

ADVANCED CERTIFICATE IN
High-Performance Serum

FORMULATION

- THIRD EDITION -

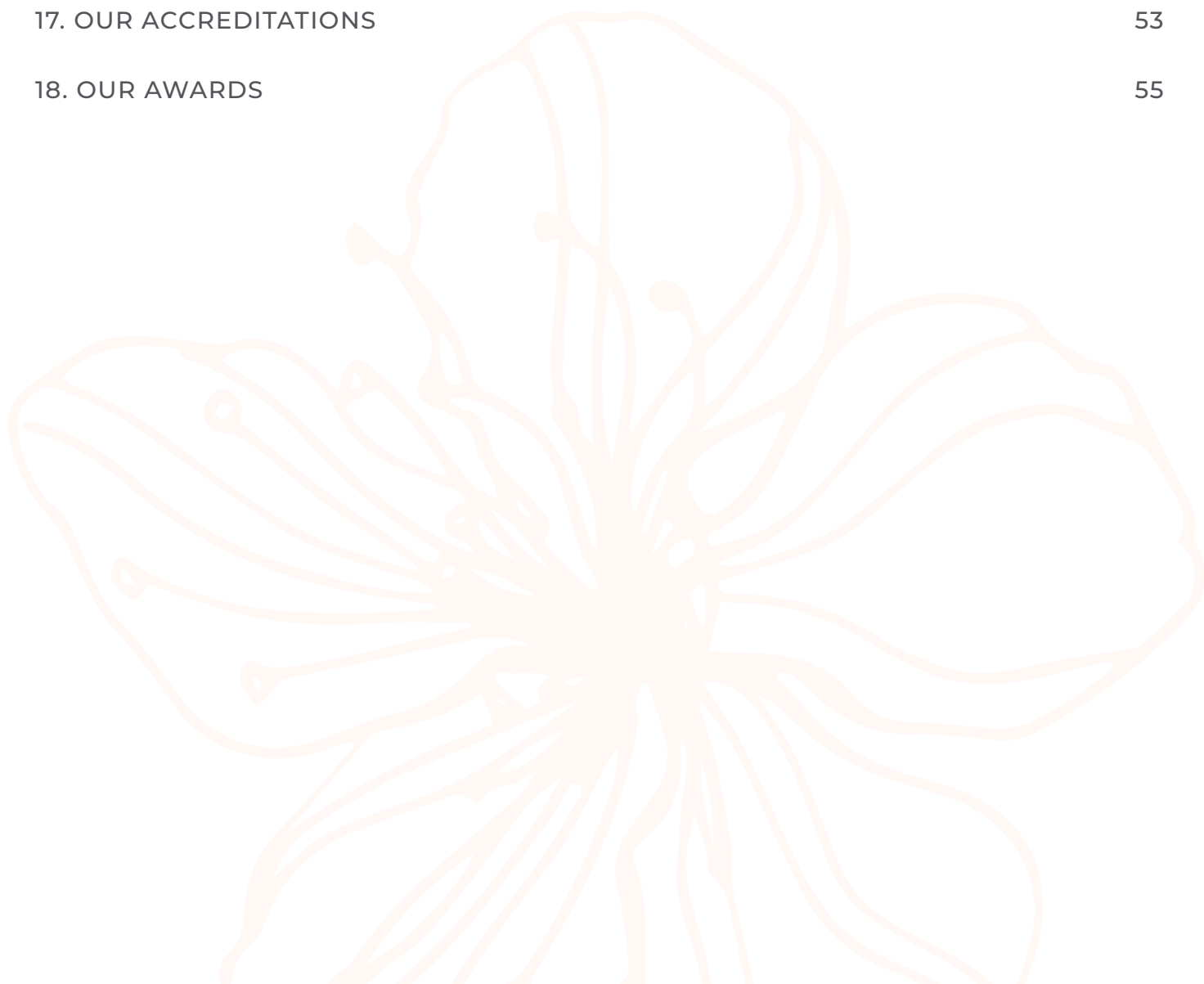
COURSE PROSPECTUS



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WELCOME

The School of Natural Skincare is a multi-award winning online natural cosmetic formulation school. Our accredited, multimedia online courses cover every aspect of skincare and haircare formulation and are studied from home, wherever our students are in the world, via our online classroom, and with tutor and community support every step of the way.

Founded in 2010 by Directors Gail and Gareth Després, to date the School has trained over 15,000 students in 130 countries to make their own natural and organic skincare and haircare products and launch successful businesses.

The School's team of expert tutors include cosmetic scientists, cosmetic formulators, aromatherapists, beauty business experts and safety assessors, and all are passionate about helping you create beautiful natural cosmetics and thriving businesses.

The School's fabulous formulations and fun, creative classes have been featured by the BBC and glossy magazines like Green Parent, Positive News, Spirit & Destiny, and Country Homes & Interiors.



The
Green Parent

SPIRIT & DESTINY

the*
Post**

BBC

Positive.News

**COUNTRY HOMES
& INTERIORS**



FOUNDED IN 2010 BY DIRECTORS GAIL AND GARETH DESPRÉS, TO DATE THE SCHOOL HAS TRAINED OVER 15,000 STUDENTS IN 130 COUNTRIES

WHY STUDY WITH THE SCHOOL OF NATURAL SKINCARE?



We are the world's premier online natural skincare school, and we're here to help you create high-performance, natural and organic beauty products.



Study with us for your own enjoyment and learning, or to establish a successful beauty business. Our graduates have launched beauty brands in every corner of the globe and inspire others to live in radiance, health and happiness – naturally!



Learn cosmetic formulation from professional cosmetic scientists. Our tutors are experts in their field with vast amounts of experience of formulating cosmetics in professional laboratories, for small and large cosmetic brands.



Our cosmetic scientists will answer your questions each week in our dedicated Tutor Q&A.



Study tried-and-tested formulations. We'll share with you real laboratory test reports for formulations we've submitted for professional tests such as Preservative Efficacy Tests.



Inclusivity and diversity are important to us. Whatever your skin tone, type or concern you'll learn how to formulate high-performance serums customized to your needs.



Our vibrant student community will be with you every step of the way, sharing inspiration, challenges and knowledge as you move through your journey with us.



On-demand learning – enroll as soon as you are ready, no need to wait for set enrollment periods.



We are also a multi-award winning school. Our awards include Best Natural Beauty Educators 2020, Best Online Organic Skincare Formulations School 2020 and Online Natural Skincare Formulations School of the Year 2021.

“

I'm so glad I did the Advanced Certificate in High-Performance Serum Formulation because it was an eye opener for me to ingredients I have not known before. I really loved what you taught during the course and I have learnt so much.

”

**Lubna Hussain,
Afghanistan**

ON-DEMAND LEARNING – ENROLL AS SOON AS YOU ARE READY, NO NEED TO WAIT FOR SET ENROLLMENT PERIODS

OUR ETHOS

Here at the School of Natural Skincare we are passionate about using business as a force for good and expressing and reinforcing the values we hold dear through our work. Supporting and being supported by the natural world are central to why we do what we do, and we are therefore very proud to assist organizations and charities that share our values.

We are truly delighted to have partnered with the Soil Association to support a thriving natural environment, increase food production that is kinder to the planet and improve the health of the nation. The Soil Association is the leading UK organization promoting and campaigning for organic food and beauty, and one of the leading certifiers of COSMOS organic skincare products.

We are also proud to be Rainforest Guardians. Our support to the Rainforest Foundation through their Rainforest Guardian program helps give indigenous people the means to fight for their rights and save the world's rainforests. Specifically, we are supporting the Foundation's work to map the presence of the most remote communities in Africa's Congo Basin; protecting rainforest communities' rights to their land, while preserving their forest from destruction.

The natural world is at the heart of all that we do at the School of Natural Skincare, and it has always been of the utmost importance to us that we set ourselves high standards of ethical and sustainable practice as a business.

ETHICAL COMPANY ACCREDITATION

The **Ethical Company Organisation** prides itself on setting the benchmark for corporate social responsibility, and awards Ethical Accreditation to successful candidate companies based on a number of key factors.

