



BASE FORMULA

Product Catalogue



Contents

- 1** **About Base Formula**
- 3** **Aromatherapy Essentials**
 - Essentials Oils
 - Absolutes
 - Infusions & Dilutions
 - Carrier Oils
- 7** **Aromatherapy Kits & Carry Cases**
- 9** **Hydrolats / Floral Waters**
- 10** **Aloe Vera Gels**
- 11** **Cosmetic Bases (Paraben Free)**
- 13** **Cosmetic Ingredients**
- 14** **Ready to Use Products**
 - Pre-blended Massage Oils
 - Facial Oils
 - Other Skincare
 - Rescue Balms
 - Therapeutic Bath Salts
 - Handmade Soaps
 - Candles
- 17** **General Sundries**
- 18** **Bottles, Jars & Closures**
- 19** **Label Design & Print**
- 20** **Product Development**
- 21** **Training Courses**
- 22** **General Information**
 - Aromatherapy Kits for Colleges
 - Gift Vouchers
 - Showroom



Base Formula is a leading aromatherapy and essential oil supplier. We've been supplying professional aromatherapists worldwide with premium grade essential oils, carrier oils, cosmetic bases and aromatherapy sundries since 1996.

We are registered members of the Aromatherapy Trade Council (ATC) and are committed to the ATC's voluntary code of practice for product quality, safety, labelling and packaging. We only supply oils of the purest quality and these are subject to random testing and verification at independent laboratories.

Base Formula is committed to using responsibly sourced, fair trade ingredients and environmentally sound packaging and we are proud to say that our products are:

- **Made in England**
- **Not tested on animals**
- **Paraben and synthetic free**
- **Vegan friendly**
- **Ethically sourced and produced**
- **Contained in recyclable packaging**

We are recognised by the regulating authorities as being a responsible supplier to the industry and we are listed as the Federation of Holistic Therapists' (FHT) preferred aromatherapy supplier.

FHT members can register with us to receive an exclusive 10% off all products. Please visit our website for more details.



How to Order

Our entire product range is available for purchase online at www.baseformula.com. You can also download a copy of our latest price list and register for our e-newsletter. We will send you regular updates on new products, promotions, events and special offers. We do not share customer information with any third parties and you can unsubscribe at any time.

We have a Wholesale Price List available for trade customers – please contact us directly to discuss your requirements (minimum order applies).

Exhibitions

Base Formula attends most major UK Holistic and Beauty exhibitions where we offer a selected range of products to sample and purchase together with exclusive show offers. Forthcoming exhibition dates will be posted on our website and communicated in our regular e-newsletters.



BASE FORMULA INTERNATIONAL

British aromatherapy products are highly regarded all over the world and Base Formula's products are no exception. We have been trading internationally since 2000 and our products have been particularly well received in many Asian markets. We have a sole distributor for mainland China who operates from www.baseformula.com.cn and agents in Hong Kong, Taiwan and Japan. We also have an agent in Europe.

Given the appeal of British Base Formula products we have developed a Chinese language website which offers a selection of products that are particularly popular with Chinese customers. Customers can purchase in a range of currencies and we work hard with our carriers to ensure that we offer competitive shipping rates for overseas orders.

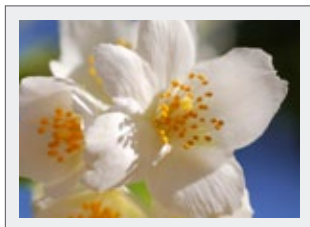
View our Chinese site at www.base-formula.com

Aromatherapy Essentials

Although the contemporary practice of modern aromatherapy originated within the last hundred years, the use of essential oils to heal mind, body and spirit can be traced back to all the major ancient civilisations of the world. Aromatic plants played a central role in the healing arts of early humankind and this knowledge has been passed down through the ages, resulting in the herbal medicine that we know today.

It was this interest in natural, plant-based healing that led to the development of aromatherapy as we know it today. In the 1920's, French chemist, Rene Gattéfosse, discovered and researched the healing potential of essential oils and the official term, 'aromathérapie' was used for the first time in a scientific paper in 1928. His work was continued by others, including Marguerite Maury, who pioneered the use of essential oils in beauty and revitalisation therapy.

Today, Base Formula supplies a wide range of therapeutic essential oils and aromatherapy supplies for both professional therapists and home enthusiasts. Our extensive aromatherapy range has everything you will need for treating everyday health problems at home, through to providing professional beauty or holistic therapy treatments, and for making your own natural products!



ESSENTIAL OILS

Base Formula stocks only the finest quality, aromatherapy grade essential oils. There are over 100 oils to choose from in our range, including Organic Essential Oils, Absolutes and Dilutions / Lights. All of our Essential Oils are 100% pure and come uniquely batch numbered, date coded and with the country of origin detailed on the label. Material Data Safety Sheets and allergen listings are available on request.

Our Essential Oils are available in one or more of the following sizes: 2ml, 5ml, 10ml or 50ml (50ml is supplied in epoxy resin lined aluminium flasks to ensure maximum shelf life and to minimise breakages).

