



Create

cosmetic formulas
<https://createcosmeticformulas.com>

Common Cosmetic Terminology



Are you looking at the product types and thinking – what does that mean?

Here is a little more information to help you decide...

<i>What do you want to create today?</i>	
Balm – lips	A balm specifically for use on the lips – from a soft, semi-solid consistency through to stick like structure, the choice is yours, just use more consistency factors to increase the 'hardness'
Balm – body	A balm specifically for use on the body (not lips) - from a soft, semi-solid consistency through to stick like structure, the choice is yours, just use more consistency factors to increase the 'hardness'
Body wash (foaming)	A foaming product for cleansing the skin of the body. Wash off shortly after application and massaging onto the skin.
Body scrub (foaming)	A foaming, exfoliating scrub product for the body. Wash off shortly after applying and massaging onto the skin.
Clay/charcoal mask	A mask product, containing clay or charcoal, for purifying the skin. Apply to face or body, leave on for approx. 15 minutes then wash off thoroughly.
Conditioner	Apply to the hair after shampooing to condition the hair and leave it feeling soft and detangled. Leave on 1-5 minutes then wash off thoroughly.
Crème cleanser	A gentle cleanser ideal for sensitive and dry skin types, apply to the face, massage on to clean and then wash off thoroughly.
Crème cleanser (scrub)	A gentle cleanser ideal for sensitive and dry skin types with exfoliating scrub particles. Apply to the face, massage on to clean and then wash off thoroughly.
Face wash (foaming)	Deeper foaming cleansing for normal and oily skin types for gentle yet effective cleaning. Massage on, and then wash off thoroughly.
Face scrub (foaming)	Deeper foaming cleansing for normal and oily skin types with exfoliating scrub particles. Massage on, and then wash off thoroughly.
Gel	A clear leave on product for light, non-greasy hydration. Can be used on face or body.
Mist/spray	A product sprayed onto the skin to provide light hydration throughout the day.
O/W body butter	Very viscous and emollient cream-like product for deep hydration and moisturisation. Ideal for all over body use.
O/W cream	Viscous cream to hydrate normal to dry skin types. Ideal for face and body use.
O/W lotion	A lighter lotion product to provide good hydration to the body, it spreads well and easily delivers moisture to arms and legs.
Serum (gel like)	More moisturising and hydrating than a gel but lighter than a lotion and cream. Serums are useful to provide actives in a light product form that can be applied before more intensive moisturising creams.
Serum (lotion like)	More moisturising and hydrating than a light serum or gel, it's still lighter in feeling than a cream. Serums are useful to provide actives in a light product form that can be applied before more intensive moisturising creams.
Shampoo	High foaming and cleansing for the hair. Apply, massage through then rinse off thoroughly.
Toner	Can be used after cleansing to tighten pores and refresh the skin before applying serums or moisturisers.
W/O cream	Extremely rich and hydrating cream product for very dry and mature skin types. Not suited to oily, young or Asian skin types; this product form is ideal for 50+ female Caucasians.
W/O ointment	Extremely rich and viscous, ointments are more cream like than a balm but very balm like. Ideal for intensive care products where an emollient after feel is desired as they can feel a bit greasy.

Then when you get to the formulas and see ingredient types, are you wondering
– what does that mean?

Here is a brief explanation about the different ingredient types you see listed.

Actives	Highly active ingredients with proven results; these are different to added extras because they have proven clinically efficacy.
Added extras	Materials that have a nice story but not proven results. They can add to your point of difference and product story.
Antioxidants	Help protect a formula against 'rancidity' – colour or odour changes that can occur to plant or essential oils. They are NOT preservatives.
Chelating agents	Bind to metal ions that may be present in hard water or formulas. They can also help boost antioxidant and preservative performance. We've made these essential in formulas where they are absolutely necessary; optional in formulas where they are not absolutely necessary and left them out of formulas where they are not necessary.
Consistency factors	Make balms 'harder' and creams 'thicker'. We've set these to suit different product types.
Emulsifiers	Help hold oils and water together to make lotions, creams and conditioners. We've set these to be the right types to suit different products. You'll see some chemical descriptions so we can classify them properly and this will make more sense if you study more with us later.
Essential oils/fragrances (or flavours in lip balms)	Make products smell (and flavours taste) nice. We've set the limits to ensure safe and suitable use for different product forms. We also help you know which essential oils blend well with each other.
Humectants	Provide hydration to formulas. They give moisture, suppleness and smoothness to the skin.
Lipids	Are oils and butters. We call them 'lipids' to cover the whole class of 'oily substances'.
pH adjuster	To make products suit the preservatives or actives selected, or suit the skin, we need to adjust the pH of a formula. Please watch our video on how to adjust pH and then use the right material to achieve the right pH depending on the formula you create!
Preservatives	Help protect against microbial contamination. We've set the limits to ensure safe but effective use for you.
Surfactants	Are the materials that create bubbles and clean well in wash off products. You will see more technical terms to describe the different types of surfactants that we use, but we've set these up so you don't need to know about the different types to be able to choose the right materials!
Water alternatives	Used to make your product smell and feel nicer than just using water, they are completely optional and can add to your point of difference and product story. If you use too many water alternatives and have problems with your water calculation, it means you have gone over 100% for your formula. Reduce the water alternatives until the formula totals 100%.



