you now either need to find the oil or the water-soluble version.

Alternatively, you can macerate it or infuse it depending on the compound you need from Matcha (you'll find many handy blog posts on maceration at **formulabotanica.com/blog**).

3. SOLUBILITY

Following on from the point above, think carefully about the solubility of the chosen ingredient. If you have only the CO_2 extract, what product can you use it in?

4. BUY IT AND TRY IT

This is possibly the most important step. You cannot use an ingredient just by reading about it. Purchase a small amount and try it in formulas.

- Follow the suppliers' recommendations
- Start simple
- Adjust ratio and try again
- Change one ingredient at a time to be able to identify differences, possible allergic reactions
- Label properly, take notes and take photos
- Observe and remember to take notes again. If you didn't write it down, it didn't happen.

RESEARCH CHECKLIST

In the episode, we covered five key points to research. These aren't the only aspects but make sure you think about them as you research your ingredients:

- ☐ INCI
- ☐ Solubility
- ☐ Dermal limit
- ☐ Chemical compounds
- ☐ Sustainability

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INGREDIENT RESEARCH FORM

Use this form to record information on an ingredient. Print it out for each ingredient you research and file the sheets for reference.

1. KEY INGREDIENT DATA

Ingredient common name	
INCI	
Other trading names	
Recommended usage %	
Solubility	
Dermal limit	
Heat sensitivity	
Melting point	
pH range (if applicable)	
Restrictions / contraindications	
Other forms (tincture, powder, oil etc.)	
Suggested applications	

2. DESCRIPTION

Describe colour, aroma, skin-feel and other characteristics.

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3. DIG DEEPER!

Certified (ECOCERT, COSMOS etc.)	
Compounds present	
Compatibility (what other ingredients could enhance its performance?)	
Historical notes / folklore	
Links to scientific articles, websites, blogs etc.	

4. YOUR NOTES

Give any extra details on the ingredient, such as the type of product it is suited to.

INSERT A PHOTO OF THE INGREDIENT

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LESSON 5

MAKE YOUR EMULSION BOTANICAL

Ingredient	Weight
Lesson 3 emulsion base	47.25 g
Rosehip CO_2 extract – INCI: *Rosa Canina (Rosehip) Fruit Extract. Note: The INCI may also include rosemary extract, depending on the supplier.*	
Cucumber glycerite – INCI: *Glycerin (and) Aqua (and) Cucumis Sativus (Cucumber) Fruit Extract (and) Citric Acid*	
Vitamin E – INCI: *Tocopherol*	
More ingredients to be added in Lesson 7 when we'll preserve the emulsion!	

You've now watched Lessons 3 and 5 so you'll have seen Lorraine make our very simple natural emulsion that's now packed full of antioxidant-rich botanical ingredients. We're nearly finished with the whole formulation, the only thing we have left to do is make sure it's safe.

Your task is to fill in the blanks as you follow along with the episode and then have your own go at making the emulsion base. You'll be preserving it in Lesson 7, so you can also wait until then to make the whole formulation in one go.



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Write down the exact method you followed when adding the botanical extracts to the emulsion:
Write down your observations about working with the extracts: (How well did they blend with the emulsion? Is there anything you would've done differently?)
Write down your thoughts on the formulation's skin feel, colour, texture and fragrance (what changed from the base you made in Lesson 3?)

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LESSON 6

HOW TO CHOOSE PRESERVATIVES

Natural preservatives are a hot topic in the world of skincare. Various media and health scares over the last decade have seen people move away from traditional broad spectrum preservatives such as certain parabens. Nonetheless, if you are going to be an organic skincare formulator, you will need to understand preservatives, as you will often need to use them. So how do you choose the right natural preservative for your formulation?

Follow along with our lesson and as you're watching the episode, fill in the blanks to create your own natural preservative checklist.

Your preservative should:

1. Be broad spectrum
2. _____
3. Not affect the fragrance
4. _____
5. Give you a good shelf life
6. _____
7. Be easy to use
8. _____



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LESSON 7

PRESERVE YOUR EMULSION NATURALLY

Now that you've watched Lessons 3, 5 and 7, you'll know that we're very nearly finished with the whole formulation. The only thing we have left to do is make sure it's safe by preserving it.