ESSENTIAL OIL	SPECIES	ORIGIN	CODE
Amyris (WI Sandalwood)	Amyris balsamifera	West Indies	EOA03
Angelica Root	Angelica archangelica	England	EOA02
Anise Star	Illicium verum	China	EOA01
Basil (Linalol)	Ocimum basilcum	Egypt	EOB01
Basil (Methyl Chavicol)	Ocimum basilcum	India	EOB02
Bay Leaf	Pimento racemosa	West Indies	EOB03
Benzoin (Resinoid) ♦	Styrax benzoin	Sumatra	EOB04
Bergamot *	Citrus bergamia	Sicily	EOB05
Bergamot FCF	Citrus bergamia	Sicily	EOB06
Black Pepper	Piper nigrum	India	EOB08
Buchu	Agothosma betulina	South Africa	EOB09
Cade	Juniperus oxycedrus	North Africa	EOC01
Cajuput	Melaleuca leucadendron	Vietnam	EOC02
Camphor White	Cinnamomum camphora	China	EOC03
Cananga	Cananga odorata	Java	EOC04
Caraway	Carum carvi	France	EOC05
Cardamon	Elettaria cardamomum	India	EOC06
Carrot Seed	Daucus carota	Hungary	EOC07
Catnip	Nepeta cataria	East Europe	EOC21
Cedarwood Atlas	Cedrus atlantica	Morocco	EOC08
Cedarwood (USA)	Juniperus virginiana	USA	EOC09
Celery Seed	Apium graveolens	India	EOC10
Chamomile Blue	Matricaria chamomilla	Egypt	EOC11
Chamomile Roman ♦	Anthemis nobilis	England	EOC12
Cinnamon Leaf	Cinnamomum zeylanicum	Sri Lanka	EOC14
Citronella	Cymbopogon nardus	China	EOC15
Clary Sage	Salvia sclarea	France	EOC16
Clove Bud	Eugenia caryophyllata	Indonesia	EOC17
Coriander Seed	Corriandrum sativum	Russia	EOC18
Cumin	Cuminum cyminum	Morocco	EOC19
Cypress	Cupressus sempervirens	France	EOC20
Dill Seed	Anethum graveolens	Hungary	EOD01
Elemi	Canarium commune	Philippines	EOD02
Eucalyptus (Globulus) *	Eucalyptus globulus	China	EOE03
Eucalyptus (Lemon)	Eucalyptus citriodora	China	EOE02

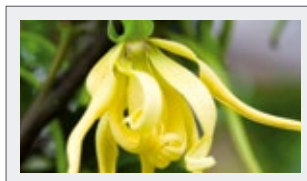
* Organic version available ♦ Dilution / Light version available

ESSENTIAL OIL	SPECIES	ORIGIN	CODE
Eucalyptus (Radiata)	Eucalyptus australiana	Australia	EOE05
Eucalyptus (Smithii)	Eucalyptus smithii	Australia	EOE04
Fennel (Sweet)	Foeniculum vulgare	France	EOF01
Fir Needle	Abies sibirica	Siberia	EOF02
Frankincense	Boswellia carterii	Sumalia	EOF03
Galangal	Alpina officinarum	China	EOG01
Galbanum	Ferula galbaniflua	France	EOG02
Geranium (Bourbon)	Pelargonium graveoloens	Commores	EOG03
Geranium	Pelargonium odoratissimum	Egypt	EOG05
Ginger	Zingiber officinale	India	EOG06
Grapefruit	Citrus paradisi	Florida	EOG07
Ho Leaf (Linalol)	Cinnamomum camphora	China	EOH01
Hyssop	Hyssopus officinalis	France	EOH02
Juniperberry *	Juniperus communis	Macedonia	EOJ01
Lavender (Croatia)	Lavendula angustifolia	Croatia	EOL01
Lavender French 40/42 *	Lavendula angustifolia	France	EOL02
Lavender High Altitude 50/52	Lavendula angustifolia	France	EOL03
Lavender Spike	Lavendula latifolia	Spain	EOL10
Lavandin Super	Lavendula hybrida	France	EOL04
Lemon Expressed *	Citrus limonum	Sicily	EOL05
Lemongrass *	Cymbopogon citratus	Guatamala	EOL06
Lime Distilled	Citrus aurantifolia	Mexico	EOL07
May Chang	Litsea cubeba	China	EOL08
Mandarin (Green)	Citrus reticulata	Sicily	EOM01
Mandarin (Red)	Citrus reticulata	Sicily	EOM02
Manuka	Leptospermum scoparium	New Zealand	EOM03
Marjoram Sweet	Origanum marjorana	Egypt	EOM04
Marjoram Wild	Thymus mastichina	Spain	EOM05
Melissa True ♦	Melissa officinalis	France	EOM06
Myrrh	Commiphora myrrha	Middle East	EOM07
Myrtle	Myrtis communis	Tunisia	EOM08
Neroli ♦	Citrus aurantium	Tunisia	EON01
Niaouli	Melaleuca viridiflora	Madagascar	EON02
Nutmeg	Myristica fragrans	East Indies	EON03
Orange Bitter	Citrus aurantium	Sicily	EOO01

* Organic version available ♦ Dilution / Light version available

ESSENTIAL OIL	SPECIES	ORIGIN	CODE
Orange Sweet *	Citrus sinensis	Brazil	E0002
Palmarosa	Cymbopogon martini	India	E0P01
Parsley Seed	Petroselinum sativum	France	E0P03
Patchouli	Pogostemon cablin	Indonesia	E0P02
Peppermint (China)	Mentha arvensis	China	E0P04
Peppermint (UK) *	Mentha piperita	UK	E0P05
Peppermint (USA)	Mentha piperita	USA	E0P06
Peru Balsam	Myroxylon pereirae	Paraguay	E0P07
Petitgrain	Citrus aurantium	Paraguay	E0P08
Pimento Berry	Pimenta officinalis	West Indies	E0P09
Pine Needle	Pinus sylvestrus	Hungary	E0P10
Ravensara	Ravensara aromatica	Madagascar	E0R01
Rose Otto ♦	Rosa damascena	Turkey	E0R03
Rosemary *	Rosemarinus officinalis	Tunisia	E0R02
Rosewood	Aniba rosadora	Brazil	E0R04
Sage Dalmation	Salvia officinalis	Croatia	E0S01
Sandalwood Agmark	Santalum album agmark	East India	E0S02
Sandalwood	Santalum album	Indonesia	E0S03
Spearmint	Mentha spicata	USA	E0S04
Tagetes	Tagetes glandulifera	Egypt	E0T01
Tangerine	Citrus reticulata	Brazil	E0T02
Tea Tree *	Melaleuca alternifolia	Australia	E0T03
Thyme (Sweet Linalol)	Thymus vulgaris	Spain	E0T04
Thyme (Red)	Thymus vulgaris	Spain	E0T06
Thyme (White)	Thymus vulgaris	France	E0T05
Valerian Root	Valeriana officinalis	China	E0V01
Vetivert	Vetiveria zizanioides	Java	E0V02
Yarrow (Blue)	Achillea millifolium	UK	E0Y01
Ylang Ylang Grade 2 *	Cananga odorata GRADE 2	Commores	E0Y03
Ylang Ylang Xtra	Cananga odorata EXTRA	Commores	E0Y02