We are delighted to share that the School of Natural Skincare has achieved Ethical Accreditation every year since 2016.

As people and as a business, we are deeply conscious of the impact that humans can (and do) have on our environment. To that end, we're constantly looking for ways to become more ethical, sustainable, natural and organic, both in our personal and working lives.



WHO IS THE ADVANCED CERTIFICATE IN HIGH-PERFORMANCE SERUM FORMULATION FOR?



INDIVIDUALS WITH A PASSION FOR SKINCARE

Take your serum formulation knowledge to the next level! Feel confident in creating many different types of serum, learn about active ingredients such as antioxidants, vitamins and peptides. Study ingredients that tone, brighten and strengthen the skin, and discover 23 essential oils you can incorporate into your serums. Enjoy making high-performance serums with 14 formulation examples... then create your own!



BEAUTY BRAND FOUNDERS

Enhance your brand by adding high-performance serums to your product range. Create specialist, targeted products that achieve real results for your customers. Apply the advanced knowledge and formulation skills you gain to other products in your range, too.

Create your own unique range of high-performance eye, lip and facial serums. Learn the secrets to creating cutting-edge serums that deliver visible results. Boost your brand and sales with a range of luxurious and high-end facial serums.

ENROLL NOW

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Module 0: Introduction to formulating (optional)

Identify the product design process and equipment you'll need, write a formula and test your pH.



Module 1: Introduction to formulating serums

Compare types of serum formula and their benefits and describe different skin types and concerns.



Module 2: Serum ingredients

Discover a range of ingredients including lipids, humectants, chemical exfoliants and actives.



Module 3: Formulating innovative anhydrous serums

Discuss anhydrous serums, identify ingredients and formulate and make this serum type.



Module 4: Formulating gel-based serums

Discuss gel-based serums, identify ingredients and formulate and make this serum type.



Module 5: Formulating emulsion-based and gel-cream serums

Discuss emulsion-based and gel-cream serums, identify ingredients and formulate and make this serum type.



Module 6: Formulating bi-phase serums

Discuss bi-phase serums, identify ingredients and formulate and make this serum type.

YOUR JOURNEY ON THE

ADVANCED CERTIFICATE IN

High-Performance Serum

FORMULATION

- THIRD EDITION -



CREATE YOUR OWN UNIQUE,
PROFESSIONAL STANDARD
HIGH-PERFORMANCE SERUMS
FOR THE FACE AND BODY

MEET OUR TUTORS



GAIL DESPRÉS FOUNDER AND DIRECTOR

Gail founded the School of Natural Skincare in 2010 and is responsible for course design and development. She is the author of the international bestselling book [A-Z of Natural Cosmetic Formulation: The definitive beginners' guide to the essential terminology, theories and ingredient types needed to formulate professional cosmetic products.](#)

Gail designed the course curriculum for the Advanced Certificate in High-Performance Serum Formulation based on her many years' experience of teaching cosmetic formulation and the suggestions of School of Natural Skincare students and tutors.

She presents many of the lessons, bringing together the wide-ranging experience of the School of Natural Skincare's cosmetic scientists and formulators.



GARETH DESPRÉS DIRECTOR AND AROMATHERAPIST

Gareth is an Aromatic Specialist and certified Aromatherapist, having completed his studies at the Bristol School of Holistic Therapies in 2010. Gareth is passionate about the use of essential oils for health, happiness and wellbeing, and uses them every day at home and in the office.

Gareth co-taught the School's hands-on classes in the early days and also ran his own aromatherapy and perfumery classes. Now he designs course curriculums and contributes his specialist knowledge of essential oils to the School's online courses, in addition to overseeing the School's Marketing, Finance, HR and Operations departments.



NICHOLA ROBERTS, BSc MSc
COSMETIC SCIENTIST AND FORMULATION TUTOR

Nichola is responsible for providing cosmetics expertise, creating formulations, conducting formulation experiments and writing course materials.

Nichola's experience also ensures students are professionally supported during their studies, helping to answer their questions and marking their course assignments.

Previous to joining the School of Natural Skincare, Nichola had experience as a Senior Innovation Chemist and Senior Laboratory Technician for Acheson & Acheson, a leading British cosmetics lab and formulating facility that formulates and manufactures for global premium cosmetic brands. Nichola also holds an MSc and a BSc in Cosmetic Science.

Nichola is also the co-author of the book **Discovering Cosmetic Science** and has experience in successfully developing cosmetic products from concept to launch.



EMILY ALDERWICK, BSc
COSMETIC SCIENTIST AND FORMULATION TUTOR

Emily is responsible for providing cosmetics expertise, creating formulations, conducting formulation experiments and writing course materials.

Previous to joining the School of Natural Skincare, Emily completed her degree in Pharmaceutical and Cosmetic Science, at De Montfort University. As part of her degree she completed a one-year work placement at Acheson & Acheson working as a Laboratory Technician and worked on the New Product Development team as well as on the Innovation team.

Emily knew she wanted to work in cosmetic science from a young age; she completed her first work placement at Acheson & Acheson when she was just 14 years old!

**TINA SVETEK, MSc****COSMETIC SCIENTIST AND FORMULATION TUTOR**

Tina is a scientist by background and completed her postgraduate study in Biomedicine. Tina has been formulating natural cosmetics since 2011. She worked as Head of Cosmetics Department for a company in Slovenia where she developed a natural cosmetics line from starting idea to launch and she is also a formulator for a zero-waste personal care brand, also in Slovenia. Tina also teaches live, online skincare-making classes in her native country. She is a contributor to the A-Z of Natural Cosmetic Formulation, and works as a safety assessor and formulation consultant. Tina supports students taking our courses by answering questions posted in our regular Tutor Q&A sessions.

**CHANDNI PATEL, BSc****CONSULTANT COSMETIC SCIENTIST**

Chandni Patel is our Consultant Cosmetic Scientist. Chandni has a BSc in Cosmetic Science from the London College of Fashion plus many years' experience working in the cosmetics industry formulating for big brands. She has formulated every type of cosmetic, including skincare, haircare and nail varnish, for brands such as The Body Shop, Tisserand, REN: Clean Skincare and many more.

In addition to her formulating experience, Chandni works in a regulatory role ensuring cosmetic products meet global regulatory requirements.

Chandni's role in the School of Natural Skincare is to align our courses with university-taught content.

STUDYING WITH US

ONLINE CLASSROOM

When you enroll on a course with us we create an account for you inside our user-friendly online classroom. Our online classroom can be accessed at any time and from any device – computer, tablet or smartphone. You can log in to study at a time that is convenient to you.

It's easy to track your progress through each course by marking lessons as complete. You can revisit lessons as often as you like.

STUDY MATERIALS

Our study materials are provided in a variety of formats to cater for different learning styles. Courses include:

- Comprehensive and beautifully designed textbooks which are provided to you as PDFs to either download or print.
- Workbooks and worksheets to complete as you progress through the course, to help you complete activities and solidify your knowledge.
- Video lessons, in which a course tutor presents a lesson.
- Video demonstrations, in which a tutor shows you how to make different types of products, step-by-step.
- Templates for record keeping.
- Quizzes to test your knowledge.
- Practical activities to put your learning into practice.



CERTIFICATE

At the end of the course there are several assignments for you to complete and submit to us to be marked.

On successful completion, your end-of-course completion certificate will be issued and you will be the proud holder of our Advanced Certificate in High-Performance Serum Formulation!



SUPPORT

The course has been designed primarily as an independent study program. You can work through the materials at a time that suits you, completing the exercises and practicing your formulation skills.

We understand that it is helpful and enjoyable to meet others on the course and to have a tutor available to answer your questions. We also know that from time to time you may need some technical assistance with the classroom or course materials.

It's important to us that you feel supported during your studies with us and several avenues of assistance are available to you.

1. TECHNICAL/ADMINISTRATIVE HELP

Our customer service team are on hand if you require help with technical or administrative matters such as:

- Your account.
- Accessing the course.
- Renewing your course access.
- Documents within the course.
- Your assignments.
- Joining the Facebook support group.



