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Thanks so much for downloading this free recipe book. The recipes we'll share with you here aren't like other haircare recipes you might find online or in books. You see, many well-meaning but unqualified beauty enthusiasts share recipes that either aren't safe or that might even damage the hair.

It's our mission to teach you the professional and correct way to make products. That's why this book includes recipes that have been created by professional scientists and formulators, who share them as both a "formula" and a "recipe".

This book contains some very simple formulas and some more advanced ones. If you are brand new to making haircare products you'll be able to get started. If you already have some experience you'll pick up new ideas, correct mistakes you might be making and gain confidence.

We have trained students from all around the world to make their own natural haircare and skincare products, either for themselves or to sell. Many have gone on to launch their own successful natural beauty brands.

We're delighted that you are taking the first step to creating your own gorgeous products too! Enjoy!

Gail and Gareth xox

Directors, School of Natural Skincare



We are the world's premier natural skincare and haircare formulation school, helping you create high performance natural and organic beauty products, for yourself or to launch a successful business.

Led by Cosmetic Formulator, Gail Després and Aromatherapist, Gareth Després, the school is dedicated to helping you ditch harmful chemicals and synthetically laden products and instead have the knowledge and confidence to make your own beautiful, effective, natural haircare products.

The school's team of expert tutors include Cosmetic Chemists, Cosmetic Formulators, Aromatherapists, Beauty Business Professionals and Niche Beauty Brand Owners; all passionate about helping you create beautiful products and thriving businesses.

Our accredited courses are taught in fun, multimedia online classes – the school has trained thousands of students across every (inhabited) continent!

The school's fabulous recipes and enjoyable, creative classes have been featured by the BBC and glossy magazines like Green Parent, Spirit & Destiny and Country Homes and Interiors magazine.

Find more recipes or join a training course with us here: www.schoolofnaturalskincare.com



- Always sanitize equipment and containers before use. You can use 70% IPA (isopropyl alcohol); simply spray onto clean equipment and wipe with a tissue.
- Maintain a high level of personal hygiene. Wash hands or wear gloves before starting and ensure all work surfaces are clean and sanitized.
- For the greatest accuracy weigh all of your ingredients in grams using digital scales.
- Any product containing water will deteriorate quickly. When making products that contain
 water you need to use a broad-spectrum preservative from specialist cosmetics suppliers.
 Vitamin E and grapefruit seed extract are not broad-spectrum preservatives.
- More information about natural preservatives can be found here:
 3 Natural preservatives for cosmetics.
- Don't forget to label your products! Include the date you made them (or the date you expect them to expire).
- Essential oils should not be used directly on the skin, hair or scalp. They should always be diluted in a suitable carrier solution or incorporated into a product. If you have any medical conditions, you should check essential oil contraindications prior to use.

HOW RECIPES AND FORMULAS HAVE BEEN PRESENTED

MEASUREMENTS

In this book we have included both the formula for each product (written in percentages) and a recipe (written in both grams and ounces). The formula is given as a weight for weight percentage (w/w%). This is the percentage, by weight, of the ingredients, of the total weight of the mixture. What this means is the number of grams of that ingredient in 100 grams of mixture. You will always weigh your ingredients for accuracy and consistency, even if you're using a mixture of liquids and solids.

The recipes are easy to follow and great when you are starting out. Formulas are the professional way to write recipes and we've included them in the book so you can start to get used to seeing them written out properly. This is really useful if you want to move on to formulate your own haircare products, for example, by taking our <u>Diploma in Natural Haircare Formulation</u>.

If you want to create a different amount of product (a different batch size) you'll need to convert the formula into a weight-based measurement, or 'recipe', so you know how much of each ingredient to use.

The steps to take are:

- 1. You'll need to first decide on your batch size (how much product you want to make). You can choose an amount in grams or ounces.
- 2. Then turn your percentage-based formula into weight-based measurements (grams or ounces) depending on your batch size. The calculation you need to do is:

Percentage of ingredient [divided by] 100 [multiplied by] batch size by weight = weight of ingredient

For example, for a 4 oz batch of the Monoi Beauty Butter for Hair, which uses kokum butter at 25%, you'll need 1 oz of kokum butter ($25/100 \times 4 = 1$).

INGREDIENT NAMES

We have used the INCI name alongside the commonly used ingredient name. INCI stands for International Nomenclature of Cosmetic Ingredients. This is essentially a universal, worldwide system of naming for cosmetic ingredients and it's based on the Latin or scientific name.

An important reason for using the INCI name is there may be several different common names used for an ingredient, so by using the INCI name, you can be 100% sure of the actual ingredient that you're supposed to be including. It's also the INCI name that is usually required to be present on a product label.

For example "cocoa butter" is the common name, but the INCI for cocoa butter is Theobroma Cacao (Cocoa) Seed Butter.

PHASE

The formulas are written in phases and the phases are labeled A, B, C, etc. This is to indicate the order in which ingredients are mixed together. We refer to the phases in the instructions for making the products, to make it really clear how the product is made.

FUNCTION

We have also included a brief description of the function of each ingredient. Professional formulas usually include this information, so that you have a record of how the ingredient will function in your formula – what role it has or what it will do in your product. This is really helpful if you want to adjust your formula later.

SUBSTITUTE INGREDIENTS

Since ingredients used in haircare products have different availability in different parts of the world, we tried to include the ones that are the easiest to find. You still might need to substitute some of them. When it comes to oils and butters, this is generally a simple task. But you will have to be more careful when substituting surfactants in shampoo, as you will need to take into account the active matter of the surfactants. This is a more advanced topic that we teach in our <u>Diploma in Natural Haircare Formulation</u>.

You can read more about customizing your haircare products here:

www.schoolofnaturalskincare.com/customizing-different-hair-types/ www.schoolofnaturalskincare.com/personalize-your-haircare-products/

EQUIPMENT

Luckily, to make products at home you don't need too much equipment. What you do need is inexpensive kitchen or lab equipment which is easy to find both in stores and online.

Basic equipment list:

- Thermometer, such as an inexpensive glass lab thermometer.
- Digital scales (ideally that measure to 0.1g).
- Electric stick blender for creating emulsions (creams and lotions).
- Electric hand whisk for whipping body butter.
- Measuring beakers/jugs heat-proof glass lab beakers are ideal.
- pH strips or a pH meter (pH strips are easier for beginners).
- Hand whisk, spoons, spatulas.
- Protective clothing to protect both you and your products, eg gloves.