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Sometimes in the method you'll read terminology you might not be sure of too.

Here's what that means:

Emulsion	These are the 'white' looking creams/lotions that form when we mix oil and water together properly.
Low shear	If you have more advanced equipment, it means mix with a propeller stirrer. If you are using a whisk, just stir at a moderate speed. Be careful not to introduce too much air into your formula while mixing though, even if the method doesn't specifically state this. Never use a stick blender if you see low shear stated.
Homogenous	This is a more scientific way of saying 'evenly dispersed' or 'evenly spread throughout'.
High shear	If you have more advanced equipment, it means mix with a homogenising head. If you are using a whisk, stir vigorously at high speed. Be careful not to introduce too much air into your formula while mixing though, even if the method doesn't specifically state this. Stick blenders also create high shear although in small samples these can suck a lot of air into the sample which is not suitable.

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COURSE	IDEAL FOR...	NORMAL DURATION
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Diploma of Personal Care Formulation	Our most comprehensive formulation program including quality control, recommended for Beginners and Qualified Scientists wanting full career training – <i>this is the qualification Employers look for on a resume when hiring a Formulation/Cosmetic Chemist</i>	12 months (part time)
Certificate in Advanced Cosmetic Science	Qualified scientists/allied health wanting rapid up-skilling in formulating and quality control at a commercial level	12 weeks (part time)
Certificate in Advanced Hair Formulations	Those wanting to specialise in hair care, treatment, styling and temporary hair colourant formulations at a Professional level.	18 weeks (part time)
Certificate in Organic Formulations	Rapid, advanced and specific up-skilling in Organic formulations – <i>ensure you can formulate first by completing at least our Certificate in Advanced Cosmetic Science or Diploma of Personal Care Formulation</i>	2 months (part time)
Certificate in Colour Cosmetics Formulation	Rapid, advanced and specific up-skilling in Colour Cosmetic formulations – <i>ensure you can formulate first by completing at least our Certificate in Advanced Cosmetic Science or Diploma of Personal Care Formulation</i>	2 months (part time)
Beginners Cosmetic Science Workshops	A series of 9 Introductory Formulation videos explaining the basics of cosmetic science with demonstrations of how to put together formulations PLUS Formulation Starter Booklet so you can get making straight away!	15 hours (1month access to watch as many times as you like)
Diploma & Workshop in Brand Management		
Diploma of Cosmetic Brand Management	Comprehensive Brand Management training for those involved in the marketing, concept development and management of Cosmetic brands and their product range	7 months (part time)
Build your own Cosmetic Brand Workshop	Looking to create or build your own cosmetic brand? This workshop essential viewing PLUS comes with a business plan template specific to the cosmetic and personal care industry	10 hrs + activities (1 month access to watch as many times as you like)
Certificate Courses in Regulatory Affairs		
Certificate in Cosmetic Regulatory Essentials	Cosmetic compliance including safety, evaluation, marketing, labelling, ingredient and quality checks (AU, EU, US, NZ, South Korea, Canada, China and JP; including EU safety evaluations and preparation of EU PIFs)	6 months (part time)
EU Cosmetic Compliance Workshops	Workshop 1: Preparing Labels & Responsible Person: Those involved in EU label compliance and/or as the responsible person Workshop 2: Preparing your PIF: Those involved in preparing EU Product Information Files for EU compliance Workshop 3: Safety Calculations & Evaluations: Those involved in safety calculations and evaluations to EU compliance requirements	2hrs each (1month access to watch as many times as you like!)