* Organic version available ♦ Dilution / Light version available



ABSOLUTES

Absolute Oils are usually more concentrated than Essential Oils and are highly-aromatic. Whereas Essential Oils are typically extracted through steam distillation, Absolute Oils require the use of solvent extraction or more traditionally, enfleurage. The efficiency and low temperature of this extraction process helps prevent damage to the fragrant compounds.

Our Absolutes are available in one or more of the following sizes: 2ml, 5ml or 10ml.

ABSOLUTE	SPECIES	ORIGIN	CODE
Everlasting (Immortal)	Helichrysum angustifolium	France	ABI01
Jasmin	Jasminum officinale	Egypt	ABJ01
Lavender	Lavandula angustifolia	France	ABL01
Mimosa	Acacia dealbata	Morocco	ABM01
Rose (Centifolia)	Rosa centifolia	Morocco	ABR01
Rose (Damascena)	Rosa damascena	Bulgaria	ABR02
Violet Leaf	Viola odorata	France	ABV01



INFUSIONS & DILUTIONS

Our experts have prepared a range of infusions and dilutions which offer a ready to use and affordable way of using premium quality essential oils and botanical extracts without the need for dilution or blending.

Our Essential Oil dilutions are equally popular with both professional therapists and home enthusiasts who appreciate the safe, gentle treatment quality and affordability of these therapeutic aromatherapy oils.

INFUSION / DILUTION	SPECIES	ORIGIN	CODE
Arnica Petals infused in Sunflower Oil	Arnica montana	Eurasia	NA01
Benzoin dilution 60% in fractionated Coconut Oil	Styrax benzoin	Sumatra	INB01
Chamomile Roman dilution 10% in Jojoba Oil	Anthemis nobilis	England	DIC01
Jasmin Absolute dilution 5% in Jojoba Oil	Jasminum officinale	India	DIJ01
Melissa dilution 5% in Jojoba Oil	Melissa officinalis	France	DIM01
Neroli dilution 5% in Jojoba Oil	Citrus aurantium	Tunisia	DIN01
Rose Absolute dilution 5% in Jojoba Oil	Rosa centifolia	Egypt	DIR02
Rose Otto dilution 5% in Jojoba Oil	Rosa damascena	Turkey	DIR01
Vanilla Pod infusion in Sunflower Oil	Vanilla planifolia	Mexico	INV01

CARRIER OILS

Carrier Oils are the oils in which essential oils are diluted prior to massage. They can also be used in a wide range of Make Your Own aromatherapy products and cosmetics. Our experts have searched the world to bring you a wide selection of premium quality, skin nurturing carrier oils to ensure that your aromatherapy massages and essential oil blends deliver the ultimate therapeutic treatments. Our Carrier Oils are 100% pure and contain no other additives, colours or preservatives.

Our Carrier Oils are available in one or more of the following sizes: 100ml, 500ml, 1L or 5L. The 100ml size is supplied in epoxy resin lined aluminium flasks, which add appeal for re-sale and are also recyclable.

CARRIER OIL	SPECIES	CODE
Castor	Ricinus communis	COC05
Coconut (Fractionated)	Cocos nucifera	COC03
Evening Primrose	Oenothera biennis	COE01
Grapeseed	Vitis vinifera	COG01
Hazelnut	Corylus avellana	COH01
Jojoba	Buxus chinensis	COJ01
Linseed	Linum usitatissimum	COL01
Macadamia Nut	Macadamia ternifolia	COM01
Mustard Seed	Brassica alba	COM02
Neem	Azadirachta indica	CON01
Olive Extra Virgin (Organic)	Olea europaea	COO01
Peach Kernel	Prunus persica	COP01
Peanut	Arachis Hypogaea	COP02
Rosehip (Organic)	Rosa rubiginosa	COR01
Sesame Seed	Sesamum indicum	COT03
Soya	Glicine max	COT01
St Johns Wort (Infused in Sunflower Oil)	Hypericum perforatum	COW03
Sunflower *	Helianthus annus	COT02
Vitamin E (Dispersed in Sunflower Oil)	Tocopherol / Helianthus annus	COV01
Walnut	Juglans regia	COW04
Wheatgerm (Unrefined)	Triticum vulgare	COW01

* Organic version available

CARRIER OIL	SPECIES	CODE
Almond Sweet	Prunus dulcis	COA01
Apricot Kernel	Prunus armeniaca	COA02
Avocado (Unrefined)	Persea gratissima	COA03
Borage Seed	Borago officinalis	COB01
Calendula (Infused in Sunflower Oil)	Calendula officinalis	COC04
Camellia	Camellia sasanqua	COC01
Carrot Red	Daucus carota	COC02

Aromatherapy Kits

We have a number of kits available for anyone interested in aromatherapy. These range from starter kits for absolute beginners through to student kits and professional kits for the more established beauty and holistic therapists.