Your task is to fill in the blanks as you follow along with the episode and then have your go at making the complete formulation base. If you didn't follow along with Lessons 3 and 5, it's now time to make your complete antioxidant-rich botanical eye cream.

Ingredient	Weight
Lesson 5 botanical eye cream	49.5 g
Geogard ECT / Preservative Eco – INCI: *Benzyl Alcohol (and) Salicylic Acid (and) Glycerin (and) Sorbic Acid*	
Jar or bottle to package your formulation	



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Write down the pH you measured in your emulsion before you add the preservative (did you have to adjust the pH? If so, what did you use to adjust the pH?):
Write down the exact method you followed to add the preservative:
Write down your observations about the formulation process: (How hard was it to measure the pH? Is there anything you would've done differently?)
Write down your thoughts on the finished antioxidant-rich botanical eye cream: (What do you think of its finished texture, colour and fragrance? Has anything changed after adding the preservative?)

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LESSON 8

CUSTOMISE YOUR NATURAL EMULSION

Welcome back to our formulation lab. You've now made your natural emulsion using our simple step-by-step process, incorporating gorgeous botanicals and preserving it naturally. But you might be wondering if you can substitute any of the ingredients in the formulation we made, so this lesson introduces you to a range of other oils, hydrosols, emulsifiers and extracts that might be suitable for your formulation lab instead.

Your task is to follow along with the episode and write down which ingredients you want to investigate first (and you can use our ingredients research form from Lesson 4 to do so!).

Carrier oils we show you in Lesson 8:

- Avocado oil – INCI: *Persea Gratissima (Avocado) Oil*
- Carrot oil – INCI: *Helianthus Annuus (Sunflower) Seed Oil (and) Daucus Carota Sativa (Carrot) Root Extract*

Next carrier oil(s) I want to buy and try:



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Hydrosols we show you in Lesson 8:

- Rose geranium hydrosol – INCI: *Pelargonium Graveolens (Rose Geranium) Water*
- Peppermint hydrosol – INCI: *Mentha Piperita (Peppermint) Leaf Water*

Next hydrosol(s) I want to buy and try:

Emulsifiers we show you in Lesson 8:

- Vegetal – INCI: *Cetearyl Alcohol (and) Cetearyl Glucoside*
- Polyaquol 2W – INCI: *Polyglyceryl-2-Stearate (and) Glyceryl Stearate (and) Stearyl Alcohol*

Next emulsifier(s) I want to buy and try:

Botanical extracts we show you in Lesson 8:

- Sea buckthorn CO_2 extract – INCI: *Hippophae Rhamnoides (Sea Buckthorn) Fruit Extract (and) Rosmarinus Officinalis (Rosemary) Leaf Extract*
- Bakuchiol – INCI: *Bakuchiol*

Next botanical extract(s) I want to buy and try:

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Essential oils we show you in Lesson 8:

- Blue chamomile essential oil – INCI: *Matricaria Recutita (Chamomile) Flower Oil*
- Lavender essential oil – INCI: *Lavandula Angustifolia (Lavender) Flower Oil*

Next essential oil(s) I want to buy and try:

Alternative natural preservatives you might want to try:

- Euxyl® K903 – INCI: *Benzyl Alcohol (and) Benzoic Acid (and) Dehydroacetic Acid (and) Tocopherol*
- Geogard ® 221 – INCI: *Dehydroacetic Acid (and) Benzyl Alcohol*
- Lexgard Natural MB – INCI: *Glyceryl Caprylate (and) Glyceryl Undecylenate*
- Dermosoft® 1388 Eco – INCI: *Glycerin (and) Aqua (and) Sodium Levulinate (and) Sodium Anisate* (*will require a booster*)

Next preservative(s) I want to buy and try:



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LESSON 9

MAKE YOUR SKINCARE BRAND STAND OUT

Welcome to Episode 9 in your free Masterclass. In this episode, we introduce you to 5 of the 8 different (and exciting!) niches that you could consider for your future organic skincare brand.

