Teaching the world to formulate through online learning
Introducing Formula Botanica

- Online organic formulation school
- Started in 2012
- 13,000+ students and graduates
- 176 countries worldwide
- 40 staff in 12 countries
- Won gold award in ‘Excellence in the Design of Learning Content’ at 2016 Learning Tech Awards
- Accredited by the UK’s Open & Distance Learning Quality Council (ODLQC)
- We teach on Moodle

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Our graduates

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Our courses

- Diploma in Organic Skincare Formulation
- Diploma in Organic Haircare Formulation
- Advanced Diploma in Organic Cosmetic Science
- Diploma in Beauty Brand Business Management
- Certificate in Chocolate Spa Products
- Certificate in Facial Masque Therapy
- Certificate in Organic Anti-Ageing Skincare
- Certificate in Natural Cosmetic Preservation
- Certificate in Cosmetic Stability Testing

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Our Moodle Course Platform

ADVANCED DIPLOMA IN ORGANIC COSMETIC SCIENCE
> MODULE 1 - SKIN SCIENCE

LESSON 1 - ADVANCED SKIN SCIENCE

In this lesson we will recap the main functions of the skin and research the physiology and anatomy of the skin at an advanced level.

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Our Moodle Membership Site

The Bakuchiol Mini Lab

Stay in touch
The Lab at Formula Botanica

http://formulabotanica.com
lab@formulabotanica.com

Data retention summary
Purge all caches

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Our mission

Formula Botanica is on a mission to teach the world to formulate

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1. We want to take on the mainstream beauty industry.

An industry that tells us we need to use beauty products to meet the standards they set for us.
1. We want to take on the mainstream beauty industry

An industry that idealises an unattainable Western image

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1. We want to take on the mainstream beauty industry

An industry that creates unrealistic standards that lead to mental health and body issues

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1. We want to take on the mainstream beauty industry

An industry that has been telling us these messages for over a century

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1. We want to take on the mainstream beauty industry
2. We want to make the beauty industry more sustainable
3. Formulation is fun, easy and empowering
How has this message been received by the beauty industry?

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You don’t need to be a chemist to formulate cosmetics
Growth at Formula Botanica

New students

<table>
<thead>
<tr>
<th>Year</th>
<th>New students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>267</td>
</tr>
<tr>
<td>2013</td>
<td>300</td>
</tr>
<tr>
<td>2014</td>
<td>355</td>
</tr>
<tr>
<td>2015</td>
<td>727</td>
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<tr>
<td>2016</td>
<td>1032</td>
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<tr>
<td>2019</td>
<td>2211</td>
</tr>
<tr>
<td>2020</td>
<td>3786</td>
</tr>
</tbody>
</table>

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How have we achieved growth?

Creating a Strong Brand

Building Community

Digital Marketing
Creating a Strong Brand
Building Community

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Digital Marketing Strategy

Visibility

Launches / Enrolments

Content Marketing

Email Marketing

Traffic / SEO

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1. Visibility

- Videos
  - Livestreams on social media
- Public speaking
- Podcasting / Clubhouse
- Forming partnerships

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2. Content Marketing

- Blogging
- Podcasting
- YouTube video content
- Social media content
- Community sharing

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3. Traffic / SEO

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How to Make a Scented Natural Body Yoghurt

Body yoghurts are not widely known as skincare products but they are superb for those who want to use something lighter on the skin than body butters or even body lotions.

In brief, body yoghurts are emulsions with a very low oil content and very interesting, slightly jelly-like texture. If you are new to body yoghurts, you will probably be pleasantly surprised at their cool – in both senses of the word – texture and love the experience of applying them.

First though, let’s take a closer look at the differences between body yoghurts and body butters.

What is a Body Yoghurt?

Body yoghurts contain lighter, so-called ‘dry’ oils in their emulsion as they are not supposed to be rich, highly-moisturizing products. They have a creamy consistency, so they are suitable to be packaged in a jar just as body butters are. However, with careful planning, they can be transferred also into airless bottles for easy dispensing.

Unlike body butters, body yoghurts may not be the best choice for those with very dry skin. They
4. Email Marketing

How to make a Babassu Deep Conditioning Hair Mask

Hi Lorraine,

I hope you’re having a great week. We’ve been welcoming lots of people into our new Organic Skincare Entrepreneur Masterclass, which goes live on Monday, September 5th! Over 2,000 people have already signed up and I hope you’ll be joining them, Lorraine.

Pre-register now to get close to 2 hours of free training on how to make natural skincare and build the beauty business (and the life) you’ve been dreaming of. You’ll also get to see how we make a natural leave-in less than 90 seconds—and then turn it into a beautiful, new brand line-in a weekend.

Once you pre-register, you’ll be invited to join our exclusive Masterclass Facebook group. We’re already having great conversations there and getting ready. Hope to see you there!

Pre-Register Now! Free Organic Skincare Entrepreneur Masterclass

How to formulate vegan organic cosmetics

Hi Lorraine,

How’s your week going? I hope you’re having great fun making organic skincare or handmade in your parlour lab with your favorite herbs, flowers, herbs, roots, seeds, oils, and roots.

It’s all action stations here, as we are busy preparing for the big free Organic Skincare Entrepreneur Masterclass that goes live for you in September 2021. We’ll be sharing close to 2 hours of our very best selling material for free, which I expect days finding with my camera crew over the summer. You don’t want to miss this, so make sure you open our emails over the next few weeks,

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5. Launches / Scarcity

Masterclass
LESSON 1
NOW LIVE

Masterclass
VIDEO 2
NOW LIVE

Masterclass
LESSON 3
NOW LIVE

Masterclass
VIDEO 4
NOW LIVE

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5. Launches / Scarcity

Term Time
Open Week

Virtual Campus Tour
July 6th, 14:00 BST

Admissions Q&A
July 13th, 11:00 BST

Meet the Graduate: Karmen of Flower & Spice
January 17th, 16:00 GMT

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What’s next?

Paid marketing
• Investment in Facebook, Instagram, Google, YouTube ads

Affiliate marketing
• Recruiting ambassadors in the form of alumni and partners

Recurring revenue
• Growing our membership site significantly
Thank you for listening!

Connect with me on:

• Instagram - @lorrainedallmeier
• LinkedIn - @lorrainedallmeier
• Twitter - @herbBlurb
• Clubhouse - @dallmeier