CREATING A DOUBLE BOILER/WATER BATH/BAIN-MARIE

You'll need some way of creating a double boiler/water bath/bain-marie. This is for heating the oil and water phases of an emulsion (such as the Shea and Coconut Conditioner for Dry Hair) and for melting solid ingredients to make shampoo bars, conditioner bars and hair butter.

This could be created by:

- Standing a glass beaker/jug on a metal trivet in a saucepan of water.
- Placing one saucepan inside another.
- Using a double boiler insert.

Depending on which method you choose, the following may be useful:

- Two saucepans.
- At least two heat-proof glass lab beakers, Pyrex jugs or autoclavable polypropylene chemical-resistant beakers.
- Double boiler maker or metal trivets/rings (even a cookie cutter would work). You place the beakers on top of this so they don't touch the bottom of the saucepan.
- Double boiler insert these are often sold as melting pots for chocolate making and sit inside a saucepan of water.

We've recorded a handy video where Gail shows you the equipment that you'll need. Watch it here: The equipment you need for making natural skincare products at home

RECOMMENDED SUPPLIERS

A list of recommended suppliers in the UK, USA and Australia can be found here: www.schoolofnaturalskincare.com/recipes-info/recommended-suppliers/





The primary function of shampoo is to clean the hair and scalp. The scalp produces sebum, which, when not washed off, gives the hair an oily appearance. Dust and other environmental pollutants as well as particles of keratin can also deposit on the hair, so to keep it clean and not too oily, we wash it on a regular basis. Since oily residues like sebum are not soluble in water, they cannot be simply washed off using just water. A lot of grime also tends to stick to oily droplets, making them hard to just rinse off.

In addition to cleansing, shampoo can also have other benefits for hair. When formulated properly, it can help minimize damage to the hair shaft by making sure the cuticle stays closed and, depending on the ingredients used, shampoo can also offer moisturization and conditioning to the hair. It can help in alleviating some common hair and scalp issues, like itchy scalp or dandruff. When shampoo contains fragrances, it will also make our hair smell nice.

Shampoo works in the same way as facial or body cleansers clean the skin. The ingredients of the shampoo, especially surfactants, surround and trap tiny droplets of fat (which also contain dust and dirt) and thus help to remove it from hair by rinsing with water.

DIFFERENT TYPES OF SHAMPOO AND CUSTOMIZING FOR DIFFERENT HAIR TYPES

Even though shampoos have one typical formula structure, we can divide them into several groups:

Regular shampoos: They are intended to be used about every four days; they remove dirt and sebum from the hair along with any residues of hair styling products. They can be formulated for dry, normal or oily hair.

Daily use shampoos: As the name suggests, they are meant to be used every single day. In order not to strip away too much of the beneficial sebum, these shampoos contain a lot less surfactants (ingredients that are responsible for cleaning action) in comparison with regular shampoos. They are typically quite gentle and can be used as regular shampoos for people with dry or fine hair.

Conditioning shampoos: This kind of shampoo contains more conditioning ingredients than a regular shampoo. (We will learn more about conditioning agents later on.) They are very suitable for damaged hair.

Clarifying shampoos: They contain no conditioning ingredients and are mainly intended to be used every now and then, when we notice product build-up on the hair. Silicones and conditioners can sometimes (with excess use) build up on the hair and weigh them down. If/when this happens, a clarifying shampoo is a good choice.

2-in-1 shampoos: These shampoos are an "in-between" product – they are shampoo and conditioner combined. They are usually more gentle, contain less surfactants and more conditioning ingredients. They are not a good choice for hair that needs serious conditioning (dry, damaged, fine hair), but they work well for normal to oily hair.

Dry shampoos: Those are not real shampoos. They are made of starch or similar oil-absorbing ingredients that are sprinkled onto the scalp and combed in. They improve the appearance of oily hair, but they do not actually clean the hair.

Hair cleansers: This is more of a marketing term than an actual separate product type. It is typically used for natural, gentle, sulfate-free shampoo formulations.

To better address your customers' needs and expectations (and your own), you will probably need to formulate shampoos designated for a specific hair type and characteristics, such as oily hair, dry hair, frizzy hair and fine hair. The hair type you are formulating for will inform which surfactants are most appropriate and which ingredients (eg emollients, occlusives and humectants) are suitable to include.

GENTLE ALOE AND LAVENDER SHAMPOO FOR NORMAL HAIR

This is a simple but effective shampoo formula.

PRODUCT DEVELOPMENT QUESTIONS

Product type, eg shampoo, conditioner, hair mask.

Regular shampoo for use about two times a week.

Are you formulating to meet a particular standard or certification?

We are using Ecocert-approved ingredients only.

Who is your target audience?

All ages, people who are looking for gentle, sulfate-free shampoo.

What hair type is it for?

Normal hair.

What is the purpose/function of your product?

To gently cleanse the hair and scalp of oil and dirt, and to soothe the scalp.

What properties and qualities do you want your product to have?

Gentle cleansing, soothing properties, lavender scent. Leave the hair clean without stripping beneficial sebum from the scalp.

Packaging type and aesthetics?

Plastic bottle with a flip-top closure.

Which surfactants or emulsifiers are you using and why?

Disodium/sodium cocoyl glutamate – creates rich foam and offers mild cleansing; decyl glucoside – to make the formula even milder.

Which moisturizers/humectants/conditioners/emollients are you using and why?

Glycerin – easily accessible and useful in dispersing xanthan gum; aloe vera powder – also an active ingredient with soothing and moisturizing properties.

Which active ingredients and/or essential oils are you using and why?

Aloe vera powder to soothe the scalp; lavender essential oil for soothing properties and a floral scent.

Which other ingredients specific to this product type are you using and why?

Xanthan gum as a thickener.