All our kits are available with an optional, discounted Carry Case which can also be personalised with your name using resilient, cut-vinyl lettering in a range of colours – please see our website for further information.

STARTER KITS

KIT	CONTAINS	CODE
Home Essentials	5ml French Lavender, 5ml Eucalyptus Globulus, 5ml Rosemary, 5ml Peppermint (USA), 5ml Lemon, 5ml Tea Tree, 5ml Lemongrass and 5ml Citronella	EKIT1
Home Luxury	5ml High Altitude Lavender, 5ml Chamomile Roman, 5ml Ylang Ylang Xtra, 5ml Eucalyptus Radiata, 5ml Frankincense, 5ml Bergamot, 5ml Geranium Bourbon and 2ml Rose Absolute Centifolia	EKIT2
Massage Starter Kit	6 x 50ml pre-blended Massage Oils (see page 14 for more detail)	MKIT01
Indian Head Massage Kit	100ml Sweet Almond Oil, 100ml Mustard Oil, 100ml Sesame Seed Oil, 30g Coconut Oil, 2 x 30ml Measuring Cups, Instructions	IHKIT
Aromatherapy Starter Kit	10ml Bergamot, 5ml Chamomile, 10ml Eucalyptus, 10ml Geranium, 10ml Lavender, 10ml Marjoram, 10ml Peppermint, 10ml Rosemary, 10ml Tea Tree, 10ml Ylang Ylang, 50ml Grapeseed, 50ml Sweet Almond, Cap labels, 30ml Measuring Cups, Pipettes, Information Leaflet on basic usage & safety	KITSTART



STUDENT KITS I - IV

We offer four different student kits which are tailored to specific requirements for B.Tech, City & Guilds and VTCT courses. As the requirements for these kits change frequently the contents will be shown on our website and updated accordingly.

If you are part of a course please consider consolidating kit orders with other students to gain substantial discounts for college orders.

(See Aromatherapy Kits for Colleges on page 22)

TAILOR-MADE KITS

We have two options to tailor-make your own comprehensive aromatherapy kit for a set price.

These kits contain a wide range of essential oils, carrier oils and practical sundry items and are ideal for students or working therapists. Simply choose your essential oils from the extensive lists on our website to create your own tailor-made kit.

KIT	CONTAINS	CODE
Professional Kit	27 essential oils, 2 carrier oils, 50ml glass beaker, glass mixing bowl, 2 x 30ml measuring cups, glass stir rod, 20 x odour test strips, cap labels, 20 x 3ml pipettes, safety / information leaflet	KITPRO
Therapist Kit	40 essential oils, 5 carrier oils, 100ml & 50ml glass beakers with glass stir rods, 4 x 30ml measuring cups, pack of odour test strips, cap labels, 25 x graduated pipettes	KITTHER

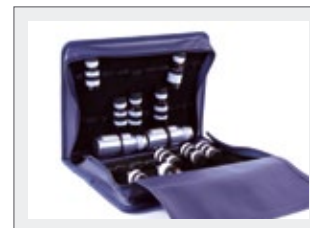
CASE	DESCRIPTION	CODE
6 Hole Wooden Case	Holds 6 x 10ml or 5ml essential oils	BOX04
9 Hole Wooden Case	Holds 9 x 10ml or 5ml essential oils	BOX05
Asfordby *	Holds 30 x 10ml or 5ml essential oils plus 5 x 50ml or 30ml carrier oils	BOX01
Clawson *	Holds 40 x 10ml or 5ml essential oils, 4 x 50ml base bottles, 4 x 100ml base bottles, plus two compartments for sundry items. Includes lift out essential oil tray	BOX02
Oakham	Holds 43 x 10ml or 5ml essential oils, 10 x 5ml essential oils, 6 x 50ml base bottles, 10 x 100ml base bottles, 4 x 200ml / 250ml base bottles plus a compartment for sundry items	BOX03
Dalby (Briefcase Style)	Holds 46 essential oil bottles (36 x 10ml & 10 x 5ml), plus 4 x 50ml bottles, a 50ml glass beaker, 30ml measuring cup and stir rod. Includes high density quality foam lining	BOX06
Waltham	A practicable, lightweight canvas wallet that holds 40 x 10ml / 5ml essential oils and 2 x 50ml carrier oils	BX07

CARRYING CASES

Base Formula offers a wide range of Wood Cases and Carrying Cases which offer practical, storage solutions for your essential oils and aromatherapy equipment, at the same time as protecting your oils from the deterioration caused by sunlight and changes in ambient temperature. Our wooden carry cases are sourced from several overseas suppliers, all of which guarantee the wood used is from sustainable and managed forests.

All wood cases can be individually personalised with your name and qualifications using resilient water / oil proof cut-vinyl lettering in a range of colours – please see our website for further information.

Please note any products shown in cases are for illustrative purposes only.



* According to wood stocks at different times of the year the wood used for this case changes from either Alder or Pine. The Alder cases, are in general, a better finish than the Pine and this is reflected in the price. We may on occasion have both varieties in stock.

Hydrolats / Floral Waters

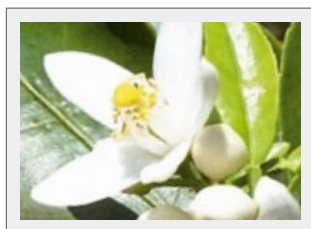
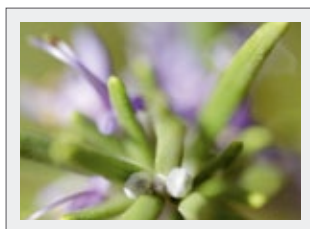
Base Formula's range of Hydrolats, also known as Hydrosols, Flower or Floral Waters are 100% pure and contain no alcohol, additives, colours or preservatives. Hydrolats are the waters collected when plants are steam-distilled to gather the essential oils. Having similar powers to essential oils, Hydrolats are widely used for body and skin care. They make fragrant cooling sprays, cleansers and toners and can also be added to creams, lotions and facial masques to produce a range of exquisitely scented, therapeutic skincare products.