2. TUTOR SUPPORT

We recognize that while studying with us you are likely to have questions about the course materials or about the products you make as part of your course. It is important to us that you feel supported during your studies and that you have a place to have your questions answered by one of our experienced and professional formulation tutors.

We are very proud to have a team of qualified, experienced, professional cosmetic scientists supporting our students. They are here to help you with questions or doubts about ingredients, formulas, methods and guidelines pertaining to your specific course.

Each week you have the opportunity to have your questions answered by our cosmetic scientists in our dedicated tutor Q&A forum hosted within our online classroom.



3. PEER SUPPORT

The Advanced Certificate in High-Performance Serum Formulation has its own private group (hosted on Facebook) where you can meet and spend time with your student peers.

We have students and graduates in the group from all over the world! You can ask questions, discuss formulations and feel part of a community as you progress through your studies.

Students and graduates have a wealth of experience to share and we encourage peer-to-peer support.

You can create a new post in the group to start a discussion with other members of the group. You can also contribute to discussions by commenting on others' posts.



4. FEEDBACK ON ASSIGNMENTS

At the end of your course you will submit assignments to us that will be marked by one of our cosmetic scientists. You will receive helpful feedback on your assignments, including any corrections that need to be made, so you can feel confident in the quality of your formulations.

5. PROMOTION OF YOUR BEAUTY BRAND

If you already have a beauty brand or you establish a new brand after your studies, we can help you by promoting your brand to our vast, international audience! You'll be invited to take part in an interview and have a feature written about you and your brand which we will share with hundreds of thousands of our followers, by email and across social media. This is the perfect opportunity to start marketing your business and gain your own following!



WHAT PRODUCTS ARE COVERED IN THIS COURSE?

Develop your skills to create a range of high-performance oil-based, gel-based, emulsion-based and bi-phase serums just like those sold by the high-end brands – and even better!

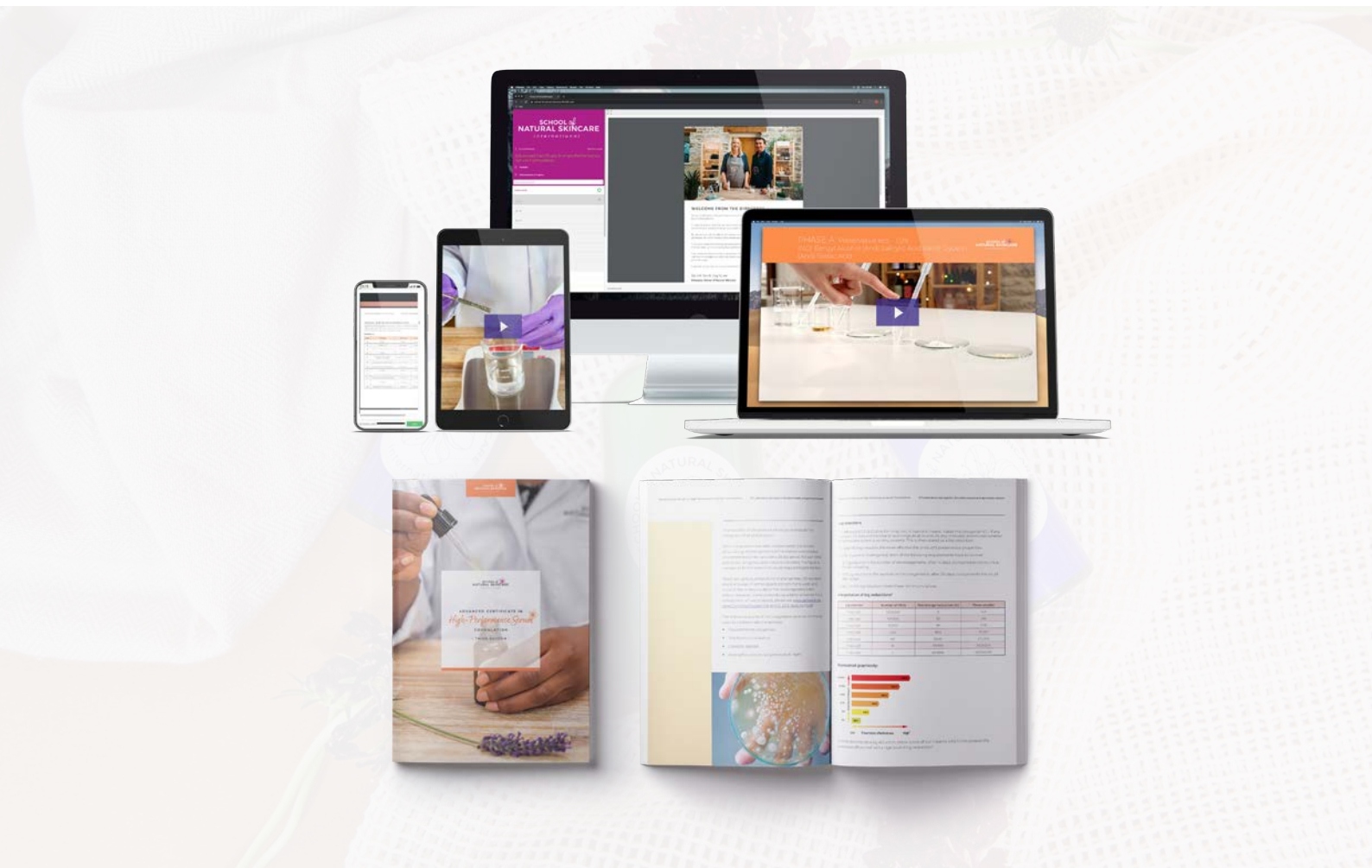
Create specialist targeted serums for the face, eyes and lips to address specific concerns and deliver visible results.





KEY FACTS AND CURRICULUM

Level	Advanced
Duration of access	18 months' access. This can be extended for a small renewal fee.
Prerequisites	Some prior knowledge of skincare formulation is beneficial. Internet access and access to a computer, mobile phone or tablet is needed to access the online classroom.
Study time required	Approximately 70-100 hours. Most students complete the course within 6-12 months.
Certificate	Your certificate is issued on successful completion of the end-of-course assignments.
When can I start?	Enrollment is open year-round and you can enroll and start the course as soon as you are ready.



COURSE DETAILS AND CURRICULUM

MODULE 0: INTRODUCTION TO FORMULATING

In this module, we will cover some of the essentials of formulating. As this is a more advanced course we expect that you will have this foundational knowledge already. We have included this module as a useful reminder, but feel free to skip it if you like.

0.1 What is a formula?

This lesson will help you write a formula in the correct manner and explain why professional cosmetic products are written as formulas.

0.2 Using a product development brief

Use a product development brief to design your products to ensure they are formulated to achieve your desired outcome.

0.3 Equipment for your home lab

Determine which pieces of equipment to buy to set up your own small-scale lab at home.

0.4 Professional lab equipment

Learn about the professional laboratory equipment that is useful for home formulators who are serious about formulating or who manufacture products for sale.

0.5 Testing and adjusting pH

Learn about different methods of testing pH and their pros and cons, how to work with and look after a pH meter and how to adjust the pH of a product.

0.6 Good manufacturing practice (GMP)

GMP is essential for producing high-quality products and is a fundamental requirement if you sell your products. Our handy checklist will ensure that you have easy-to-follow guidelines in place.



MODULE 1: INTRODUCTION TO FORMULATING HIGH-PERFORMANCE SERUMS

In Module 1 we will delve into the different types of serum we will be creating on this course, their purpose, ingredients and characteristics. Plus you will learn about formulating for different skin types and concerns.

1.1 Introduction to formulating serums

Discover what makes a serum high-performance, and explore the possible functions/benefits of serums and the ingredients that can help achieve this outcome.

1.2 Types of serum formula

Evaluate the pros and cons of oil-based, gel-based and emulsion-based serums. Understand how to decide which best suits the product you are creating and which will best deliver the benefits you desire. Explore how the intended time of application and location of application may affect the type of formula you create.

1.3 Skin anatomy and physiology

Discover the layers of the skin and describe how skin cells move through these layers from production to shedding away. Understand the function of the lipid barrier and the possible effect of a damaged barrier. We will explain why most anti-aging products contain antioxidants and discuss the causes of hyperpigmentation and some approaches we can take towards resolving it.