FORMULA

Phase	Ingredient	INCI	Function	w/w%
A1	Xanthan gum	Xanthan Gum	Thickener	0.8
A1	Glycerin	Glycerin	Humectant	3.0
Α	Purified water	Aqua	Solvent	61.1
A	Perlastan SC25	Disodium/Sodium Cocoyl Glutamate (25% AM)	Primary surfactant – cleansing, foam	23.0
A	Decyl glucoside	Decyl Glucoside (50% AM)	Co-surfactant, gentle cleansing	10.0
Α	Aloe vera powder	Aloe Barbadensis Extract	Active ingredient, soothing properties	0.1
В	Preservative Cosgard	Dehydroacetic Acid, Benzyl Alcohol	Preservative	1.0
В	Lavender essential oil	Lavandula Angustifolia Flower Oil	Fragrance, soothing	1.0

Total active matter: 11.6%

The active matter (AM) of a shampoo tells us the quantity of cleansing ingredients (surfactants) it contains. The higher the total active matter of a shampoo, the more cleansing it will be. Too high an active matter and it can be harsh and drying; but if the total active matter is too low, it will not be cleansing enough.



RECIPE

Ingredient	Weight in grams (for a 100g batch)	Weight in ounces (oz) for a 4 oz batch
Xanthan gum	0.8	0.032
Glycerin	3.0	0.120
Purified water	61.1	2.444
Perlastan SC25	23.0	0.920
Decyl glucoside	10.0	0.400
Aloe vera powder	0.1	0.004
Preservative Cosgard	1.0	0.040
Lavender essential oil	1.0	0.040

Instructions

- 1. Mix phase A1 ingredients in a separate container to make a slurry.
- 2. Combine the rest of phase A ingredients and mix until all of them are dissolved and homogenous.
- 3. Add A1 to A and mix. If there are any lumps of xanthan gum, disperse them with a stick blender.
- 4. Add phase B, mix thoroughly.
- 5. Measure and adjust the pH to approximately 4.5. You can decrease the pH to 4.5 by using a 10% citric acid solution (10% citric acid, 90% purified water) and adding a little at a time until you reach your desired pH. More information about testing and adjusting pH is provided in our courses.

COCOA BUTTER AND PATCHOULI SOLID SHAMPOO BAR

Though they may look like soap bars, proper shampoo bars are not soap! Soap is in fact really damaging to the hair (which we explain in detail in this article).

The main ingredient in a shampoo bar is solid surfactant. It is really important to include enough solid surfactant as this will contribute to the solid form of the shampoo.

PRODUCT DEVELOPMENT QUESTIONS

Product type, eg shampoo, conditioner, hair mask.

Solid shampoo for all types of hair, to be used about two times per week.

Are you formulating to meet a particular standard or certification?

Yes, we are using COSMOS-approved ingredients.

Who is your target audience?

All ages, especially people who are passionate about a zero-waste lifestyle and want to avoid plastic containers that liquid shampoos come in.

What hair type is it for?

All hair types, especially normal or oily hair.

What is the purpose/function of your product?

To cleanse the hair.

What properties and qualities do you want your product to have?

Solid form, quick to lather and not too quick to dissolve in water.

Packaging type and aesthetics?

No primary packaging; can be stored in a jar for travel purposes.

Which surfactants or emulsifiers are you using and why?

Sodium coco sulfate – naturally derived with strong cleansing and foaming properties; cocamidopropyl betaine and decyl glucoside to increase the mildness of the formulation. Varisoft EQ65 is a cationic emulsifier, approved by Ecocert/COSMOS, which will condition the hair.

Which moisturizers/humectants/conditioners/emollients are you using and why?

Cetyl alcohol and cocoa butter to nourish the hair and replenish some of the lost surface lipids, without causing oiliness. Cocoa butter, an emollient, will help to soften and nourish the hair. Solid butters also contribute to the solid form of the shampoo. Cetyl alcohol is a fatty alcohol that will help to solidify the shampoo bar and also provide a nice emolliency to the bar and hair (plus it's less greasy than cocoa butter).

Which active ingredients and/or essential oils are you using and why?

Tea tree and peppermint essential oils for their refreshing herbal scent.

Which other ingredients specific to this product type are you using and why?

Citric acid, to keep the pH levels of the shampoo in the appropriate range during use.

FORMULA

Phase	Ingredient	INCI	Function	w/w%
A	SCS	Sodium Coco-Sulfate	Primary surfactant	60.0
Α	САРВ	Cocamidopropyl Betaine	Secondary surfactant	8.0
Α	Decyl glucoside	Decyl Glucoside	Secondary surfactant	7.5
В	Cetyl alcohol	Cetyl Alcohol	Emollient, thickener	6.0
В	Varisoft EQ65	Distearoylethyl Dimonium Chloride, Cetearyl Alcohol	Conditioner, thickener	9.0
В	Cocoa butter	Theobroma Cacao (Cocoa) Butter	Emollient, thickener	5.0
С	Citric acid	Citric Acid	pH adjuster	1.5
С	Preservative Cosgard	Benzyl Alcohol, Dehydroacetic Acid	Preservative	1.0
С	Tea tree essential oil	Melaleuca Alternifolia (Tea Tree) Leaf Oil	Fragrance	1.0
С	Peppermint essential oil	Mentha Piperita (Peppermint) Leaf Oil	Fragrance	1.0



RECIPE

Ingredient	Weight in grams (for a 100g batch)	Weight in ounces (oz) for a 4 oz batch
SCS	60.0	2.40
САРВ	8.0	0.32
Decyl glucoside	7.5	0.30
Cetyl alcohol	6.0	0.24
Varisoft EQ65	9.0	0.36
Cocoa butter	5.0	0.20
Citric acid	1.5	0.06
Preservative Cosgard	1.0	0.04
Tea tree essential oil	1.0	0.04
Peppermint essential oil	1.0	0.04

Instructions

- 1. Mix phase A ingredients in a container and melt in a water bath or double boiler, stirring occasionally. This can take a while (over 20 minutes) and the result won't be liquid, but pasty.
- 2. Mix phase B ingredients in a separate container and melt in a water bath or double boiler and stir occasionally.
- 3. Once phase A is soft and homogenous, add phase B into phase A and stir using a spoon or a stirring rod.
- 4. Cool the mixture to approximately 50°C (113°F), making sure it's still soft. Add phase C ingredients and stir.
- 5. Transfer the mixture into a mold (silicone or plastic molds work best), and put in the refrigerator for a couple of hours, until it solidifies.
- 6. Take the shampoo bar out of the mold and leave it to dry for a couple of days.

FAQS

Q: Doesn't this still contain sulphates?

