

Online Advanced Certificate Course

From Your Kitchen to the Retail Counter 3 Strategies to Launch Your Natural Skin Care Brand... Without Wasting Time or Money!

with Amy Galper, Clean Beauty Product Developer, Wellness Brand Expert, Educator, Author, Speaker



13-hr Advanced Certificate (13 CEs) Seminar
Longmont, Colorado

June 1 & 2, 2024
9 am-5:00 am (MT)

In this 2-day intensive workshop, you will learn the three strategies that will set your natural skincare business up for success.

Strategy One: Write It

Before researching and developing products, a successful natural skincare brand must build a solid foundation that includes identifying and articulating:

Your Niche Market
Your Ideal Customer
Your Brand Mission and Values
Your Founder Story

Learning Outcome: You will have a well-defined “WHY” of your brand so you can confidently differentiate your products and set your success path in motion.

Strategy Two: Make It

Making your products starts with a well-written product brief. Your product brief holds the secret to your brand's success. In this strategy, you will learn what a product brief is and how to write one. And once the brief is written, the research and development phase can begin, making sure that every ingredient selected reflects the deeper purpose of your brand. To flush out this strategy you will:

Research your competitors
Research and source ingredients
Write your product brief
Draft your formulations

Learning Outcome: You will write a “Product Brief”, that features the specific ingredients that reflect the meaning behind your brand. You will also feel confident in drafting a formulation that is properly denoted so that it is poised to scale.

Strategy Three: Sell It

Your beautiful skincare products won't have an impact if you can't get them into the hands of your ideal customers. This means putting a plan in place to scale. This strategy includes:

A Production Plan
Home-based manufacturing? How to be compliant and follow Good Manufacturing Practices.

Working with a manufacturer? How to navigate the process of working with a manufacturer.

A Retail Distribution Strategy: Where will you sell your products, so it gets into the hands of your ideal customers?

Marketing Strategy: How to tell people about your product and get more eyes on your content.

Learning Outcomes:

- You will have a well-defined “WHY” of your brand so you can confidently differentiate your products and pave the way for a successful launch.
- You will understand the pros and cons of making your products yourself vs. working with a manufacturer, and manufacturer and scale your production process. Plus, you will draft a marketing and distribution plan that aligns with your brand’s mission and values.
- You will know how to write a “Powered Product Brief,” that features the specific ingredients that reflect the meaning behind your brand. You will also feel confident in drafting a formulation that is properly denoted, so that it is ready to scale, and that you can share with chemists and manufacturers.
- Learning Outcome: You will understand the pros and cons of making your products yourself vs. working with a manufacturer and feel comfortable with the steps to take to scale your production process. And you will have a drafted marketing and distribution plan that aligns with your brand’s mission and values.

13 CEs

Date: June 1 & 2, 2024

Class session time: 9 am - 5 pm

Fee: \$450 - \$399 Early Bird Rate through December 20, 2023

Venue: Springhill Suites-Longmont, 1470 Dry Creek Drive, Longmont, CO 80503

\$128.00 per night. The special discounted group rates will be present. Please book your room no later than May 1, 2024, to ensure the discounted rate. (Rate is good from 5/31/24-6/2/24 when you register before 5/1/24. Choose a King or 2 Queen Bed Room (includes: breakfast, refrigerator, coffee maker, and indoor pool).

Biography

Amy Galper is a passionate clean beauty product developer with over 15+ years of experience working with wellness brands, ranging from start-ups to established corporations. Her expertise lies in creating innovative and effective beauty products that prioritize natural, plant-based, and minimally processed ingredients.

As an advocate for clean beauty, she has dedicated her career to educating others about the power of essential oils and the benefits of incorporating plant-based ingredients into skincare and personal care products.

Beyond her role as a product developer, she is an accomplished author and speaker, spreading awareness about clean beauty and holistic wellness. She has co-authored two well-received books on aromatherapy and skincare rituals, *Plant Powered Beauty* and *The Ultimate Guide to Aromatherapy*. Her books have become go-to resources for individuals seeking to transition to clean beauty routines and embrace a more sustainable lifestyle.

As the founder of the first aromatherapy school in New York City, The New York Institute of Aromatherapy, she has had the privilege of training and inspiring countless professionals in the art and science of aromatherapy. Through comprehensive courses and workshops, she has empowered students to harness the therapeutic potential of essential oils and create their own natural products.

Amy has appeared as a featured speaker at the Indie Beauty Expo, the Women in Flavor & Fragrance Conference, The Jewish Museum of Florida, The Japan Society, and EcoSessions, along with dozens of media events and conferences. She is a guest lecturer at NYU, Arbor Vitae School of Traditional Herbalism, and has presented at Nova Southeastern University (NSU).

She has been featured on FOX NEWS, THRIVE GLOBAL, REUTERS, and CUNY TV, and has been quoted as an essential oil expert for countless print and online features and articles, TV, and podcasts about essential oils, as seen in Allure, Cosmopolitan, Women's Health, Vogue.com, Extraordinary Health, Dr. OZ, Prevention, Well and Good, Better Homes and Gardens, Mind Body Green, People, Refinery29 and many many more.

Her online Aromatherapy Certification Program, “Aromatherapy in Action” includes business training for the Aromatherapy Entrepreneur.