1.4 Formulating for different skin types

In this lesson we will explore the characteristics, causes and skincare solutions for mature, oily, dry, sensitive and normal skin. You will learn about the specific concerns of each skin type and identify ingredients that are beneficial for these different skin types and concerns.

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MODULE 2: SERUM INGREDIENTS

Increase your knowledge of cosmetic ingredients by learning about a wide variety of functional ingredients, lipid ingredients, humectants, chemical exfoliants, active ingredients and fragrances, including the benefits they offer and how to use them, and identify suitable ingredients to use in your formulations.

2.1 Classification of ingredients

Learn about typical ways to classify ingredients and about the role different ingredients can play in your formula.

2.2 Compatibility of ingredients

Not all ingredients are compatible with each other! Discover the factors that affect ingredient compatibility and how this impacts product development and creation.

2.3 Functions and benefits of ingredients: an overview

In this lesson we will provide you with a very useful chart that summarizes the functions and benefits of 75 active ingredients and 59 carrier oils and butters. You will be able to look up ingredients by their function, skin type or the benefits they offer, select ingredients using the chart to assist you and identify suppliers that sell the ingredients.

2.4 Functional ingredients

This is such a big topic we have divided it into several lessons.

2.4.1 Functional ingredients: preservatives and chelators

Discover when and why you need to use preservatives and chelators, 13 preservative options (including 11 that are COSMOS and/or Ecocert-certified) and five chelators (four of which are COSMOS certified).

2.4.2 Functional ingredients: thickeners

In this lesson, we will cover the purpose of thickeners, 20 natural thickener choices and how to select which thickener to use.

2.4.3 Functional ingredients: natural emulsifiers

Learn about what emulsifiers are and why they are used in cosmetics, and discover 15 natural emulsifiers for cosmetics.

2.4.4 Functional ingredients: solubilizers

In this lesson, we cover polarity and compatibility of ingredients, natural solubilizer options and how to work with solubilizers.

2.4.5 Functional ingredients: pH adjusters

Learn about the role of pH adjusters and ingredients used to adjust the pH.

2.5 Lipid ingredients: carrier oils, waxes and esters

This lesson is a deep dive into the many different lipid ingredients you can use in your serums! We will explore a variety of lipids including waxes, esters and 20 advanced/specialist carrier oils including pracaxi oil, cacay oil, watermelon seed oil, prickly pear oil, guava oil, perilla oil, buriti oil, tamanu oil and blueberry seed oil.

2.6 Humectants

Humectants are powerful moisturizing ingredients that also plump the skin and improve the look of fine lines and wrinkles. Learn about 11 humectants in detail including the different weights of hyaluronic acid (HA).

2.7 Chemical exfoliants: AHAs and BHAs

Discover the amazing benefits of AHAs and BHAs! Learn about their functions, differences, preferred pH range and factors to consider when formulating with them.

2.8 Substituting ingredients

If you cannot find a certain ingredient, what do you do? We give you a six-step process to find suitable substitutes.

2.9 Active ingredients

This is such a big topic we have divided it into several lessons.

2.9.1 Active ingredients: antioxidants

In this lesson, we cover the role of antioxidants, benefits of antioxidants to the skin and several categories of antioxidants including vitamins, phenols (phenolics) and quinones, organic acids, flavonoids and carotenoids.

2.9.2 Active ingredients: vitamins

Including vitamins in your formulas is a sure way of creating high-performance serums! Learn about a variety of vitamins and their derivatives including Vitamin A (retinol), Vitamin B3 (niacinamide), pro-Vitamin B5, Vitamin C and Vitamin E.

2.9.3 Active ingredients: toning, anti-inflammatory, antimicrobial and skin brightening ingredients

Discover a variety of active ingredients that are toning, anti-inflammatory, antimicrobial and skin brightening, and how to use them.

2.9.4 Active ingredients: peptides, skin barrier strengthening and sun protection ingredients

Discover a range of peptides, skin barrier strengthening ingredients (including ceramides) and sun protection ingredients, and how to use them.

2.9.5 Active ingredients: botanical extracts

Learn about six types of botanical extract (water extracts, tinctures, glycerites, macerated oils, CO₂ extracts and dry extracts) and examples of each type, including gotu kola, edelweiss and green tea.

2.10 Fragrances

This lesson includes four types of fragrance that can be used to scent natural cosmetics including natural fragrance oils, CO₂ extracts, essential oils and absolutes. You will learn about 23 essential oils in detail, including their qualities, properties and benefits, and which essential oils are phototoxic.

2.10.1 Essential oils reference chart

A handy reference chart to use when formulating.

2.11 Researching ingredients

Everyone loves learning more about ingredients but you need to be careful which sources you use as there is a lot of unreliable information online. We will share our favorite useful and reliable resources so you can conduct further, independent study into ingredients of your choice.

2.12 Supplier list: cosmetic ingredients and equipment

With hundreds of entries, our global supplier list will help you to identify reliable cosmetic suppliers worldwide and obtain the ingredients you require.



MODULE 3: FORMULATING INNOVATIVE ANHYDROUS SERUMS

We have covered simple anhydrous (oil-based) serums in our other courses. This module takes your knowledge of anhydrous serums to a whole new level! Create a range of textures from smooth, elegant, non-greasy, liquid oil serums to decadent pressed serums.

3.1 Formulating anhydrous oil-based serums

In this lesson you will learn all about high-performance anhydrous serums in two formats: liquid, oil serums and pressed serums. We will discuss their characteristics, functions/benefits and properties/qualities. You will discover the ingredients they contain and analyze examples on the market. Most importantly, you will use the templates and worksheets provided to formulate your own!

3.2 Formulation example: Antioxidant Concentrate Serum with Vitamin C

In this lesson we share a formula for an antioxidant concentrate serum. This antioxidant-rich formula features a range of effective antioxidants, including Vitamin C, which work in synergy to help slow down the formation of signs of aging on the skin and protect against the negative effects of oxidative stress, due to sun exposure, pollution and stress.

3.3 Formulation example: Camomile Soothing Serum

Learn from our example formula designed to reduce inflammation and redness, and soothe irritated skin. It features a selection of soothing and anti-inflammatory botanical extracts.

3.4 Formulation example: Barrier Support Serum with Ceramides

The example formula provided in this lesson is formulated to repair a damaged lipid barrier and alleviate dry, flaky and sensitive skin. It will restore the skin barrier and thus keep the skin protected from environmental factors, and features ceramides as one of its hero ingredients.



3.5 Formulation example: Repairing Lip Serum with Vitamin C and Coenzyme Q10

Our example lip serum formula is formulated to help restore the protective barrier on the lips, to keep lips from drying and to protect them from future damage due to environmental factors. Much more than just a lip balm it contains a variety of protective antioxidants and repairing phytosterols and phospholipids in a luxurious and rich-textured serum.

3.6 Formulation example: Golden Rose Pressed Serum

Learn about a new type of serum that is jelly-like or semi-solid in consistency. Our example Golden Rose Pressed Serum is formulated to help restore the protective barrier and to protect the skin from oxidative stress. It contains luxurious natural ingredients that are permitted in COSMOS certification.

3.7 Troubleshooting anhydrous serums

Learn how to solve common problems you may encounter when making anhydrous serums.



“
The Advanced Certificate in High-Performance Serum Formulation was really advanced and challenging because of the many, many options for making supreme serums. Thank you for providing such an interesting, fun and challenging course. You really knocked it out of the park!”

Lindri Riveras, USA



MODULE 4: FORMULATING GEL-BASED SERUMS

Gel-based serums create hydrating, light textured, easily absorbed products perfect for under eye and facial use. Discover when gel-based serums are the best choice, how to create different gel textures and skin feels, and which ingredients can be included in your gel-based formulations to target different concerns.

4.1 Formulating gel-based serums

Learn about gel serums in detail including the different types of gel-based serum, their functions/benefits and properties/qualities, suitable ingredients and packaging, and how to extend their shelf-life. Plus, use our templates, examples and worksheets to help you formulate your own gel-based serums from scratch!