A: We believe that not all sulphates are the same, and concerns that are applicable to SLS and SLeS are not an issue in the case of SCS – it's naturally derived, milder than SLS and is not at risk of 1,4-dioxane contamination. This formulation contains Ecocert-approved ingredients only, which means it's suitable for one of the strictest certifications for natural/organic cosmetics available at the moment. But in the Diploma in Natural Haircare Formulation we provide an additional solid shampoo example formula that is sulfate-free, along with an extensive list of surfactants that can be used in haircare product making.

Q: I thought SCS wasn't accepted in organic formulation?

A: SCS is in fact permitted in many organic certifications, like Ecocert and COSMOS.

Q: I thought Varisoft, being cationic, wasn't compatible with anionic surfactants like SLSA but you use all these in the formula. Could you explain?

A: Varisoft EQ65 is one of the few cationic emulsifiers that are permitted by Ecocert. Combining cationic and anionic ingredients in most cases doesn't work well, but it is a complex topic and this rule has a few exceptions – solid shampoo bars are one of them. So even though it may seem unusual at first, this formula functions very well!

ENHANCING YOUR SHAMPOO BAR WITH VITAMINS, HUMECTANTS AND ACTIVE INGREDIENTS

The formula we have provided is a highly effective, but quite simple, formula.

One of the things students on our courses LOVE is enhancing simple formulas with vitamins, botanical extracts and active ingredients to really take them to the next level.

This formula can be enhanced further and made into a Fortifying Shampoo Bar by adding panthenol, LexFeel Natural and phytokeratin.

Panthenol (also known as Pro-vitamin B5) is a vitamin and humectant that will moisturize and strengthen the hair. LexFeel Natural (INCI: Heptyl Undecylenate) is an emollient and natural silicone replacement, and Phytokeratin (INCI: Hydrolyzed Soy Protein (and) Hydrolyzed Corn Protein (and) Hydrolyzed Wheat Protein) is an active ingredient that will fortify hair and give it shine and bounce.

The full formula for a Fortifying Shampoo Bar is one of the example formulas we share in our Diploma in Natural Haircare Formulation. This in-depth, multimedia course goes into detail about formulating for different hair types, and using different active ingredients to address a wide variety of different problems, hair types and conditions.



Hair conditioner is a cosmetic product, most commonly applied to the hair after shampooing to improve its condition. Shampoos are mainly designed to clean the hair; conditioners are formulated to nourish and condition the hair. After treatment with a conditioner, the hair should be smooth, shiny and tangle-free. Conditioned hair is easier to comb, has less static electricity and fly-aways, and feels softer overall. Conditioners can also vastly improve the dry and rough texture of chemically damaged hair (permanently waved and/or dyed).

Conditioner accomplishes these tasks through two main mechanisms. The first one is **closing cuticle cells with appropriate pH.** The hair shaft requires an acidic pH for the cuticle cells to be nicely laid down, protecting the cortex. If a conditioner has an alkaline pH (also known as a basic pH, ie above 7), the cuticle would remain open and thus expose layers underneath to environmental factors and damage. Ideal conditioner pH is in the acidic range, below pH 6.0, usually around 5.0.

The second mechanism is so-called **substantivity**. Conditioners contain cationic (positively charged) ingredients (cationic surfactants and cationic polymers) that adsorb to the surface of the hair shaft – this is called substantivity.

Conditioners are typically **emulsions** (a mixture of water and oil similar to a cream or lotion). It's important to use cationic emulsifiers so that the conditioner adsorbs to the hair shaft and conditions the hair properly. The most commonly used cationic emulsifiers are BTMS (naturally derived but not Ecocert-compliant) and Varisoft EQ65 (Ecocert-approved).

DIFFERENT TYPES OF CONDITIONER AND CUSTOMIZING FOR DIFFERENT HAIR TYPES

We can differentiate several types of conditioner based on the type and number of ingredients they contain. Keep in mind that these are very general definitions and are not necessarily applicable for all the products on the market.

Regular rinse-off conditioner

This is the most commonly formulated conditioner that is applied to the hair after shampooing, two or three times per week. It's left on the hair for approximately two minutes, and then it is washed off.

Daily use rinse-off conditioner

This is similar to regular rinse-off conditioner, but as it is meant to be used every day, it contains a smaller percentage of cationic ingredients to prevent product build-up, which can happen when the hair is exposed to too many conditioning ingredients.

Leave-in conditioner

This type of conditioner doesn't get washed off after application. It makes combing easier and reduces static electricity.

Intense conditioner

Intense conditioner is usually thicker and can be referred to as a hair mask. It benefits very dry and/or damaged hair and it is meant to be used occasionally – once or twice per month. It contains higher amounts of cationic ingredients along with oils and butters to nourish the hair.

Co-wash

This term stands for 'conditioner only' wash. Even though it is used instead of shampoo, it's really a conditioner. Typically it's a wash-off conditioner somewhere in between regular conditioner and daily use conditioner. Sometimes it contains other surfactants, like glucosides, so it's a bit easier to wash off

To better address your customers' needs and expectations (and your own), you will probably need to formulate conditioners designated for a specific hair type and characteristics such as oily hair, dry hair, frizzy hair and fine hair. The hair type you are formulating for will inform which conditioning ingredients are suitable to include.

SHEA AND COCONUT CONDITIONER FOR DRY HAIR

PRODUCT DEVELOPMENT QUESTIONS

Product type, eg rinse-off conditioner, leave-in conditioner, hair mask.

Regular rinse-off hair conditioner for use two to three times a week.

Are you formulating to meet a particular standard or certification?

We are using naturally derived ingredients. With the exception of panthenol, they are COSMOS-approved.

Who is your target audience?

All ages, people who are looking for a natural and effective conditioner.

What hair type is it for?

Dry hair.

What is the purpose/function of your product?

To condition and detangle the hair and help make it easier to comb.

What properties and qualities do you want your product to have?

Smooth texture and white appearance, pleasant coconut scent, effective conditioning.

Packaging type and aesthetics.

Plastic jar with screw-on lid.

Which cationic ingredients are you using and why?

Varisoft EQ65 – a COSMOS-approved cationic emulsifier that will condition the hair and emulsify the ingredients. This emulsifier can be difficult to obtain (we list some suppliers in the glossary). You can use BTMS-50 instead of it, but keep in mind that BTMS is not COSMOS-approved (BTMS is naturally derived from the colza plant, but it is not permitted in Ecocert and COSMOS because its manufacturing process includes chemical modifications not approved by these standards).

