PEARLS BEAUTY INSTITUTE

BODY WASH

FORMULATION INTENSIVE



Learning Area 1 — Body Wash Formulation Foundations

Description:
Develop an understanding of the formulation principles used to create effective body cleansing products, with emphasis on body wash systems, ingredient selection and product performance.

Core Learning Areas:

- Introduction to body wash formulation
- Body wash systems
- Cleansing product structure
- Ingredient selection and functionality
- Product design considerations
- User experience and sensory characteristics
- Product performance

Learning Area 2 — Cleansing System & Formulation Design

Description:
Learn how to construct body wash formulations from scratch by selecting appropriate ingredients and designing cleansing systems for different product objectives.

Core Learning Areas:

- Selecting cleansing and supporting ingredients
- Ingredient functionality and compatibility
- Formulation structure and balance
- Designing different body wash textures
- Formulation calculations and batch scaling
- Customising formulations for specific product concepts
- Sensory and usability considerations

Learning Area 3 — Product Development & Formulation Troubleshooting

Description:
Apply formulation principles to develop targeted body wash products while understanding how formulation choices affect texture, appearance, cleansing experience and overall performance.

Core Learning Areas:

- Body wash product concept development
- Developing different cleansing profiles
- Texture and consistency optimisation
- Common formulation challenges
- Troubleshooting formulation and processing issues
- Improving product performance
- Formulation refinement

Product Formulation Projects:

- Hydra Refresh Body Wash
- Radiance Renewal Body Wash
- Clarity Balance Body Wash
- Botanical Therapy Body Wash
- Barrier Care Body Wash

Learning Area 4 — Cleansing Performance & Product Refinement

Description:
Develop the ability to evaluate finished body wash formulations based on their cleansing performance, sensory characteristics and overall user experience, and refine formulations where necessary.

Core Learning Areas:

- Assessing cleansing performance
- Evaluating texture, appearance and consistency
- Lather and sensory characteristics
- Skin feel and after-feel
- Product performance evaluation
- Identifying formulation weaknesses
- Refining the finished formulation