Our Hydrolats are available in 200ml and 500ml bottles. The 200ml size is supplied in epoxy resin lined aluminium flasks, which add appeal for re-sale and are also recyclable.

Note: It is important to store these natural floral waters away from heat sources and bright light to maximise their shelf life.

HYDROLAT	SPECIES	CODE
Chamomile *	<i>Anthemis nobilis</i>	HYC01
Lavender *	<i>Lavendula angustifolia</i>	HYL01
Lemon Balm * (Melissa)	<i>Melissa officinalis</i>	HYL02
Orange Flower * (Neroli)	<i>Citrus aurantium</i>	HYO01
Peppermint	<i>Mentha piperita</i>	HYP01
Rose Otto *	<i>Rosa damask</i>	HYR01
Rosemary	<i>Rosmarinus officinalis</i>	HYR02
Witch Hazel	<i>Hamamelis virginian</i>	HYW01

* Indicates organic product



THERAPEUTIC PROPERTIES...

CHAMOMILE: Is calming, soothing and comforting. It is suitable for all skin types particularly fragile, irritated or flaking skin.

LAVENDER: A gently restorative hydrolat which has a calming effect on the senses whilst soothing and balancing the skin. Particularly good for dry and combination skin.

LEMON BALM: Has a rejuvenating effect on the skin, restoring tone and a healthy appearance. It is beneficial for all skin types particularly combination and oily skin.

NEROLI: Has a soothing effect on the skin and emotions. It helps to calm and settle the skin, resulting in a clearer and more youthful complexion.

PEPPERMINT: Has a cooling effect on the skin and anti-fatigue properties that are helpful for tired minds and bodies. Its stimulating properties can help restore a healthy skin tone and colour.

ROSE: Has a stress-relieving influence on the mind and body. It has valuable skincare properties and is particularly beneficial for dry, inflamed, sensitive and mature skin.

ROSEMARY: Is a robust hydrolat that is ideal to use in bath, body and skincare products. It is reviving, refreshing and strengthening and makes a good tonic for the scalp.

WITCH HAZEL: Is a strong antioxidant and its astringent properties make it a very effective skin toner.

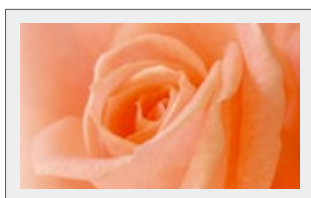
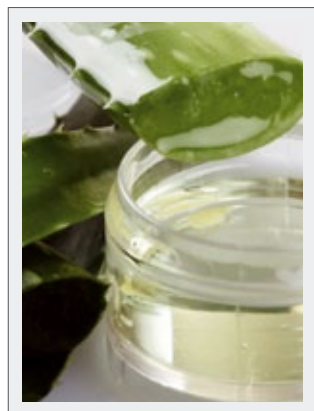
Aloe Vera Gels

Aloe Vera is one of the most revered plants in natural medicine. It is known by many as 'nature's pharmacy' as it is used to help treat a wide range of ailments and skin conditions. Aloe Vera is rich in proteins, collagen, elastin and botanicals, making it an ideal skincare product. It is cooling, soothing, ultra-hydrating and can help soften and recondition the skin.

Our experts have sourced the finest quality Aloe Vera Gel and blended it with natural extracts to deliver skin nurturing, therapeutic gels which are suitable for a wide range of applications.

These lightweight gels are easily absorbed into the skin and readily accept the addition of essential oils and hydrolats. They are ideal to use as a massage medium and as a key ingredient in therapeutic facial masques, cleansers, exfoliators and other skincare treatments. See our Aloe Vera Recipe Book which is available on our website.

ALOE VERA GEL	DESCRIPTION	CODE
Aloe Vera Hydrating Gel	Soothing, hydrating, toning gel base	COS02
Aloe Vera & Seaweed Gel	Nutrient rich, hydrating gel with Seaweed to improve skin texture and tone	COS01
Aloe Vera & Rose Hydrating Gel	Blended with Rose Absolute to hydrate, balance and firm the skin	COS20



ALOE VERA & SEAWEED GEL: This nutrient rich Aloe Vera & Seaweed Gel is blended by the experts at Base Formula to help balance the skin's natural moisture levels and restore the texture and tone of the skin. It can also help to reduce the appearance of cellulite and improve circulation. It delivers excellent performance and texture when blended which makes it an ideal ingredient if you are making your own products.

Historically Seaweed has been used for its detox properties and as an aid to skin healing. It is rich in mineral salts, amino acids and vitamins A, C, B1, B12, E, K and D which are easily absorbed by the skin and offer a richly hydrating and nourishing treatment.

ALOE VERA & ROSE HYDRATING GEL: Blended with Rose Absolute this lightweight, therapeutic Aloe Vera Gel hydrates, balances and firms the skin leaving it feeling smooth, glowing and supple. This exquisitely fragrant gel is ideal for use as part of your home beauty regime or for salon-based skincare treatments. Therapists particularly like to use it as a gentle, hydrating masque for mature, dry and sensitive skin.

