

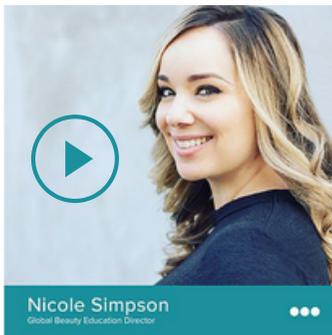
# 3 Steps to Being the Best at Formulating Your Own Skincare Products

*Creating something everyone will love*

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Your product is an extension of your brand. To become successful, you need quality ingredients and formulation. Global Beauty Private Education Director, Nicole Simpson, shares her 16+ years of expertise as a Licensed Esthetician and Bio-Chemist to give an introduction on ingredients and formulations that will make your product loved by all.

*Listen to the Full Interview here:*



*"A good formula is a formula that has taken into account what it is supposed to do."*

Do you know what goes into making a good formula? As a brand owner, you want to put out the best for your clients because your name is going to be on it at the end of the day. A great product takes time, trials and error. It takes years to develop something incredible. Everything that goes into each product is a science. Perfecting that science is important from its quality ingredients to its formulation integrity, because will go out to anyone you sell it to. Here at Global Beauty, we pride ourselves in delivering the best. We want to be able to help you and answer all the questions you may have in order to get started. Do you go Synthetic or Botanical? Do you know the efficacy of your product? We're here to help you by creating a step-by-step guide to your questions.

Global Beauty has years of reputable experience, and a huge part of their success goes into their quality products speaking for themselves. As a brand owner, there are musts that you need to know when looking to create a skincare product. Keep reading to for the top 3 steps you need to take when formulating your own skincare products.

## 1. Understand Synthetic vs Botanical: Decide on your ingredients

There seems to be a huge controversy on this topic, whether if one is better than the other to use. Are you able to have a clean formula both ways? How do you choose? It truly is on preference, however Simpson says

*"...the best regimen is a combination of the two."*

You need to find out what priorities you want within your formula as far as fragrance, preservatives, etc. The truth is Synthetic doesn't always mean bad, and Botanical isn't always better. Simpson shares that Synthetic can lead to easier and faster results. She says 95% of formulas with Glycolic Acid (a product derived from sugar cane) are made synthetically. In a comparison of the two, Synthetic is great when getting targeted results as it is made to cater to your exact needs. Botanical treatments in contrast are less targeted, but great as an antioxidant to soothe and heal. You would see Botanicals used more popularly in face oils.

Having a "clean line" also varies upon your brand's view on what is considered "clean." It is still possible to have great results with a product that falls under each category. Remember that stability and shelf life are major factors when mixing the two, so incorporating new products will be needed in the process. Even if a product might label a 10-15-20% of an antioxidant, over time, it may not stay stable and will lose its potency.

At the end of the day, it's what the client wants; what they will use; what best fits with their brand, and their brand's values. The key takeaway is being very clear on the formula's expectation and result.

## 2. Assess and evaluate your formula to meet standards

Simpson says she determines a good formula if it fits within certain parameters.

Here are her constraints:

- Is the concentration of the right ingredient meaningful?
  - not all concentrations are created the same, some are pure and more concentrated
    - i.e. Retinol has a lot of misinformation and it is a great example of making sure to understand differences
- Do they play well in the formula?
- Can those ingredients actually penetrate skin?
- Are they available once they penetrate skin to cause something to happen?

Key takeaway: Even if the set of ingredients are amazing, it won't matter unless it actually transforms the skin.

## 3. Recognize quality formula and choose your manufacturers wisely

Formulating your own skincare products is not an easy journey.

*"That is why Global Beauty exists and has helped a lot of people grow their businesses."*

We have done all the hard work and everything to make the best product for our clients. Just remember how important is it to know when you've got a quality product, made from the best chemists and formulas— it can be so powerful! Make sure as a client, that you are always asking the nitty-gritty questions and willing to challenge manufacturers you're working with. Trust is super big here! Not everyone is in this business are in it for the right reasons and it results in a poor product which we don't want for you, your brand, and your clients.