

## Email Funnel

### Email 1

#### (\$0 Course) Learn to Formulate Skincare Like a Pro



Hi (Name),

Welcome to your \$0 beginner-friendly skincare formulation course! I'm excited to have you here!

Over 1,500 graduates started their journey with this very course. Many went on to enroll in our formal diploma program—earning certifications and making waves in the beauty industry with their own indie skincare brands.

While this course won't provide a certification or graduate badge from Aveeno Natural, it will equip you with fundamental knowledge and expert formulation secrets to help you get started. You'll learn:

- ✓ How to set up your home formulation lab
- ✓ How to work with effective natural and botanical ingredients
- ✓ The most powerful skincare ingredients and how to use them

The best part? You can start right now! This course is designed for self-paced learning, breaking down complex steps into simple, actionable lessons.

Many believe a four-year chemistry degree is necessary to formulate skin care products—but that's far from the truth! We'll teach you the easiest methods top professionals don't want you to know.

What to Expect in the Next Few Days 📌

You'll receive a new lesson every other day, each packed with training materials and expert tips to help you build the organic skincare brand of your dreams. Here's a sneak peek:

**Lesson 1:** The most effective skincare ingredients (Available now—click below)

**Lesson 2:** How to formulate professional natural skincare products (Coming soon)

**Lesson 3:** Setting up your professional formulation workspace (Coming soon)

**Lesson 4:** How to stand out as a professional organic skincare formulator (Coming soon)

Plus, you'll receive free downloadable worksheets with each lesson, along with quizzes to test your understanding.

👉 Begin Your **First Lesson**

Click the link to watch your first **lesson**, where I'll share top formulation techniques that will set you apart from DIY skin care communities. You'll gain the confidence to incorporate high-performance ingredients and take your skincare journey to the next level.

I hope you enjoy the lesson! The Aveeno Natural team and I look forward to hearing your thoughts.

I'll send your next lesson in a few days, where I'll show you how to formulate professional natural skincare products while protecting your ingredients and measuring the correct quantities.

Warm wishes,  
Flora & the Aveeno Natural Team

P.S. Don't forget to watch the \$0 lesson while it's still available—I'll be sending you the next lesson soon.

P.P.S. For more organic formulation tips and natural ingredient inspiration, follow us on Instagram.

If you no longer wish to receive this \$0 beginner-friendly course, you can opt out [here](#).

## Email 2

### Welcome to Aveeno Natural - A Glimpse into Our Skincare School

Hi [Name],

I know you've already enrolled in our \$0 beginner-friendly course. Now that you've started Lesson 1, I'd love to share more about Aveeno Natural with you.

✔ We're one of the top formulation schools in the world, with students in 170 out of 195 countries.

If you've ever purchased a high-quality and effective skincare formulation from a natural beauty brand, there's a good chance it was created by one of our graduates.

✔ We've won several awards for excellence in teaching, formulation, digital outreach, and our influence in the beauty industry.

✔ Every month, we inspire and educate over 1.5 million people worldwide through our digital channels, teaching them the art of effective formulation.

✔ We have over 1,000 five-star reviews and are proudly accredited by Natrue and Ecology.

✓ We employ over 50 dedicated professionals to run our online school.

In other words, you're in safe hands and absolutely in the right place! This \$0 course will provide you with the same foundational knowledge that all our graduates received before enrolling with us to become certified formulators.

I'll send you [Lesson 2](#) tomorrow, but first, make sure you've completed [Lesson 1](#).

See you tomorrow for [Lesson 2](#)!

Warm wishes,  
Flora & the Aveeno Natural Team

P.S. Want to explore products made by our graduates while learning? Check out our graduate gallery ([🔗](#))

### Email 3

## [Lesson 2 Now Available: How to Formulate Professional Skincare Products!](#)

Hey [First Name],

Now that you've learned about some of the most effective ingredients in [Lesson 1](#), I bet you're already thinking about how to incorporate them to create those banger products. Exciting, right?

It took years for Aveeno Natural to not only research these secret ingredients but also master how they can be used for safe and effective formulation. Now, I'm sharing these simple yet game-changing procedures to help you understand the basics of creating your own unique formula.

If you need to access [Lesson 1](#) again, click [here](#).

What's in store for you in [Lesson 2](#)?

- ✓ How to formulate body butters and oils that feel luxurious on the skin
- ✓ How to keep your natural and botanical ingredients from degrading
- ✓ Simple steps to help you balance ingredients for stability and effectiveness

Let's Get Started!

Click on the video link below to watch **Lesson 2** of our \$0 beginner-friendly course. And don't forget—I'd really love to hear your thoughts! Just drop a comment under the video if you have any questions or need help. No worries—I've got you.

 Watch **Lesson 2** Now

What's Next?

In **Lesson 3**, I'll show you how to set up your professional formulation workspace right from the comfort of your home—making it easy, stress-free, and fun!

Warmest wishes,  
Flora & the Aveeno Natural Team

P.S. I hope you enjoy your free **lesson** on making natural skincare products.

## Email 4

### Let's Create (Name)'s Beautiful, Natural Body Butters & Oils Together!

Hi (Name),

Wow, we're already on Day () of your \$0 beginner-friendly formulation course! Time really does fly when you're having fun.

In **Lesson 2**, you learned how to formulate professional natural skincare products—body butters and oils—and, most importantly, how to protect their precious nutrients during the heating process so they don't lose their magic. This is such a key step when working with nature's gifts—herbs, oils, seeds, roots, petals, and leaves.

I hope you've already gathered most of the ingredients from your kitchen or garden, but if not, don't worry! These simple yet powerful ingredients are easy to find.

Need help sourcing them?

You can grab everything you need right here👉: (Insert Link).