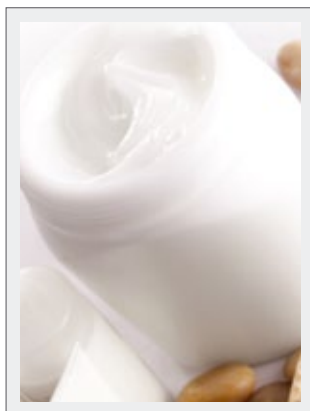
ALOE VERA HYDRATING GEL: Our best selling Aloe Vera Hydrating Gel delivers a wide range of therapeutic benefits to the skin - soothing, hydrating and toning for a brighter and more youthful complexion. This is a must have ingredient if you like to make your own products as it works equally well in soaps, creams, lotions, bath and shower gels, salts and shampoos.

Cosmetic Bases (Paraben Free)

Base Formula has a wide range of cosmetic bases ideal for making your own natural, aromatherapy, health and beauty products. Manufactured to the highest standards and fully EU certified our cosmetic bases make ideal carrying mediums for our range of essential oils and other cosmetic ingredients.

Our Cosmetic Bases are pure, natural, contain no additives and are all paraben, lanolin, artificial colouring and fragrance free. We also have a range of SLS free bases for customers who wish to use a completely natural, chemical free product. Full INCI ingredients are printed on all of our product labels. Our Cosmetic Bases are available in a variety of sizes - please see the website for more detail.

If you are interested in making your own natural products why not book on to one of our Make Your Own Products Courses run by our sister company, The British School of Aromatherapy. See page 21 for more details.



HAIRCARE

Our professional haircare bases are prepared with premium quality ingredients which will enable you to produce your own gentle, yet high performance shampoos and conditioners.

HAIRCARE	DESCRIPTION	CODE
Shampoo (clear)	Mild and gentle formula suitable for all hair types	COS16
Shampoo SLS Free	Mild and gentle formula suitable for all hair types. Ideal for infants or sensitive skin	COS16F
Hair Conditioner SLS Free	A rich, soothing, natural formula suitable for all hair types	COS10

BATH & SHOWER

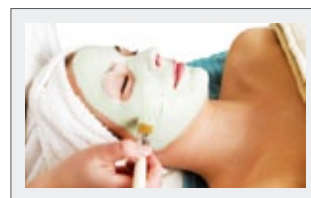
We have a wide range of luxurious, high quality, naturally derived bases for the bath and shower. As a professional therapist or creative individual making products for fun you can be confident that Base Formula's bases will enable you to deliver a range of high quality, yet cost effective, skin nurturing products.

SKINCARE

Made with naturally derived and high performance ingredients our luxurious bases for the face and body are perfect for making a wide range of therapeutic skincare products.

BATH & SHOWER	DESCRIPTION	CODE
Face & Body Cleansing Gel	Extremely mild and gentle. Suitable for the face and sensitive skin	COS07
Exfoliating Body Wash	Mild formulation with ground pumice to gently exfoliate	COS15
Shower & Bath Gel	Premium, foaming gel to cleanse and nurture the skin	COS18
Shower & Bath Gel SLS Free	A mild, SLS free cleansing gel which is ideal for infants or sensitive skin	COS18F
Foaming Bath Gel	Mild and cleansing with a luxurious foam	COS08
Bath Milk	A premium, dispersible bath milk base to moisturise and protect the skin	COS04
Luxury Bath Oil	A luxurious bath oil which disperses through the water without making the bath slippery or leaving a greasy residue	COS03
Liquid Soap	A high quality, pearlised liquid soap with an extra mild and non-drying formula to nurture and cleanse the skin	SP13
Melt & Pour Soap	100% pure vegetable oil and glycerin soap chips. Simply melt and pour into a mould to make your own soap	MPS

SKINCARE	DESCRIPTION	CODE
Cleanser	A gentle cleanser with cucumber extract, suitable for all skin types	COS06
SLS Free Light White Lotion	Suitable for use all over the body including on sensitive skin	COS27
Moisturising Lotion	Suitable for use as a face, hand and body lotion or body milk	COS14
Moisture Lotion (97% organic)	Suitable for use as a hand or body lotion. Ideal for dry and sensitive skin	COS22
Moisturising Cream I	A luxuriously smooth and creamy facial moisturiser with a silky, soft texture	COS12
Moisturising Cream II	A luxuriously smooth and creamy facial moisturiser fragranced with natural extract of Gardenia	COS13
Moisture Cream (97% organic)	A high performance moisturiser with the natural botanical and organic credentials that many customers desire	COS21
French Ultra Fine Green Clay	Creates a luxurious, intensely absorbent facial masque to lift impurities and toxins from the skin	FCG01
Ultra Fine White Kaolin Clay	The mildest of all natural clays, suitable for dry or sensitive skin. Also known as China or White Clay	KC01



Cosmetic Ingredients

Base Formula offers a selection of speciality ingredients for a wide variety of skin, body and hair care products. We are committed to providing you with the purest, highest quality ingredients from truly natural sources, allowing you to create your own pure, natural, cosmetic aromatherapy products for use at home or in the salon.

ADDITIVES	DESCRIPTION	CODE
Bees Wax Pieces	A natural rich emollient with protective properties making it a widely used ingredient for natural cosmetics	ING02
Citric Acid	A premium, natural, non-sensitising ingredient which softens water, nurtures the skin and acts as a natural preservative	ING13
Coconut Fat	A rich, intensely hydrating oil with the opulent scent of coconut. Beneficial for skin and hair and ideal for massage	ING05
Glycerine - Vegetable	A natural emollient used in skincare to retain moisture and add a luxurious texture to your product	ING07
Grapefruit Seed Extract	Known for its antibacterial and preservative properties	ING12
Natural Seaweed Extract Powder	An intensely hydrating, skin nurturing ingredient, rich in vitamins, mineral salts and amino acids	ING08
Natural Talcum Powder	A natural, plant-based talc with a silky-smooth texture. Ideal for waxing and reflexology	TALC
Sodium Bicarbonate	An important ingredient for making bath bombs and creamers	ING14
Dead Sea Salt	A nutrient and mineral rich base which can be used to make therapeutic bath salts and body scrubs	ING11
Epsom Salts	An historical folk remedy for a range of ailments, and particularly beneficial for the joints and muscles. Ideal in therapeutic bath products	ING06