4.2 Formulation example: Brightening Serum for Hyperpigmentation

Students often ask us how to treat hyperpigmentation. This serum contains the answers! Formulated with specialist ingredients to brighten existing pigmentation marks and to prevent new ones from forming.

4.3 Formulation example: Moisture Boost Serum

Our moisture boost serum formula contains hyaluronic acid and a total of 10 humectants to intensely moisturize dehydrated skin. Added benefits are that skin looks plumper and the appearance of fine lines and wrinkles are reduced.

4.4 Formulation example: Vitamin C and E Gel Serum

Formulated to protect skin from oxidative stress due to sun exposure and pollution, and thus to have an anti-aging effect. It contains Vitamin C in the form of ascorbic acid which is very effective but notoriously unstable. In this lesson you will learn how to optimize a formula to stabilize ascorbic acid and reap its benefits!

4.5 Troubleshooting gel-based serums

Learn how to solve common problems you may encounter when making gel-based serums.

4.6 Laboratory test reports: Gel-based serums

Learn how to interpret the results of preservative efficacy testing.



MODULE 5: FORMULATING EMULSION-BASED AND GEL-CREAM SERUMS

Emulsion serums combine the benefits of anhydrous and gel serums – they can contain a complex mixture of water soluble and oil soluble active ingredients. Have fun using different emulsifiers and other ingredients to create a range of textures from light gel-creams, to thin milky emulsions or rich, succulent emulsions. Create a wide range of professional emulsion-based serums including eye serums, night serums, balancing serums for oily skin and serums formulated to keep the skin looking firm and youthful.

5.1 Formulating emulsion-based serums

Learn how emulsion-based serums are different to regular lotions and discover a special type of emulsion serum called a gel-cream serum. Discover their functions/benefits and properties/qualities, suitable ingredients and packaging, and how to extend their shelf-life. Plus use our templates, examples and worksheets to help you formulate your own gel-based serums from scratch!

5.2 Creating emulsions

Learn in detail how to create successful emulsions. We cover the science of emulsification and the practical steps you need to take to create stable emulsions with natural emulsifiers, including polymeric emulsifiers.

5.3. Formulation example: Balancing Gel-cream Serum with Niacinamide

In this lesson we share a serum formula designed to balance sebum production, reduce skin oiliness, reduce acne formation and strengthen the skin barrier. It features niacinamide as one of its hero ingredients.

5.4 Formulation example: Toning Eye Serum with Caffeine

Our toning eye serum formula is designed to gently soften and moisturize the skin around the eyes, and also to tone and tighten fine lines on the skin. See step-by-step how we have formulated this serum for the delicate eye area and make your own toning eye serum with caffeine.



5.5 Formulation example: Anti-aging Night Serum with Vitamin A

Our intensive Anti-aging Night Serum with Vitamin A is formulated to help replenish antioxidants in the skin, to prevent collagen breakdown and stimulate new collagen synthesis to keep the skin looking firm and youthful. Our example formula reveals all the secrets to creating this powerful night serum!

5.6 Troubleshooting emulsion-based and gel-cream serums

Learn how to solve common problems you may encounter when making emulsion-based and gel-cream serums.

5.7 Laboratory test reports: Emulsion-based and gel-cream serums

Learn how to interpret the results of preservative efficacy testing.



“

The Advanced Certificate in High-Performance Serum Formulation was presented in an engaging way and I never felt stressed out while doing it. To be able to download and print the course material is very useful because I refer back to the materials all the time.

”

**Therese Lambrechts,
South Africa**



MODULE 6: FORMULATING BI-PHASE SERUMS

Bi-phase serums are really fun to formulate, create and use! They are separated into two distinct phases – a water-based phase and an oil-based phase – and must be shaken before each use. If formulated to contain botanical ingredients that also add lovely color, bi-phase serums look great on a shelf!

6.1 Formulating bi-phase serums

Learn about the magic ingredient that will keep your phases separate, which ingredients to avoid using in bi-phase serums and how to color your phases using natural ingredients. Most importantly, you will use the templates and worksheets provided to formulate your own!

6.2 Formulation example: Anti-redness Bi-phase Serum with Gotu Kola

This serum, which features gotu kola extract, soothes inflammation and reduces redness and features. The oil phase is formulated to have a strong yellow-orange color, which settles prettily at the top of the bottle.

6.3 Formulation example: Anti-pollution Bi-phase Serum

This formula utilizes two main approaches in fighting pollution – a film-forming ingredient to create a protective film that minimizes the amount of pollution particles that get to the skin; and antioxidants that fight oxidative stress due to pollution and other environmental factors. Anti-pollution skincare has become an important skincare category and now you can tap into this latest consumer demand.

6.4 Formulation example: Exfoliating AHA Bi-phase Serum

This two-layer serum has a sweet fruity scent and is formulated to exfoliate dead skin cells, increase cell turnover rate and hydrate the skin. AHAs are a wonderful addition to a skincare routine: learn how to formulate with them safely and effectively.

6.5 Troubleshooting bi-phase serums

Learn how to solve common problems you may encounter when making bi-phase serums.

6.6 Laboratory test reports: Bi-phase serums

Learn how to interpret the results of preservative efficacy testing.

“

I enjoyed everything and to me everything was important. I learnt different types of advanced ingredients which can really make a difference in your product. I would like to give thanks to the whole team who really worked hard to make me a good formulator. I wish all the best to the whole team of the School of Natural Skincare.

”

**Jacqueline Lawrance,
Australia**

ENROLLMENT IS OPEN YEAR-ROUND AND YOU CAN ENROLL AND START THE COURSE AS SOON AS YOU ARE READY





ENROLL NOW

WWW.SCHOOLOFNATURALSKINCARE.COM/SERUM/

- Formulate high-performance serums like a professional.
- Learn the secrets to creating cutting-edge serums that deliver visible results.
- Join the Advanced Certificate in High-Performance Serum Formulation now!






SKINCARE SPECIALIST PROGRAM

www.schoolofnaturalskincare.com/online-programs

This program will enable you to formulate a wide range of natural skincare products for the face and body, plus take you to a more advanced level by developing your knowledge of specialist high-performance active ingredients including vitamins, antioxidants, AHAs and BHAs, peptides and ceramides, and much more.

This program contains:

-  Diploma in Natural Skincare Formulation.
-  Advanced Certificate in High-Performance Serum Formulation.
-  Three bonuses.

PART 1 – DIPLOMA IN NATURAL SKINCARE FORMULATION

The Diploma in Natural Skincare Formulation will teach you to formulate your own unique products from scratch. Discover the art of creating your own professional formulations designed to suit your skin type, needs and preferences (or those of your customers).

Formulate a wide range of skincare products including: facial oils and oil-based serums, body and massage oils, dry oil body spray, bath and shower oils, cleansing oils, oil-to-milk cleansers, whipped body butters, balms and salves, soaks and scrubs, facial and body polishes, toners and spritzers, creams and lotions.

Learn professional formulation skills and knowledge such as how to develop a product concept using a product development brief, the product design process, the method of professionally writing and evaluating a formula, and how to use a benchmark (reverse formulating). Also learn about lab techniques and microbiology.

Create a brand and sell your products legally by defining your brand values and niche, building a strong brand identity, and complying with cosmetic, labeling and claims regulations.

Read the full Diploma in Natural Skincare Formulation course curriculum [here](#).

PART 2 – ADVANCED CERTIFICATE IN HIGH-PERFORMANCE SERUM FORMULATION

Then move on to the Advanced Certificate in High-Performance Serum Formulation, where you'll learn about more advanced active ingredients including vitamins and their derivatives, peptides and ceramides, AHAs and BHAs. Discover active ingredients that are toning, anti-inflammatory, anti-aging, antimicrobial, skin brightening, skin barrier-repairing and strengthening, and which offer sun protection. You'll find out about hundreds of cosmetic ingredients!

Formulate six types of serum: liquid anhydrous serums, pressed serums, gel-based (aqueous serums), emulsion-based serums, gel-cream serums and bi-phase serums; and create specialist targeted serums for the face, eyes and lips to address specific concerns and deliver visible results.