**Lesson 3** is coming your way tomorrow, but for now, take some time to complete Lesson 2—I'd love to hear how it's going!

With warmth,

Flora & the Aveeno Natural Team

P.S. I'd love to see what you've created, (Name)! Snap a photo of your homemade butter and oil and tag us on Instagram @AveenoNatural with #AveenoBeginnerFriendly so we can admire your beautiful work together.

## Email 5

### Lesson 3 Now Available: Setting Up Your Professional Formulation Workspace

Hi (Name),

Great news: It's time for **Lesson 3** in your \$0 beginner-friendly formulation course!

Aveeno Natural is on a mission to teach the world effective and safe formulation. Having taught thousands of people through this course, I know just how important this lesson is for you.

So far, we've explored the simplest yet most powerful ingredients and how to create magic with them—but we're not done yet, (Name).

In Lesson 3, we're tackling something many artisans wish they could ignore: setting up a proper formulation workspace.

I know—it's not the most exciting part of your journey. But trust me, getting it right makes all the difference. A well-organized workspace is half the work done!

So, how do you:

- ✓ Create a workspace that supports your craft?
- ✓ Properly sanitize your tools and equipment?
- ✓ Choose the essential kits you need for smooth and safe formulation?
- ✓ Ensure your skincare products are safe to use?

That's exactly what **Lesson 3** is all about. I'll walk you through my easy 6-step process to help you set up a professional, efficient, and safe workspace.

👉 Study **Lesson 3** Now

Click on the video link to dive into Lesson 3 of Aveeno Natural's \$0 beginner-friendly course. This is a big step, (Name), in your journey to becoming an organic skincare formulator.

I'll be sending you our final **lesson (Lesson 4)** soon—and trust me, it's the biggest one yet!

With warm wishes,

Flora & the Aveeno Natural Team

P.S. These lessons won't be available forever, so don't miss out!

## Email 6

**Let's Set Up Your Formulation Workspace/Lab, (Name)!**

Hi (Name),

I wouldn't be surprised if you didn't realize today is Day () of our \$0 beginner-friendly formulation course. That's the beauty of art—you get so lost in the fun and creativity that time just flies by!

But don't forget, this course ends on (), so you only have a few days left.

In **Lesson 3**, you learned how to set up your professional formulation workspace, and I walked you through my six-step process to get it right.

You might be wondering what your workspace or lab will look like once it's all set up. To give you a clear picture, we've created two awesome videos—one featuring our tutors and another showcasing our students' incredible workspaces!

✓ Tour our tutors' lab 👉 [Insert Link]

✓ Tour our students' lab 👉 [Insert Link]

I hope this inspires you to start creating your own safe and professional workspace!

**Lesson 4** will be in your inbox soon, but for now, make sure you've completed **Lesson 3**.

With warm wishes,

Flora & the Aveeno Natural Team

P.S. Don't forget to tag us on Instagram @AveenoNatural with a photo of your newly set-up workspace or lab—we'd love to see it!

## Email 7

### Last Lesson Available Now: Standing Out as a Professional Skincare Formulator

Hi (Name),



What a journey it's been! It feels like just yesterday you took the first step toward becoming a skincare formulator. But here you are today, one step away from unlocking your full potential. I truly commend you for your bold decision to enroll.

In this last **lesson**, I'll be answering a question I'm sure has been on your mind since the beginning: How can you become a professional skincare formulator?

Many of our students have asked this, and my answer has always been wrapped in a special offer. But let me warn you now—this offer is available for only three days, and once it's gone, it's gone forever.

Why? I know you're wondering.

Because only a select few ever get access to an opportunity this valuable.

➡ Don't miss **Lesson 4**—it's your key to discovering our award-winning Skincare Expert Program and getting an exclusive look at my private stash of skincare products made by our graduates.

[Insert Link]

In this **lesson**, you'll also find details about our limited-time special offer, available only to you, (Name). This exclusive deal isn't listed anywhere on our website, so don't miss out!

Recap: Watch All Your Free **Lessons** Again 📌

- ✅ Lesson 1: The Most Effective Skincare Ingredients (Available Now)
- ✅ Lesson 2: How to Formulate Professional Natural Skincare Products (Available Now)
- ✅ Lesson 3: Setting Up Your Professional Formulation Workspace (Available Now)
- ✅ Lesson 4: How to Stand Out as a Professional Organic Skincare Formulator (Available Now)

With warm wishes,

Flora & the Aveeno Natural Team

P.S. Remember, these lessons disappear on (), so make sure to watch them while you still can!

P.P.S. We'd love to hear from you! Come share on Instagram—either at @AveenoNatural or my personal account @FloraAveeno—how you plan to apply everything you've learned in this \$0 foundation course.

## Email 8

### (Name), Your Exclusive Enrollment Offer Ends in 48 Hours!

Hi (Name),

Have you been enjoying **Lessons 1-4** of our \$0 beginner-friendly formulation course? I hope you're feeling inspired!

Now, imagine creating your own botanical body butters and organic skincare products—ready to share with the world. Exciting, right?

We'd love to see your progress, so don't forget to tag us @AveenoNatural!

Many of our graduates started just like you—with a passion for formulation. Today, their indie beauty brands are making waves in the industry. This could be you soon!

Normally, we only open enrollment once a year, but we're offering you early access + an exclusive 25% discount to help you start sooner and keep your learning momentum going.



Your personalized enrollment link expires in just 48 hours!



Click here to enroll now & claim your exclusive offer!

Have questions? Just hit reply—our Admissions team is happy to help!

Warm wishes,

Flora & The Aveeno Natural Team

P.S. Rewatch **Lesson 4** to see how our graduates turned their skills into thriving beauty brands—yours could be next! But don't wait—your enrollment link expires in just **48 hours!**