BUTTERS	DESCRIPTION	CODE
Cocoa Butter	Organic grade. One of nature's most effective emollients with a gorgeous vanilla-chocolate fragrance	ING04
Extra Virgin Coconut Butter	Refined coconut fat with a subtle scent and ultra-hydrating skincare properties	ING15
Monoi de Tahiti	A beautiful, naturally perfumed coconut oil traditionally used by Tahitian women to protect their skin and hair	ING20
Organic Body Butter	Organic Coconut, Cocoa, Almond and Jojoba with the seductive scent of Monoi de Tahiti for the ultimate in skin hydration	ING16
Shea Nut Butter	Organic grade. An ultra-hydrating, natural skincare ingredient with a subtle scent	ING10

NATURAL DRIED FLOWERS (100g)

Add colour and interest to your aromatherapy products. Ideal for making soaps, bath salts, bath milks, pot pourri and for scented crafts.

DRIED FLOWER	CODE
Calendula (Marigold)	FLW02
Heather	FLW05
Jasmin	FLW07
Lavender	FLW08

DRIED FLOWER	CODE
Mixed Selection	FLW10
Rose Buds	FLW11
Rose Petals	FLW12

Ready to Use

Our experts have developed a range of pre-blended, ready to use aromatherapy products which can be used in the Salon, at home or given as gifts.

PRE-BLENDED MASSAGE OILS

Professional therapists worldwide rely on our 'ready to use' aromatherapy massage oils which are carefully blended by our expert aromatherapists.

We pre-blend our massage oils to meet the needs of different physical and emotional states making it easy for you to select the right massage oil for the right occasion. The base oils and pure aromatherapy grade essential oils are chosen for their quality and efficacy and are fully tested to comply with EU Legislation. Our massage blends are available in the following sizes: 100ml, 1L and 5L. The 100ml size is supplied in epoxy resin lined aluminium flasks, which add appeal for re-sale and are also recyclable.



FACIAL OILS

Our exquisite, aromatherapy Facial Oils have been blended with therapeutic essential oils and pure, natural Evening Primrose Oil.

Evening Primrose Oil contains GLA (gamma-linolenic acid) which is an essential fatty acid for optimum skin health. Its anti-inflammatory properties combined with its antioxidant power help to maintain healthy looking skin and a youthful appearance. Use daily as part of a therapeutic beauty routine after cleansing and toning, or for facial massage.

MASSAGE BLEND	DESCRIPTION	CODE
Detox	Detox with Patchouli, Juniperberry and Orange Sweet	MASS02
Muscles	Soothe tired and aching muscles with Clary Sage, Marjoram, Lavender and Rosemary	MASS01
Renewed Energy	A revitalising blend of Neroli, Bergamot and Thyme	MASS03
Sensuality	A sensual blend of Rose, Ylang Ylang and Sandalwood	MASS04
Sports	Loosen stiff muscles with Juniperberry, Rosemary and Black Pepper	MASS05
Tranquility	A soothing blend of Lavender, Frankincense, Neroli, Palmarosa and Sandalwood	MASS06
Gift Set	All 6 of our massage oils in 50ml bottles presented in a brown cardboard gift box	MKIT01

FACIAL OIL	DESCRIPTION	CODE
Jasmin & Sandalwood	A gentle blend of Jasmin Absolute and Sandalwood to calm and restore combination skin. Popular unisex fragrance	F002
Neroli	A rejuvenating and regenerative blend suitable for all skin types and problem skin conditions, particularly oily skin	F003
Rose	A profoundly nurturing facial oil to revive and hydrate dry, mature, inflamed or sensitive skin	F001

OTHER SKINCARE

Our cosmetic aromatherapy products are pre-blended with premium grade, therapeutic essential oils which have been especially chosen to enhance the skin's condition and maintain a healthy, youthful appearance.

All of these skincare products are paraben free and ready to use, without any need for further blending



SKINCARE ITEM	DESCRIPTION	CODE
After Sun Cooling Gel	A cooling gel blended with Aloe Vera and pure essential oils. Also ideal for hot flushes	COS25
Aloe Vera, Elderflower & Seaweed Eye Gel	A nutrient rich, ultra-hydrating gel which instantly makes the skin under the eyes feel more youthful and less tired	COS24
Facial Moisturising Cream	A smooth, creamy moisturiser to nourish the skin and support a more youthful, healthy complexion	COS26
Rich Night Cream	An rich moisturiser with Rose, Geranium and Jojoba to nourish, revive and restore the skin's natural beauty	MASC08
Luxury Hand & Nail Cream	Blended with Neroli and Bergamot to soothe, nourish and protect. Suitable for men and women	MASC07



RESCUE BALMS

Our range of Rescue Balms provide natural solutions to everyday health problems. Our experts have carefully blended premium, therapeutic essential oils and diffused them into a pure, soothing Aloe Vera Gel base. Apply to the pulse points as required or as otherwise instructed.