Which moisturizers/humectants are you using and why?

Glycerin – easily accessible; panthenol – useful humectant and film-former.

Which emollients are you using and why?

Cetyl alcohol – it will thicken and stabilize the emulsion and boost conditioning properties of the cationics; coconut oil and shea butter – rich vegetable oils to nourish the hair.

Which active ingredients and/or essential oils are you using and why?

Coconut CO² extract for fragrance.

Which other ingredients specific to this product type are you using and why?

A natural silicone substitute (coco-caprylate) to add shine to the hair and decrease static electricity. If you can't find this ingredient, feel free to remove it from the formula and increase the water content by 2%.

FORMULA

Phase	Ingredient	INCI	Function	w/w%
A	Purified water	Purified water Aqua Solvent		75.9
Α	Glycerin	Glycerin Glycerin Humectant		3.0
В	Varisoft EQ65	Distearoylethyl Dimonium Chloride (and) Cetearyl Alcohol	Emulsifier, conditioner	4.5
В	Cetyl alcohol	Cetyl alcohol Cetyl Alcohol Thickener, emollient		3.0
В	Coconut oil	Cocos Nucifera (Coconut) Oil	Emollient	3.0
В	Shea butter	Butyrospermum Parkii (Shea) Butter	Emollient	3.0
В	Vitamin E (95% mixed tocopherols)	Tocopherol	Antioxidant	0.1
С	Panthenol	Panthenol Humectant, film		2.0
С	Coco-caprylate	Coco-Caprylate	Silicone replacer, anti-static	2.0
С	Geogard Ultra	Gluconolactone (and) Sodium Benzoate	Preservative	1.5
С	Coconut CO ² extract	Cocos Nucifera (Coconut) Extract	Fragrance	2.0

RECIPE

Ingredient	Weight in grams (for a 100g batch)	Weight in ounces (oz) for a 4 oz batch
Purified water	75.9	3.036
Glycerin	3.0	0.120
Varisoft EQ65	4.5	0.180
Cetyl alcohol	3.0	0.120
Coconut oil	3.0	0.120
Shea butter	3.0	0.120
Vitamin E	0.1	0.004
Panthenol	2.0	0.080
Coco-caprylate	2.0	0.080
Geogard Ultra	1.5	0.060
Coconut CO ² extract	2.0	0.080

Instructions

- 1. Weigh out the ingredients for phase A and add them to a container. Heat phase A in a water bath to 85°C (185°F) and stir occasionally.
- 2. Mix phase B ingredients in a separate container and heat in a water bath to 85°C (185°F).
- 3. Hold both phases at 85°C (185°F) for 10 minutes. To account for water evaporation during heating, weigh the container with phase A ingredients before heating and take a note of the weight. After the 20 minutes have passed, weigh the container again to see how much water has evaporated. Add the appropriate amount of purified water to compensate for any water lost during heating.
- 4. Mix phase A and B together and emulsify using a stick blender or a homogenizer.
- 5. Cool the mixture down, stirring occasionally. You can use a cold water bath to speed the process up.
- 6. Once the mixture cools to below 40°C (104°F), add phase C ingredients and mix using a spoon or a stirrer.
- 7. Measure and adjust the pH to 5.0. You can decrease the pH to 5.0 by using a 10% citric acid solution (10% citric acid, 90% purified water) and adding a little at a time until you reach your desired pH. More information about testing and adjusting pH is provided in our courses.



VANILLA AND BENZOIN SOLID CONDITIONER BAR

Here we include a conditioner bar that is quite simple and easy to make. Solid conditioners can contain other nourishing, hydrating and conditioning ingredients, but they can be more complicated to make. We cover them in our Diploma in Natural Haircare Formulation.

PRODUCT DEVELOPMENT QUESTIONS

Product type, eg shampoo, conditioner, hair mask.

Solid conditioner to be used about two times per week.

Are you formulating to meet a particular standard or certification?

No, but we are focusing on natural and naturally derived ingredients.

Who is your target audience?

All ages, people who are passionate about a zero-waste lifestyle.

What hair type is it for?

All hair types, best for normal to dry hair.

What is the purpose/function of your product?

To condition and soften the hair.

What properties and qualities do you want your product to have?

Solid form, not too soft, glides easily on the hair.

Packaging type and aesthetics?

No primary packaging needed. Can be stored in a jar for travel purposes.

Which cationic ingredients are you using and why?

BTMS-50 – an easy to use cationic emulsifier.

Which moisturizers/humectants/emollients are you using and why?

Cocoa butter, shea butter and olive oil – beneficial emollients for the hair; cetyl alcohol – to harden the bar.

Which active ingredients and/or essential oils are you using and why?

Vanilla and benzoin for fragrance.

Which other ingredients specific to this product type are you using and why?

None.

FORMULA

Phase	Ingredient	INCI	Function	w/w%
A	BTMS-50	Behentrimonium Methosulfate, Cetearyl Alcohol	Conditioner, emulsifier, bar hardener	65.0
A	Cetyl alcohol	Cetyl Alcohol	Emollient, bar hardener	15.0
A	Cocoa butter	Theobroma Cacao (Cocoa) Seed Butter	Emollient, bar hardener	6.0
Α	Shea butter	Butyrospermum Parkii (Shea) Butter	Emollient, bar hardener	6.0
A	Olive oil	Olea Europaea (Olive) Fruit Oil	Emollient	4.9
Α	Vitamin E (95% mixed tocopherols)	Tocopherol Antioxidant		0.1
В	Benzoin extract	Styrax Benzoin (Benzoin) Gum Oil	Fragrance	1.0
В	Vanilla oleoresin	Vanilla Planifolia (Vanilla) Extract Fragrance		1.0
В	Preservative Cosgard	Dehydroacetic Acid, Benzyl Alcohol	Preservative	1.0

RECIPE

Ingredient	Weight in grams (for a 100g batch)	Weight in ounces (oz) for a 4 oz batch
BTMS-50	65.0	2.600
Cetyl alcohol	15.0	0.600
Cocoa butter	6.0	0.240
Shea butter	6.0	0.240
Olive oil	4.9	0.196
Vitamin E	0.1	0.004
Benzoin extract	1.0	0.040
Vanilla oleoresin	1.0	0.040
Cosgard	1.0	0.040

Instructions

- 1. Weigh out phase A ingredients in a container and melt them in a water bath.
- 2. When phase A is melted, remove from heat and cool down.
- 3. Once the mixture cools to below 50°C (122°F), or just before it starts to solidify, add phase B ingredients and mix using a spoon or a stirrer.
- 4. Pour into a mold, put in the refrigerator for a couple of hours to solidify.
- 5. Remove from the mold.