Discover new and sophisticated plant oils, natural esters and botanical extracts including pracaxi oil, cacay oil, watermelon seed oil, prickly pear oil, guava oil, perilla oil, buriti oil, tamanu oil, blueberry seed oil, natural silicone replacements, and more!

You will be able to apply your knowledge of advanced active ingredients to the other products you formulate too, such as creams, lotions and toners.



“

I took other courses by the School of Natural Skincare and wanted to learn more about active ingredients and serums. Module 2 does a really good job at explaining ingredients, how to use actives and how the pH affects them and such. I loved the textbook format; it's amazing. It is so easy to refer back to and displays information so clearly. This is the best course the School of Natural Skincare has made so far.

”

**Chantal Gagnon,
United Kingdom**

SKINCARE SPECIALIST PROGRAM BONUS CLASSES

Receive extra bonus classes, which include:

FORMULATING WITH AHAs AND BHAs

FORMULATING FACE AND BODY WASHES WITH NATURAL SURFACTANTS




YOU WILL ALSO RECEIVE A DIGITAL COPY OF THE INTERNATIONAL BESTSELLING BOOK 'A-Z OF NATURAL COSMETIC FORMULATION'



WHO IS THE SKINCARE SPECIALIST PROGRAM FOR?

Beginners, or those with some experience, who want to confidently formulate and make a wide range of natural skincare products for the face and body and take their skills and formulations to an advanced level.

This is for you if you want to:





-  Develop your own unique natural skincare formulas, with confidence.
-  Create advanced formulations with advanced high-performance active ingredients.
-  Launch your own natural or organic skincare brand, or produce exceptional natural or organic skincare for yourself or your friends and family.

STUDYING WITH US

We recommend allowing approximately 150-250 hours divided between studying the course materials and formulating practice, though you can take as much or as little time as you like.

You have access to the online courses within the online classroom for two years from the date of enrollment, which also includes two years to submit your assignments. If you wish to, you can also renew your access to the courses in the online classroom by paying a small renewal fee. You can download, save and/or print all of the course documents to keep for your own reference. Videos need to be watched within the classroom.










What will you receive?

-  A certificate of completion for each course you complete (two certificates in total).
-  Membership of two student support groups (one for each course).
-  Tutor support for both courses. Our professional cosmetic formulators are available to answer any questions you have.
-  Two years to complete the program (which can be extended if required).

Option 1: Monthly payment plan

If you choose to enroll using Option 1 (monthly payments) you will receive the course modules according to the following schedule.

Pay a monthly enrollment fee for nine months and gain access to new course materials each month for nine months.

-  Month 1 (immediately after enrolling): Diploma modules 1-3, plus A-Z of Natural Cosmetic Formulation.
-  Month 2: Diploma modules 4-5.
-  Month 3: Diploma modules 6-8.
-  Month 4: Diploma modules 9-11.
-  Month 5: Diploma modules 12-13.
-  Month 6: Diploma module 14.
-  Month 7: Serum Formulation modules 0-2.
-  Month 8: Serum Formulation modules 3-4.
-  Month 9: Serum Formulation modules 5-6.

Option 2: Single enrollment fee

If you choose to enroll using Option 2 (one single enrollment fee) then you will receive access to all courses and bonuses immediately.

ENROLL NOW

WWW.SCHOOLOFNATURALSKINCARE.COM/SERUM/

CAREERS

Graduating from the School of Natural Skincare opens up some exciting career prospects, freeing your potential in the world of skincare creation, formulation and manufacture.

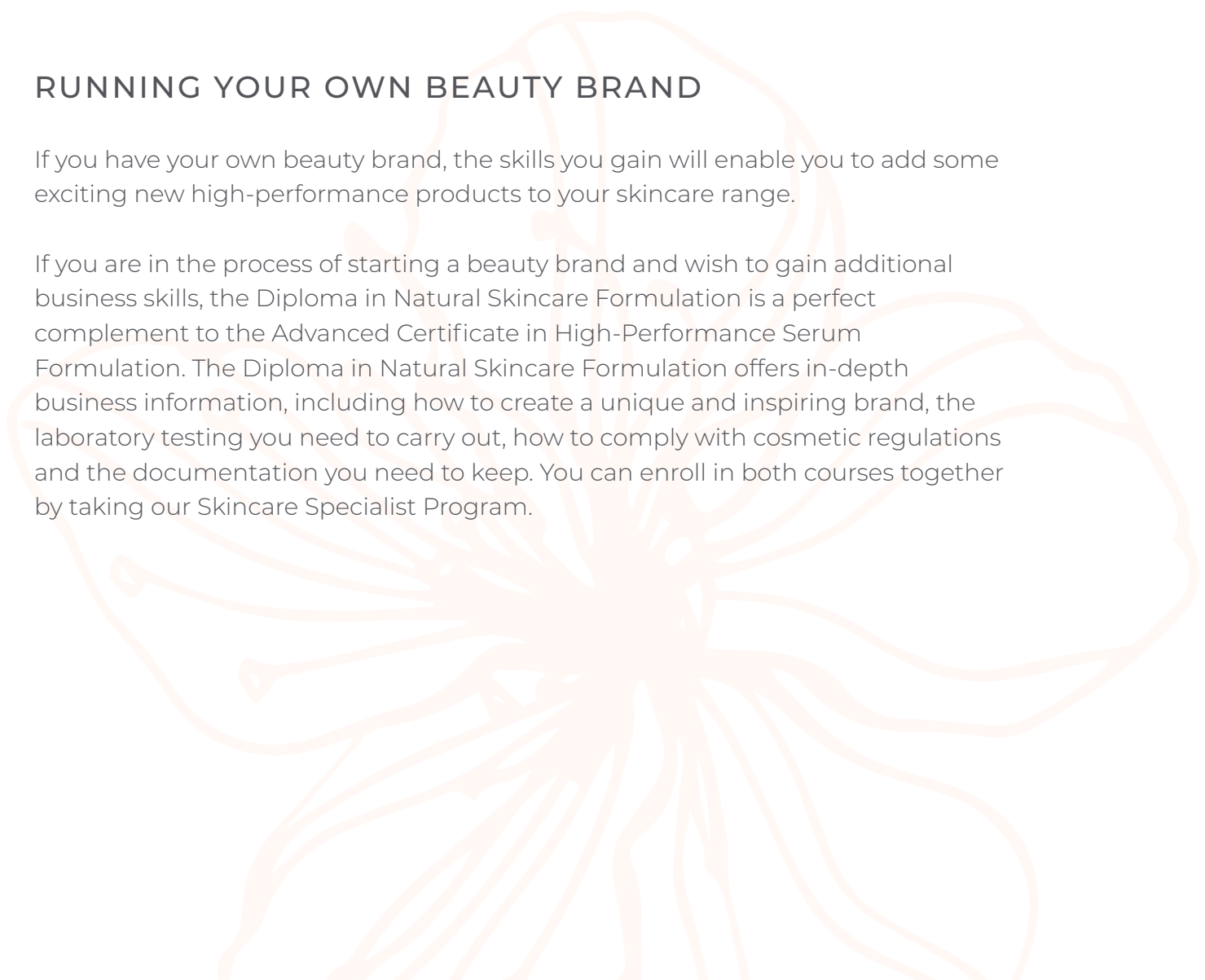
Our graduates use their skills in fields such as running their own beauty brand, formulation consultancy, contract manufacturing, private labeling, white labeling, and offering live training classes on skincare production and formulation.

The Advanced Certificate in High-Performance Serum Formulation enables you to add advanced formulation skills and specialist knowledge of active ingredients to your skillset. This can be used to enhance your skincare formulations and create truly efficacious cosmetic products.

RUNNING YOUR OWN BEAUTY BRAND

If you have your own beauty brand, the skills you gain will enable you to add some exciting new high-performance products to your skincare range.

If you are in the process of starting a beauty brand and wish to gain additional business skills, the Diploma in Natural Skincare Formulation is a perfect complement to the Advanced Certificate in High-Performance Serum Formulation. The Diploma in Natural Skincare Formulation offers in-depth business information, including how to create a unique and inspiring brand, the laboratory testing you need to carry out, how to comply with cosmetic regulations and the documentation you need to keep. You can enroll in both courses together by taking our Skincare Specialist Program.



