

*5 Key Steps
to become a
Cosmetic
Formulator*



by Joan Morais

STEP 1

GO FOR IT

-MINDSET IS EVERYTHING

*-BELIEVE AND TRUST IN YOUR SENSE
OF WHAT YOU WANT TO CREATE*

-BEGIN WITH WHAT YOU KNOW

-SOLVE A PROBLEM

*-TAKE A TRAINING PROGRAM IN
COSMETIC FORMULATING*

*-LEARN FROM A COSMETIC
FORMULATOR*

Paste an image here of what you want for yourself; a product or you as a cosmetic formulator or the service you want to provide to help others

-What do you sense you are meant to do?

"I got my start by giving myself a start."

Madam C.J. Walker

STEP 2

GET GOING

3 SMALL ACTION STEPS TO DO NOW

1.

2.

3.

-Start right where you are

-Don't look too far ahead. It will overwhelm you and seem like you can't do it. Start with small steps. Success is the result of many small steps

-Seek out a mentor

-Start with anhydrous formulations. Make one anhydrous formulation until it is perfect. Skin balm, hair balm, lip balm, lip gloss, hair oil, facial oil, facial oil cleanser, edge tamer, hair butter, pomade, body butter, lotion bar, bath bombs..... Make it until you have the best texture, scent, results and feel on the skin or hair. You, your family and friends love it and want more.

-Create a formula- download the free formulating form on our blog

-Take excellent "lab notes" so you know where to adjust the formula - download the free lab notebook on our blog

*"One night I had a dream and in that dream a big black man appeared to me and told me what to mix up for my hair. I made up my mind I would begin to sell it."
Madam C.J. Walker*

STEP 3

GET OVER IT

3 POSITIVE THOUGHTS

1.

2.

3.

-Failure is necessary, Plan on failing

-Stop sharing your story on your failure and what didn't work

-Focus on what is working

-Focus on where you want to go

-Focus on being of service to help others

-Change your negative thoughts in your mind to thoughts on what you want

-Turn the failure into opportunity- use the failed formulation and experiment with it

"I am not satisfied in making money for myself, I endeavor to provide employment to hundreds of women of my race."

Madam C.J. Walker

STEP 4

GET UP

- Some days are hard and some days are easier
- Every person has hard days and easier days
- Accept it
- Stop Complaining
- Get Up and Move Forward
- Research and learn about the ingredients
- Research and learn about skin and hair
- Study your lab notebook and trouble shoot the failure and do it again differently

NEXT 3 STEPS

- 1.
- 2.
- 3.

“I had to make my own living and my own opportunity. But I made it! Don’t sit down and wait for the opportunities to come. Get up and make them.”

Madam C.J. Walker

STEP 5

GET PERSEVERANCE

3 STEPS TO PERSEVERE

1.

2.

3.

-What are 3 steps that you need to persevere on?

-Do you need to contact someone for financial assistance?

-Do you need to contact someone to be an investor?

-Do you need to set aside time to develop your product?

-Do you need to say no to others and take action on what you want?

-Choose You and What You Want To Do

-Formulate and make it over and over and over and over....until you have it right - download formulating form on our blog

-Interested in the science, get a chemistry degree and be a Cosmetic Chemist

"Perseverance is my motto."

"If I have accomplished anything in life it is because

I have been willing to work hard."

Madam C.J. Walker

RESOURCES

JOAN MORAIS NATURALS

Cosmetic Formulation Courses

-Professional Natural Hair Care Product Making Course

-Professional Natural Skin Care Product Making Course

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Cosmetic Formulating

Articles to help you formulate

<https://www.joanmorais.com/blog/category/formulating-2/>

Online Cosmetic Industry News

Cosmetics and Toiletries

<https://www.cosmeticsandtoiletries.com/formulating/>

Global Cosmetics Industry

<https://www.gcimagazine.com>

Happi

<https://www.happi.com>