PEARLS BEAUTY INSTITUTE

FACIAL SERUM

FORMULATION INTENSIVE



Learning Area 1 — Serum Formulation Foundations

Description:
Explore the fundamental principles of serum formulation and develop an understanding of the systems used to create high-performance facial serum products.

Core Learning Areas:

- Introduction to facial serum formulation
- Serum systems and product structures
- Understanding different serum formats
- Gel-based serum systems
- Gelling agents and their functions
- Product texture and consistency
- Performance characteristics of serum products

Learning Area 2 — Active Ingredient Integration & Formulation Design

Description:
Learn how to select and incorporate active ingredients into serum formulations while designing products around specific skin-care objectives.

Core Learning Areas:

- Active ingredient selection and functionality
- Active ingredient integration
- Ingredient compatibility considerations
- Formulation strategies
- Designing serums for specific product objectives
- Formulation calculations and batch scaling
- Developing balanced serum systems

Learning Area 3 — Product Development & Formulation Troubleshooting

Description:
Apply formulation principles to develop targeted facial serum products and understand how formulation choices influence texture, appearance and overall product performance.

Core Learning Areas:

- Serum product concept development
- Developing targeted serum formulations
- Gel and non-gel serum approaches
- Texture development and optimisation
- Common formulation challenges
- Troubleshooting formulation issues

Product Formulation Projects:

- Barrier Restore Serum
- Hydrafusion Moisture Serum
- Radiance Corrective Serum
- Peptide Renewal Serum
- Clarity Balance Serum

Learning Area 4 — Serum Performance & Formulation Refinement

Description:
Develop the ability to assess finished serum formulations and refine their characteristics to achieve the intended sensory experience and product performance.

Core Learning Areas:

- Evaluating serum appearance and consistency
- Texture and spreadability assessment
- Active ingredient performance considerations
- Skin feel and sensory characteristics
- Product performance assessment
- Identifying formulation weaknesses
- Refining and improving finished formulations