When you think of haircare products, you probably think of shampoo and conditioner first. Those two products are the most commonly used haircare products, but there are other product types that can make an interesting addition to your haircare routine.

Products that help to nourish and repair hair, stimulate the scalp or purify hair and scalp fall into a category called hair treatments. Some are designed especially for the scalp, as they penetrate into the skin around hair follicles; some are aimed more at the hair shaft; others are designed to nourish both the hair and skin on the scalp.

HAIR OIL

Hair oils are intense emollient treatments for the hair and scalp. They soften the hair, replenish some of the lost fatty acids from the hair shaft and nourish cells on the scalp. Hair oils are massaged into the scalp and applied to the length of the hair, left to work for 10-30 minutes, then washed off with a shampoo. They might require hair to be shampooed twice in order to completely remove the oils. Massaging the oil on the scalp helps increase circulation, which promotes hair growth.

Hair oils can be used in so-called hot oil treatments (or HOT for short). In this case, hair oil is heated up in a water bath, applied to wet hair and scalp, wrapped in plastic wrap and then in a towel soaked with hot water – this way the oils stay warm for a longer period of time, which increases their activity on the hair and speeds up penetration into the hair shaft. Hot oil treatments are usually left on the hair from 30 minutes up to two hours.

Hair oils are also a nice way of incorporating active ingredients, such as essential oils, oil soluble extracts or cosmeceuticals into haircare products. Since they stay on the scalp for quite a while, they have time to penetrate into the skin and benefit skin tissue.

HAIR MASK/HAIR BUTTER

Anhydrous hair masks are another oil-based pre-wash treatment, very similar to hair oil. They contain more solid oils, which, as well as having a softening and nourishing effect on the hair, will also make the hair more hydrophobic and protect it from dryness and breakage. Because they have a higher solid oil content, anhydrous hair masks are 'heavier' products compared to hair oils, and are more suited to very dry hair. Hair masks can be applied to dry or wet hair, left on the hair for approximately 30 minutes and then washed off using shampoo.

People with kinky and dry hair can use a hair mask after washing the hair, before certain hairstyles like braids or a bun. Anhydrous products that are used as a leave-in after-wash treatment are often called hair butters. Keep in mind though, that anhydrous hair masks/butters seal the hair and can weigh it down, so they are not a good idea before straightening your hair.

DRY SHAMPOO

Dry shampoos are powdered products, containing oil-absorbing ingredients such as starch and clay that improve the appearance of oily hair. They are not a substitute for a normal shampoo, but they can prolong the time in between washes. An added benefit of dry shampoo is that they add volume to the hair. Very commonly dry shampoos are white or at least very light, and when they are used on dark hair, they can leave a white or grey residue on it. To combat this issue, dark ingredients can be added to the formulation, for example dark mineral pigments or botanical powders that are darker in color.

Dry shampoos are used when hair starts to get oily, so that washing can be postponed by another day or two. They are sprinkled on the head, close to hair roots and then brushed into the hair.

CLAY MASKS

Just as clay masks are useful as a facial treatment, they can benefit scalp skin as well, especially oily and dandruff-prone scalps. Clays in the mask will also help to remove any dirt and product build-up on the hair. Most commonly bentonite clay is used, but it can be combined or replaced with other clays as well, such as kaolin clay, green clay, rhassoul clay, etc. Clays have deep cleansing and detoxification effects on skin and hair, which can be enhanced with other active ingredients, such as powdered botanical extracts.

Clay masks are powdered products that need to be activated with water (or hydrosols) just before use. Some people like to add a little bit of oil to water-soaked clay paste as well. Once the paste is ready, it needs to be applied to dry hair and scalp, left on for about 10-20 minutes, and then washed off in the shower using a shampoo (and conditioner afterwards).

AYURVEDIC POWDER/PASTE SHAMPOO

Certain plant powders, originating from India, have been traditionally used as shampoos and conditioners. They are made from the leaves, bark, seeds, or other plant parts of herbs used in traditional Ayurvedic medicine. They are known to increase silkiness, boost color and improve the overall manageability of hair without stripping the hair of natural oils. Plant powders, which contain saponins, can be mixed with water to form a paste that has a gentle cleansing effect on the hair. Other plants can be conditioning and nourishing to the hair.

To use plant powders as a shampoo, you need to combine one or more plant powders that contain saponins with other powders that have properties you wish to benefit from. Before use, the powders are mixed with enough water to create a paste and then applied to the hair, massaged into hair and scalp, and rinsed off using water.

SCALP SCRUB

Scrubs or exfoliating products are well known in skincare and in bodycare, but they are fairly new among haircare products. With scalp scrub, we remove dead skin cells on the scalp that can cause inflammation and dandruff. We also stimulate blood circulation around hair roots, which energizes the scalp and stimulates hair growth. Basically, using a scalp scrub is like an investment that will pay off later on with healthy hair, because we are keeping the scalp and hair roots in good condition.

The exfoliating ingredients in a scalp scrub can be either chemical (AHAs and BHAs) or physical (jojoba beads/pearls, ground dried plant material, salt, sugar, etc). They can also contain surfactants for a slight foaming effect.

Scalp scrub is applied on a wet scalp, gently massaged into it and then rinsed off with water. Scrub treatment is then followed by a regular shampoo and conditioner procedure.



SCALP SERUM

Scalp serums are designed to deeply nourish the scalp – where the hair starts to grow. A healthy scalp ensures healthy hair and lots of hair growth. Since shampoos are washed off quickly and conditioners are usually not applied to the scalp, scalp serums are a great way to include luxury active ingredients that need to stay on the skin to offer more benefit to the scalp and hair roots.