Your task is to follow along with the episode and complete your homework by filling in the form below, which will help you create the blueprint for your future life-changing beauty brand.

Which of the 5 niches we covered appeals to you most and why?
What type of formulations would fit well with this niche?
Write down any initial ideas for your organic skincare brand and any inspiration you got after seeing some of the Formula Botanica graduates.

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LESSON 10

FORMULATE YOUR FUTURE

You've reached the final lesson in your free Masterclass, before we invite you to join our live webinar where we'll show you how to become an organic skincare entrepreneur. In this episode, we introduce you to the 5 steps you need to take in order to continue your formulation journey beyond this fantastic free training.

Your task is to follow along with the episode and complete your homework by filling in the form below, which will set out the next steps you plan to take after the Masterclass.

List the 5 stages to formulate your future:

Stage 1:
Stage 2:
Stage 3:
Stage 4:
Stage 5:

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COMMIT TO YOUR BOTANICAL FORMULATION JOURNEY

Now that you've completed the entire Formula Botanica Masterclass October 2023, it's time to commit to becoming a certified formulator and then formulating your future beauty brand.

We're on a mission to teach the world to formulate, but our Masterclass alone isn't enough, which is why we've created this commitments list for you. We know that one day you'll look back at this workbook and recognise that today was the day that everything changed.

My Commitments

Complete your checklist for yourself and sign & date it. We want you to mark this occasion by signing this page for posterity – we're cheering you on every step of the way! Please do post up your commitment in the Masterclass group so we can celebrate with you.

- [ ] I commit to continuing my formulation journey
- [ ] I commit to becoming a certified formulator
- [ ] I commit to changing my life through formulation

Signature	Date

This is the date that you make a fantastic, exciting decision to commit to changing your life and becoming a certified formulator.

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LIST OF PREFERRED GLOBAL SUPPLIERS

Thank you for taking part in this free Formula Botanica Organic Skincare Entrepreneur Masterclass. Every year, more than 100,000 people take part in this online training with the dream of becoming a formulator and we know that this can be life-changing for you too!

We hope you enjoy the lessons and bonus Facebook community. Throughout the Masterclass Lessons, you'll watch us create a beautiful antioxidant-rich botanical eye cream, which we'll teach you to make for yourself. By the end of Lesson 7, once you've watched all of the formulation lessons, we'll email you the full formulation with ingredients, INCI names and weights.

One of the main questions we receive throughout this Masterclass is "where can I buy ingredients and equipment?". We've compiled a list of our and our students' favourite suppliers around the world in this bonus supplier guide. Many of these suppliers ship globally.

VISIT: FORMULABOTANICA.COM/MASTERCLASS-SUPPLIERS



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YOUR NEXT STEP:

ENROL FOR THE INTERNATIONAL ORGANIC SKINCARE ENTREPRENEUR PROGRAM

You have now completed the Masterclass and we know you're excited about the potential of launching your organic skincare brand.

Remember: everyone can formulate – and you can too.

We now want to introduce you to the roadmap that will take you from Masterclass attendee to becoming a certified formulator and organic skincare entrepreneur, because we know that you want to take the next step after formulating along with us.

Formula Botanica's **International Organic Skincare Entrepreneur Program** has helped thousands of beauty entrepreneurs. This career-boosting program will help you continue your formulation journey and teach you everything you need to know in order to become an organic skincare formulator and entrepreneur.

By the end of this program, you could completely change your life and have your own successful organic skincare business.

The global organic skincare industry is growing year upon year as more people demand top quality natural skincare and start to question the ingredients in mainstream cosmetics.

Formulate your future and become an organic skincare entrepreneur with our International Organic Skincare Entrepreneur Program.

Our flagship program opens for enrolment on 29th April 2026 and closes again on 5th of May 2026.



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THE INTERNATIONAL ORGANIC SKINCARE ENTREPRENEUR PROGRAM CONTAINS 5 OF OUR AWARD-WINNING ONLINE COURSES:







READ THE FULL SYLLABUS >
formulabotanica.com/entrepreneur

COURSE FEES >
formulabotanica.com/ourcourses

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EVERYONE SHOULD FORMULATE