

# Aromatherapy Product Blending

2-day Certificate Workshop

with

Alan Stuart



Growing awareness and interest from both the public and certain regulatory agencies have brought the 'therapy of scent' to the fore. Increasing sales of 'aromatherapy products', inspired by a desire to self-nurture, have reacquainted us with one of our most direct and instinctual senses: smell. As our high street shelves have given more space to aromatherapy, so the powerful licensing agencies, primarily the Medicines and Healthcare products Regulatory Agency (MHRA) and the EU, have become more watchful of how aromatherapy markets itself.

If we define aromatherapy as the use of essential oils to promote physical, psychological and spiritual well-being, how as responsible practitioners can we utilise the tools of our art – essential oils, vegetable oils, creams, gels etc – within the various guidelines and restrictions, whether in a therapist to client setting or within a more commercial market?

The main objective of this two-day workshop will be to enable both practitioners and enthusiasts to enhance and develop their blending skills. It will provide practical guidance on confidently creating and marketing one's own unique range of Aromatherapy products – with a special emphasis on labelling and meeting EC regulations. The course will be very 'hands-on' and will include a number of in-class exercises and practical blending work with essential oils and bases. Topics covered will include:

## CREATIVE AND ADVANCED BLENDING TECHNIQUES

Aesthetics of blending; odour families and fragrance energetics; the synergistic approach to blending; physiological, psychological and spiritual aspects of blending; the art of smelling and the psychology of fragrance; olfactory influence; blending preparation; the Tao of blending.

## USE OF BASE PRODUCTS

Active constituents within base materials; natural vs. synthetic ~ their variance and uses; blending bases to your own preference; introduction to aromatherapy and cosmetology; hydrolats; giving a 'signature' to your bases; storage; adding essential oils.

## SUPPLIERS; PRODUCTION HYGIENE & CONTROL

Working with and building relationships with suppliers; health and safety; utensils and sterilisation; purchasing raw materials; batch-blending.

## LABELLING; EC REGULATIONS

Latest information and regulations concerning label information; catalogue literature and promotional material; MCA (Medicines Control Agency) ATC (Aromatherapy Trades Council); medicinal claim restrictions; what you can and can't say!

## PRICING; MARKETING; PROMOTION

Pricing for both the private client or the commercial market; market analysis and techniques to evaluate your product market; trade and health fairs; methods of promotion.

*Entry onto this course does not require a prior aromatherapy or other qualification. All materials and equipment for the class - essential oils, base products, containers and utensils - are provided. An Institute certificate is issued upon completion.*

## Alan Stuart

Alan completed the Institute's Diploma Course in Aromatherapy and Therapeutic & Acupressure Massage in 1994, establishing a successful therapy practice in north London.

Alan worked closely with Carola Beresford-Cooke and Gabriel Mojay in developing the Institute's unique approach to Aromatic Acupressure and Meridian Massage. He has been involved in teaching this approach since 1995 – as well as Qi Gong meditation and healing.

Alan gained considerable experience in aromatic product design for both private clients and aromatherapy companies, and has engaged in all aspects of product creation – from formulation, design and materials sourcing to production, marketing and distribution. He produces a range of specialised aromatherapy products sold worldwide, and has written a number of articles on the safe therapeutic use of essential oils.

Alan is former Vice-Chairman of the Register of Qualified Aromatherapists (RQA) and has served as a Council member of the International Federation of Professional Aromatherapists (IFPA).

**Dates:** Sat & Sun, October 7-8, 2017 (2 days); 9.30 am to 5 pm.

**Venue:** Regent's University, Inner Circle, Regent's Park, London NW1 4NS.

**Fee:** £250 incl VAT, payable on booking.

*Please note that the course fee is in all cases non-refundable and non-transferable.*

**Booking:** • To book by making an online bank payment, please email us for our bank details.

• To book by making a credit/debit card payment, please email us for the payment info.

• To book by post, please send a cheque with your name, address, tel no and email address to:

**ITHMA Ltd, 11 Denman Road, London SE15 5NS • 020 7193 7383 • [info@aromatherapy-studies.com](mailto:info@aromatherapy-studies.com)**