Scalp serum can come in many forms:

- Oil serums: only contain anhydrous lipophilic ingredients, such as carrier oils, essential oils and oil soluble active ingredients.
- Emulsions: contain a water phase and an oil phase that are combined with an emulsifier. They can contain oil and water soluble active ingredients.
- Bi-phase serums: contain an oil phase and a water phase without an emulsifier, so they keep two separate layers in the container. They can contain oil and water soluble active ingredients.
- Water-based serums/gel-based serums: water-based products that can be thickened to make a gel. They contain mainly water soluble ingredients, but, depending on the thickeners, can also contain a small quantity of oil and lipophilic ingredients.

Scalp serums are usually applied to the scalp before washing the hair. They are massaged into the scalp and left to work for 10-30 minutes; sometimes they are even left overnight. After the serum treatment, the hair is washed with a shampoo and conditioner as usual.

Here we give a formula for Monoi Beauty Butter for Hair, which can be used as a hair mask or hair butter. We teach you how to formulate all the other types of hair and scalp treatments on our <u>Diploma in Natural Haircare Formulation</u>.



MONOI BEAUTY BUTTER FOR HAIR

PRODUCT DEVELOPMENT QUESTIONS

Product type, eg shampoo, conditioner, hair mask.

Anhydrous hair mask to be used about two times per month. It could also be applied as an after-wash treatment.

Are you formulating to meet a particular standard or certification?

Yes, COSMOS.

Who is your target audience?

All ages, mainly people with dry or very curly hair type.

What hair type is it for?

Dry and fragile hair, very curly hair.

What is the purpose/function of your product?

To soften and nourish the hair and to protect it from water and breakage.

What properties and qualities do you want your product to have?

Soft butter-like balm texture with a pleasant floral scent.

Packaging type and aesthetics?

Plastic jar with screw-on closure.

Which carrier oils or butters are you using and why?

Monoi oil – coconut oil is an effective hair conditioner, gardenia extract gives a lovely scent; kokum butter and shea butter both nourish the hair, soften it and protect it from moisture; buriti oil – the high content of essential fatty acids and carotenes nourish the hair and scalp.

Which active ingredients and/or essential oils are you using and why?

None, monoi oil will add a pleasant scent.

Which other ingredients specific to this product type are you using and why?

Vitamin E to protect the oils from oxidation.

FORMULA

Phase	Ingredient	INCI	Function	w/w%
Α	Monoi oil	Cocos Nucifera Oil, Gardenia Tahitensis Extract	Emollient, fragrance	44.9
Α	Kokum butter	Garcinia Indica Seed Butter	Emollient	25.0
Α	Shea butter	Butyrospermum Parkii (Shea) Butter	Emollient	20.0
В	Buriti oil	Mauritia Flexuosa (Buriti) Fruit Oil	Emollient	10.0
В	Vitamin E (95% mixed tocopherols)	Tocopherol	Antioxidant	0.1

RECIPE

Ingredient	Weight in grams (for a 100g batch)	Weight in ounces (oz) for a 4 oz batch
Monoi oil	44.9	1.796
Kokum butter	25.0	1.000
Shea butter	20.0	0.800
Buriti oil	10.0	0.400
Vitamin E	0.10	0.004

Instructions

- 1. Mix phase A ingredients together and heat to about 60°C (140°F) until melted.
- 2. Remove from heat, cool down to 40° C (104° F) and add phase B ingredients.
- 3. Pour into jars. Alternatively, whip the butter once it solidifies and scoop the whipped butter into jars.



INGREDIENT GLOSSARY

The majority of these ingredients are easy to obtain; please see our <u>supplier list</u> for suppliers that will stock them. For ingredients that are harder to find, we have listed some suppliers next to those entries throughout this book.

VEGETABLE/CARRIER OILS

Olive oil

Olive oil is rich in nourishing oleic acid; it can reduce scalp irritation and protect and soften the hair.

Coconut oil

Coconut oil is one of the best vegetable oils for nourishing hair. Since it can penetrate the hair shaft, it is especially suitable for dry and very curly hair, as well as damaged hair that is prone to breaking.

Monoi oil

Monoi oil is a traditional macerated oil that is made by infusing tiare flowers in coconut oil. It has the same properties and benefits as coconut oil, along with a delicate floral fragrance.

Buriti oil

Buriti oil is made from fruits of the buriti palm tree, native to Brazil. The oil is rich in antioxidants and carotenoids, giving the oil its dark orange color. Buriti oil is used to add shine to dull or faded hair, plus it protects it from split ends which can arise from styling processes and blow drying.

BUTTERS/WAXES

Cocoa butter

Cocoa butter is great at softening the skin and protecting it against water loss. In haircare products, it functions as a deeply nourishing, protecting and conditioning ingredient, great for dry and damaged hair. Plus, if you get the unrefined version, it smells like chocolate!

Shea butter

Shea butter is wonderfully nourishing to both skin and hair, due to the high content of regenerative phytosterols and Vitamin E. It softens and moisturizes the hair, plus it eases combing of dry and curly hair. It can be used as a pre-shampoo hair treatment, or as a post-shampoo treatment (eg in a conditioner or a mask).

Kokum butter

Kokum butter is rich in essential fatty acids and is traditionally used in hair treatments to promote hair growth. Like other butters covered in this recipe book, it conditions the hair, making it smoother, softer and shinier.

SURFACTANTS/EMULSIFIERS

The topic of surfactants can be complex, and this book provides just a brief introduction to working with them. Surfactants have several functions including foaming, detergency (the ability to remove dirt and grime from a surface) and emulsification. The emulsifiers and surfactants included here are naturally derived and permitted in certified organic cosmetics (with the exception of BTMS-50).

BTMS-50 (INCI: Behentrimonium Methosulfate, Cetearyl Alcohol)

BTMS-50 is one of the most commonly used cationic emulsifiers. It creates stable mixtures of oils and water, plus it conditions the hair and makes it silky smooth. It is naturally derived, but due to manufacturing processes it is not permitted in most organic certifications.

Varisoft EQ65 (INCI: Distearoylethyl Dimonium Chloride, Cetearyl Alcohol)

Varisoft is a naturally derived and biodegradable cationic emulsifier that is permitted in Ecocert and COSMOS standards. It creates thick emulsions with good conditioning properties. You can find Varisoft at Alexmo Cosmetics (DE), Lotioncrafter (USA), Gracefruit (UK), Formulator Sample shop EU (IT), Save on Citric (USA), Windy Point Soap (CA).