STUDENT BRANDS

Our graduates have established beauty brands in every corner of the globe! You can read about some of them by taking a look at our Student Success Stories: www.schoolofnaturalskincare.com/student-success-stories



Ene Adasen is a successful mom and entrepreneur, and has launched her own natural beauty brand, **Ene Naturals**, in Lagos, Nigeria.

With her deep knowledge of herbal remedies, and years of making natural skincare products on her own, Ene chose the **Advanced Certificate in High-Performance Serum Formulation** for experienced formulators.

"I am now very confident about my formulations and finished products. Studying this Certificate broadened my knowledge and improved my skills to a professional level.

Our commitment at Ene Naturals is to use all natural ingredients and our passion for harnessing nature's gifts is what drives the brand. I love using natural ingredients to meet people's skincare needs so I love the processes involved in making a product that would benefit people as well as the joy I get when people tell me how their skin is so much better from using my products."

<https://enenaturals.com>

Lida Farfan FOUNDER OF BLOSSOM



Lida Farfan's passion for non-toxic cosmetics led her to create her own natural beauty brand, **Blossom**. But in order to build on her success and take her business to the next level, Lida took the **Advanced Certificate in High-Performance Serum Formulation**.

"I knew the basics but I wanted to go deeper. When I reviewed the information of the course I knew this was the next step. It has been incredible, the course opened my eyes about all kinds of serums you can formulate with the right ingredients for any skin concern. It also made me want to experiment with other, different ingredients.

I always wanted to use vitamins such as Vitamin C and niacinamide, but knew that these can be difficult to work with. Now I have learnt how to formulate products that include them in the optimum pH, to make sure they are most effective.

By doing this course, I lost the fear of experimenting. I found out about new types of ingredients, and how to use them in safe and correct amounts. And it helped me learn the fundamentals to continue creating and developing formulas.

Now I feel more confident to continue experimenting with and investigating more ingredients than before. I already have my own handmade natural cosmetic brand here in Peru, but now I hope to start producing on a bigger scale."

<https://blossomperu.com>

Diane Evdokimoff FOUNDER OF WILD
BEAUTY SKIN CARE



As a mom and homesteader living in British Columbia in Canada, **Diane Evdokimoff** has drawn on the power of nature to nourish and heal in her small brand **Wild Beauty Skin Care**.

“The School of Natural Skincare offered more flexibility and in-depth study than any others I researched.

I wanted to get further in-depth knowledge of serums, actives and botanicals to formulate high-end functional products for my customers. **The Advanced Certificate in High-Performance Serum Formulation** has been one of the greatest assets to creating a thriving natural cosmetic company!

The best experience is being able to exercise creativity in formulating high-performance serums that actually perform, creating a product that I can believe in and my customers love!”

<https://wildbeauty.ca>



Robyn Masters has been in love with skincare products since a very young age and her drive, passion for beauty and love of learning has led to her achieving what she previously thought was impossible – her own natural skincare range.

As soon as Robyn started researching online schools and courses, the School of Natural Skincare was at the top of her search results.

“I was blown away with what I could learn – and was desperate to join the School and get accredited. My knowledge has come on in leaps and bounds from where I was, when I had no idea how I would even start.

The Advanced Certificate in High-Performance Formulation is an incredible course to add to the other phenomenal courses I had already completed – and I've been able to add more products to my skincare range because of it!”

www.mastersnaturalskincare.co.za



Meg Baillie FOUNDER OF
SOULTIME SKINCARE

Meg Baillie – a registered nurse and certified aromatherapist – founded **Souldime Skincare** with the philosophy of “nourishment for the soul as well as the skin”. Her small-batch products are crafted with love, care, and as many locally-sourced ingredients as possible.

With the combination of her native New Zealand’s green, clean image, and the inroads to the Asian market, Souldime Skincare is preparing for some big things.

“I’ve done courses with other schools but none compare to this. It is so well researched and thorough, and in an easy-to-learn format.”

www.souldimeskincare.co.nz

Dr Archana Gogte

STUDENT
FEATURE



Dr Archana Gogte wanted to use only natural products in her skincare routine, but struggled to source the type of skincare products she was looking for in India.

She realised there was only one way to be sure her skincare products were all natural – she would have to make them herself.

“When I first found the course I went through the syllabus and realized you have the smallest details covered. Everything was wonderful and very well organized. I was looking for more knowledge on ingredients and you have it covered very well and in depth.

It also feels nice to be a part of your community, and reading the queries on Facebook helps a lot.

The results are amazing, not to mention the satisfaction of making it yourself and knowing what goes into the skincare products. My skincare products are 100% natural, vegan and cruelty-free, with no products tested on animals.

The Advanced Certificate in High-Performance Serum Formulation is a whole package to start a new business and I actually got the confidence once I did this course to go ahead with my company.”

FREQUENTLY ASKED QUESTIONS

How long do I have access?

You have access to the course within the online classroom for 18 months, so plenty of time to study. You can download much of the course material to keep for longer than that, plus you have the option to renew your access for a small fee.

Is the course accredited?

Our courses are accredited by the CPD certification service. You can read more about our accreditations here: www.schoolofnaturalskincare.com/accreditations-and-memberships.

How long will it take me?

It typically takes students 70-100 hours to complete the Advanced Certificate in High-Performance Serum Formulation. The amount of time it will take you will depend on how much practical formulating you choose to do, so you may wish to spend more or less time than this. Most students complete the course within six to 12 months. As it is a self-paced course, you can complete it at a speed that suits your schedule.

How much prior experience is required?

This is our most advanced course so it is not suitable for complete beginners. If you have some experience of making skincare products already, for example you have made facial oils, balms, creams and lotions, and you are ready to study and formulate more seriously, then the course will be suitable for you.

If you are an experienced formulator but have yet to formulate with a wide range of actives, or you want more knowledge of how to do so, then the course is also perfect for you.

If you are a complete beginner then we recommend that you take either our Certificate in Making Natural Skincare Products or our Diploma in Natural Skincare Formulation first. You can enroll on our Skincare Specialist Program, which contains both our Diploma in Natural Skincare Formulation and our Advanced Certificate in High-Performance Serum Formulation at a reduced fee. This is perfect if you'd like to take this course but you don't have any prior experience.

Are all the ingredients in the course natural?

In our courses in general we always focus primarily on natural ingredients and use close to 100% naturally derived or COSMOS-approved ingredients. In the Advanced Certificate in High-Performance Serum Formulation the vast majority (around 90%) of ingredients we use are naturally derived and permitted by the major natural and organic standards such as COSMOS. We include a wide range of natural emulsifiers, solubilizers, gums, thickeners, carrier oils, esters, fragrances, botanical extracts, humectants, antioxidants and other active ingredients.