Perlastan SC25 (INCI: Aqua, Disodium Cocoyl Glutamate, Sodium Cocoyl Glutamate)

Perlastan SC25 is a very mild anionic surfactant, ideal for making gentle cleansing products like shampoo or body wash. It is sulfate free and permitted in COSMOS, Ecocert and NaTrue certifications. As it comes in the form of 25% active solution in water, it's also very easy to work with. You can find this surfactant on Amazon, Mystic Moments (UK), SkinChakra (DE), Les Ames Fleurs (CA), New Directions (AU), Personal Formula Resources (Malaysia).

Decyl glucoside (INCI: Decyl Glucoside)

Naturally derived non-ionic surfactant made from glucose (derived from cornstarch) and fatty alcohols (derived from coconut oil). It is used to add mildness to shampoos, body washes and facial cleansers. Approved by most natural certifications.

Sodium coco sulfate (SCS) (INCI: Sodium Coco-Sulfate)

Sodium coco sulfate is a naturally derived (from coconut oil) anionic surfactant that is permitted in many organic certifications, including Ecocert and COSMOS. Typically it comes in the form of white powder, so it's a great option for making solid shampoo bars.

It does contain sulphates but we believe that not all sulphates are the same, and concerns that are applicable to SLS and SLeS are not an issue in the case of SCS – it is naturally derived, milder than SLS and is not at risk of 1,4-dioxane contamination. In the Diploma in Natural Haircare Formulation we provide a solid shampoo formula that is sulfate-free, along with a list of surfactants that can be used in haircare product making.

Cocamidopropyl betaine (INCI: Cocamidopropyl Betaine)

Naturally derived amphoteric surfactant, typically used as a secondary surfactant to increase the mildness of cleansing products. It is permitted in COSMOS and Ecocert standards.

PRESERVATIVES

These preservatives are all permitted in certified organic cosmetics.

Preservative Eco (INCI: Benzyl Alcohol (and) Salicylic Acid (and) Glycerin (and) Sorbic Acid)

This is a broad-spectrum preservative that meets Ecocert and COSMOS standards.

Available from Aromantic (UK). Also sold as Geogard™ ECT available from Voyageur Soap and Candle Company (USA) and Plantaserv M available from New Directions (Australia). It's usually used at 1% in water-based products. Not permitted in products for children under the age of three years. It's most effective at pH below 5.5.

Cosgard/Geogard 221 (INCI: Benzyl Alcohol (and) Dehydroacetic Acid)

This is a broad-spectrum preservative that meets Ecocert and COSMOS standards, is NaTrue Certified and Soil Association approved. Available from Naturally Thinking (UK), Making Cosmetics (USA) and Go Native (NZ). It is water soluble and most effective at pH below 5.5. Typical recommended use level is 0.2-1%.

Geogard Ultra/Microguard/Neodefend (INCI: Gluconolactone (and) Sodium Benzoate)

This is a broad-spectrum preservative that meets Ecocert and COSMOS standards, is NaTrue Certified and Soil Association approved. Available from The Soap Kitchen (UK), Lotioncrafter (USA) and New Directions (AUS). It is water soluble with an effective pH from pH 3-6. Typical recommended use level is 0.75-1.5%.



HUMECTANTS/THICKENERS/STABILIZERS/EMOLLIENTS

Glycerin

Glycerin or glycerol is one of the most commonly used humectants. It attracts moisture, so it prevents skin dryness.

Cetyl alcohol

One of the most commonly used fatty alcohols in cosmetic products. Even though it has "alcohol" in its name, it's not drying or irritating like regular ethanol. In fact, it actually has moisturizing properties, it can stabilize emulsions and give lotions a rich skin feel without too much greasiness. It is also used as a thickener in anhydrous products.

Xanthan gum

A natural polymer produced by microorganism Xanthomonas. It thickens water into a gel-like consistency, which helps with the stability of emulsions.

Coco-caprylate

Coconut derived ester, which softens the skin like carrier oils, but does not feel oily or greasy. In haircare products it is used as a natural silicone replacer – to give the hair softness and shine without making it look oily.

Panthenol

Panthenol or Pro-vitamin B5 converts into the active form of the vitamin once applied to the skin or hair. It improves hair elasticity, prevents hair dryness and gives volume to thin hair.

BOTANICAL EXTRACTS/ACTIVE INGREDIENTS

Aloe vera

Juice from aloe leaves has been used since ancient times for its soothing capabilities. It can be used to replace some of the water in products such as shampoos, conditioners and other emulsions.

Vitamin E

Natural Vitamin E is an oily and thick liquid that contains a mixture of tocopherols. It protects oils and other fatty ingredients from oxidation. It also acts as an antioxidant in the skin, where it protects skin cells from damaging effects of oxidation molecules.

YOUR NEXT STEPS

If you have enjoyed this book we would LOVE to show you how to make a greater variety of products and take your knowledge and skills to the next level!

Our accredited, online <u>Diploma in Natural Haircare Formulation</u> takes you step-by-step through everything you need to know to formulate your own custom, high-performance shampoos and creamy, perfect conditioners. Learn from experienced and professional formulators and be supported each step along the way.

In this course, you'll learn:

- How to make shampoo without harsh sulfates like SLS, and instead discover a wide variety of gentle, natural surfactants.
- How to make conditioners that leave the hair smooth, soft and silky, with a natural shine (and not weighed down or greasy).
- All about the characteristics and needs of different hair types, and how to customize your formulations to suit them.
- Real information about what the scalp needs to be healthy.
- The functions, properties and benefits of a wide range of natural and organic haircare ingredients, so you can select ingredients for your formulations with confidence.
- How to formulate effective and professional shampoos, conditioners and hair treatments that leave hair strong, healthy and shiny.

Read the full course curriculum and enroll here:

https://www.schoolofnaturalskincare.com/diploma-in-natural-haircare-formulation/

"Before taking the Diploma in Natural Haircare Formulation, I had no idea about formulations. I tried some recipes on the internet, but nothing can compare with the knowledge you get from this course. It is a wonderful way to attain the essential knowledge required to begin your journey as an organic haircare formulator.

A wealth of information about individual ingredients, formulation and legal requirements is provided. I found the course thoroughly enjoyable and worthwhile. The modules have a perfect structure. It's very well put together and I highly recommend it."

Camelia Cherry, UK

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