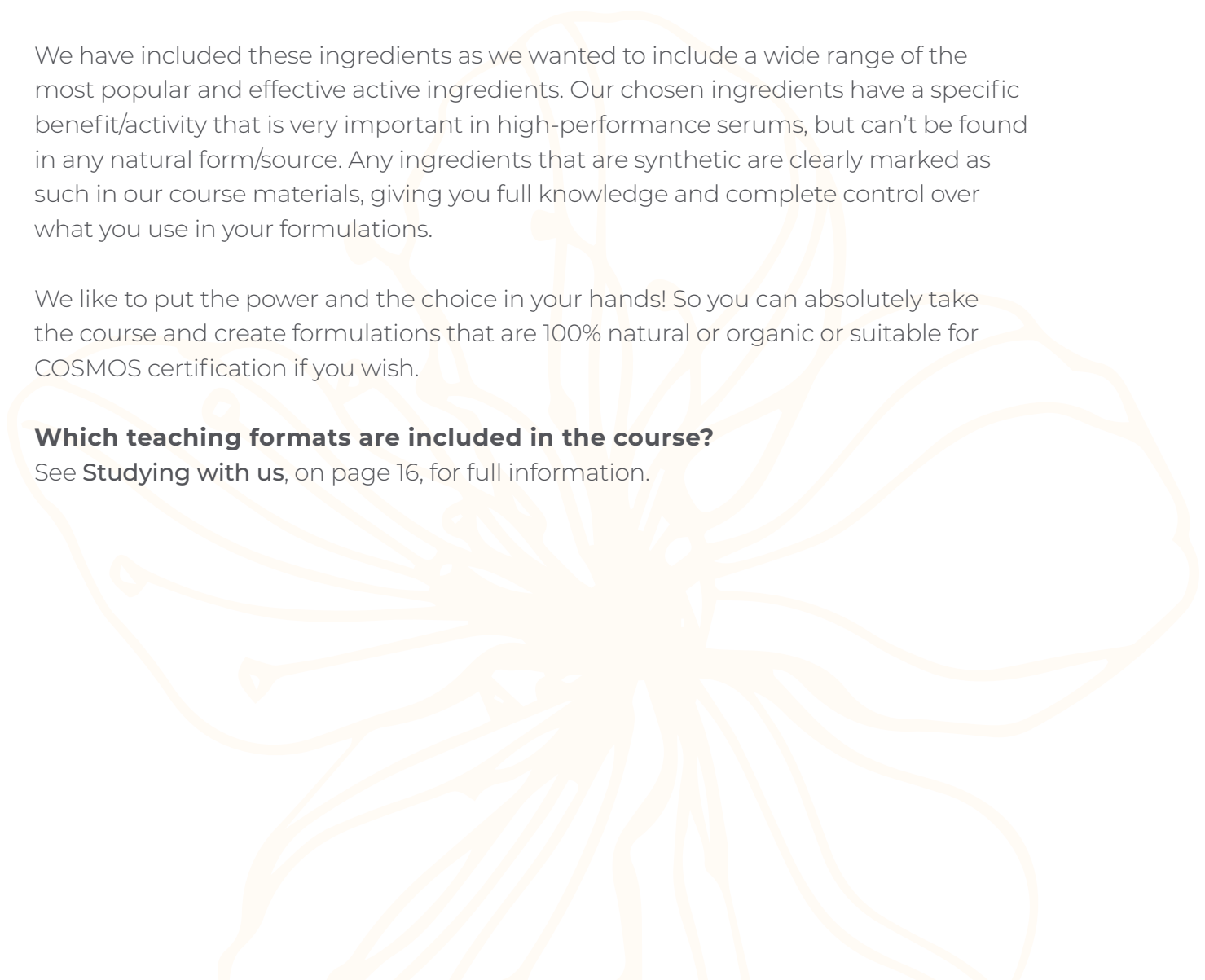
In the Advanced Certificate in High-Performance Serum Formulation a small number (around 10%) of the ingredients we include are synthetic. We have only chosen synthetic ingredients with close ties to nature, for example they exist in nature but are made synthetically or are 'nature-identical'. Two examples are niacinamide (Vitamin B3) which is often used in natural cosmetics as it does exist in nature but the ingredient is made synthetically and peptides which are not permitted in natural/organic certifications because they are made synthetically, even though they only contain naturally occurring building blocks (amino acids).

We have included these ingredients as we wanted to include a wide range of the most popular and effective active ingredients. Our chosen ingredients have a specific benefit/activity that is very important in high-performance serums, but can't be found in any natural form/source. Any ingredients that are synthetic are clearly marked as such in our course materials, giving you full knowledge and complete control over what you use in your formulations.

We like to put the power and the choice in your hands! So you can absolutely take the course and create formulations that are 100% natural or organic or suitable for COSMOS certification if you wish.

Which teaching formats are included in the course?

See **Studying with us**, on page 16, for full information.



Where do I buy the ingredients and materials that I need?

As part of the course you receive a comprehensive global supplier list featuring hundreds of cosmetic suppliers from all around the world. We have featured a range of ingredients in the course including those that are more common and easy to obtain.

Depending on where you are based and what you want to buy you may need to order specialist ingredients from overseas. It is also possible to substitute ingredients for similar ones.

What formulas are included?

Please see page 25 for full details of the course curriculum.

I live in Australia/USA/India/ _____ (insert country here).**Can I still take the course?**

Yes! The course is a fully online training program hosted inside an easy-to-use online classroom. It is designed to be taken at home from anywhere in the world. The products we make meet global quality and safety standards. We'll provide information on ingredient suppliers in many different countries and will guide you to the relevant cosmetic regulations in many countries around the world, too. We have students in over 130 countries so you'll be joining a thriving community of global students!

Why are your prices in USD (\$)?

We are an international school with students worldwide. US dollars are the most widely recognized and accepted currency. You can check the exchange rate for your local currency using exchange rate sites such as xe.com. Either your bank or PayPal will exchange the enrollment fee into your local currency when you join.

Are there any assignments? Will I get a certificate at the end?

Yes, when you have finished the course there will be several assignments to submit. These are straightforward to complete and based on the material covered in the class. On successful completion, your course certificate will be issued and you will be the proud holder of our Advanced Certificate in High-Performance Serum Formulation!

OUR ACCREDITATIONS

Here at the School of Natural Skincare, we are committed to providing the highest quality educational resources as demonstrated through our accreditations and professional memberships.



CPD (CONTINUING PROFESSIONAL DEVELOPMENT) CERTIFICATION SERVICE

Our courses are accredited by the CPD (Continuing Professional Development) Certification Service. The CPD Certification Service is the leading independent CPD accreditation institution operating across industry sectors. They are a globally recognized institution and accredit courses by a number of prestigious organizations.

The CPD Certification Service assesses each course individually, evaluating the quality of training materials and learning activities against the highest standards. We are delighted to have passed the formal and impartial CPD accreditation process carried out by the team of experienced assessors at the CPD Certification Service.



SOCIETY OF COSMETIC SCIENTISTS

Gail, the School of Natural Skincare's founder and co-Director, is an Associate Member of the prestigious Society of Cosmetic Scientists and International Federation of Societies of Cosmetic Chemists. The Society of Cosmetic Scientists promotes education, research and collaboration to advance the science of cosmetics.



EUROPEAN ASSOCIATION FOR DISTANCE LEARNING

We are a member of the European Association for Distance Learning (EADL). The EADL promotes quality, and professional and ethical standards in distance learning. Membership is granted to organizations that meet the EADL Quality Standards and comply with its Code of Conduct. EADL membership is regarded as a seal of quality.



ETHICAL COMPANY ACCREDITATION

The Ethical Company Organisation prides itself on setting the benchmark for corporate social responsibility, and awards Ethical Accreditation to successful candidate companies based on a number of key factors.

We are delighted to share that the School of Natural Skincare has achieved Ethical Accreditation every year since 2016.

As people and as a business, we are deeply conscious of the impact that humans can (and do) have on our environment. To that end, we're constantly looking for ways to become more ethical, sustainable, natural and organic, both in our personal and working lives.

FURTHER TRAINING

Our tutors and support staff engage in further professional development and training. To help us ensure our courses are inclusive of all skin tones, our team completed training on **Treating Skin of Color** run by Dija Ayodele, Founder of **Black Skin Directory**.

OUR AWARDS



BEST NATURAL BEAUTY EDUCATORS 2020
IN THE 2020 SOUTHERN ENTERPRISE AWARDS.



BEST ONLINE ORGANIC SKINCARE FORMULATIONS SCHOOL 2020, AND
ONLINE NATURAL SKINCARE FORMULATIONS SCHOOL OF THE YEAR 2021
IN THE LUX LIFE HEALTH, BEAUTY AND WELLNESS AWARDS.

GREAT BRITISH
ENTREPRENEUR AWARDS

IN PARTNERSHIP WITH



STARLING
BANK

HEALTH & BEAUTY ENTREPRENEUR OF THE YEAR
AT THE GREAT BRITISH ENTREPRENEUR OF THE YEAR AWARDS 2019.



SCHOOL of
NATURAL SKINCARE
International

“

Like with all the other courses from your school, I enjoyed ABSOLUTELY EVERYTHING in the Advanced Certificate in High-Performance Serum Formulation! Wonderful job! Keep on going!

”

**Catalin Maier,
Switzerland**

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