RESCUE BALM	DESCRIPTION	CODE
Eye Rescue Balm	An ultra-hydrating, nourishing gel blended with cucumber extract	RBE01
Fatigue Rescue Balm	An invigorating blend of Lemongrass, Grapefruit and Geranium	RBF01
Head Ease Rescue Balm	A soothing blend of Lavender and Peppermint	RBH01
Heavy Duty Rescue Balm	A therapeutic blend to soothe muscular aches and pains	RBHD01
Mood Rescue Balm	An uplifting blend of Geranium, Vetiver, Ginseng and Mandarin	RBM01
Sleep Rescue Balm	A soothing blend of Lavender, Chamomile and Violet	RBS01
Stress Rescue Balm	A relaxing blend of Rose, Neroli and Ylang Ylang	RBS02

THERAPEUTIC BATH SALTS

Dead Sea Salt has been used for centuries for its therapeutic and beneficial effect on the skin. It contains high concentrations of minerals which help to improve the overall health and vitality of the skin, and relax muscular aches and pains. Use in the bath or in a therapeutic foot soak.

BATH SALT	DESCRIPTION	CODE
Frankincense, Orange & Myrrh	An invigorating blend popular with both men and women	DSS04
Rosemary, Black Pepper & Ginger with Seaweed Extract	Ease tired, aching muscles with this therapeutic blend	DSS05
Ylang Ylang & Grapefruit with Rose Petals	A sensual, uplifting and relaxing blend	DSS06

HANDMADE SOAPS

Natural handmade soap with moisturising plant oils, therapeutic essential oils and botanical extracts.

Our soaps are not tested on animals and are free from SLS, parabens and artificial fragrance. Suitable for vegans and vegetarians. Each soap is hand cut to approx 80g.

SOAP	CODE
Lavender	SP04A
Lemongrass & Chamomile	SP05A
Patchouli & Sandalwood*	SP01A

* Exfoliating Bar

SOAP	CODE
Patchouli, Ylang Ylang & Rosehip*	SP02A
Coconut & Lime	SP03A
Tea Tree, Eucalyptus & Sandalwood	SP09A

* Exfoliating Bar



CANDLES

Beautiful, naturally fragranced candles made with our own therapeutic essential oils and natural, organic waxes.

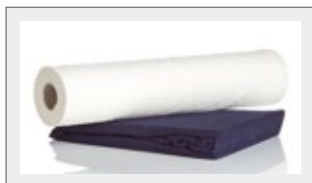
CANDLE	CHOOSE FROM	CODE
Travel Candle (20hr burn time) Votive Candle (14hr burn time)	Lavender / Bay, Laurel & Basil / Bergamot / Lemon & Tea Tree / Ylang Ylang & Cardamon / Orange & Clove	CANDLET CANDLEV
Aromapot Candle (36hr burn time)	Bergamot / Lavender / Grapefruit / Orange, Clove & Cinnamon	CANDLEA



General Sundries

We offer a wide variety of practical sundry items and everyday essentials for professional therapists and for aromatherapy enthusiasts at home.

SUNDRY	DESCRIPTION	CODE
Plastic Graduated Measuring Jug	Available in 50ml & 100ml	JUG01/ JUG02
Plastic Measure Cup	30ml. Graduated for easy measurement	CUP01
Plastic Pipette	Available in 3ml, 5ml & 10ml	PIP01 / PIP02 / PIP03
Odour Testing Strips	For accurate odour testing. Tubes of 500	TP02
Latex Gloves	Non-powdered. Small or Medium	GLV1 / GLV2
Cap Labels	Pre-printed labels to identify your oils. Includes blanks for own blends	CPL01
Couch Roll	Twin ply: 50 metres x 50cm	CROL
Hand Sanitising Gel	250ml Alcohol-based Antibacterial Gel complete with pump	SAN01
Spatulas	Multi-use wooden spatulas. Pack of 100	SPL01
Sundries Kit	Contains: 3 x 30ml blue mixing bottles; 3 x 30ml clear ointment jars; cap labels; 12 x spatulas; 6 x pipettes; 1 x 100ml glass lab beaker; 1 x 100mm glass lab stir rod; 50 x odour test strips	SK01
Manual Cosmetic Filling Machine	Dispenses liquids and creams quickly and easily even into containers with small neck sizes	MFM01



GLASSWARE

GLASSWARE	DESCRIPTION	CODE
Glass Laboratory Beaker	Available in 50ml, 100ml, 250ml, 600ml & 1L	BKR01 / BKR02 / BKR03 / BKR04 / BKR05
Glass Stir Rod	Available in 100mm, 200mm & 300mm	SR1 / SR2 / SR3
Beakers & Stirring Rod Set	50ml & 100ml beakers plus 100mm stirring rod	BKRSET
Glass Blending Bowl	For general purpose blending	BWL01

AROMATHERAPY DIFFUSERS & BURNERS

DIFFUSER / BURNER	CODE
Aroma Stone Diffuser (UK)	AST01
Aroma Stone Diffuser (USA & Asia)	AST00
Aroma-Stream Diffuser (UK)	AST03
Aroma-Stream Diffuser (USA & Asia)	AST04
Aroma-Stream Replacement Pads	ASTP
Ceramic Oil Burner	OB001
Mini Ceramic Oil Burner	OB002

Bottles, Jars & Closures

We stock a wide range of bottles and jars along with a selection of different closures to suit most aromatherapy products. Please see our website for our full range of containers and closures.

Note: Unless otherwise stated our containers do not come with a closure. Please refer to the Caps and Closures section on the website to choose a suitable closure for your bottle / jar type.

If you need labels for your products Base Formula also offers high quality, custom label production with optional in-house design – see page 19 for more information. We are also specialists in product development and contract filling – see page 20.



BOTTLE / JAR TYPE	AVAILABLE SIZES
Brushed Aluminium Bottle	30ml / 50ml / 100ml / 200ml
Glass Dropper Bottle (Amber / Blue)	5ml / 10ml / 30ml / 50ml / 100ml
Glass Rollette Bottle (Blue)	10ml
Plastic Melton Bottle (Amber / Blue / Clear)	50ml / 100ml / 250ml
Square Plastic Bottle	500ml / 1L
Plastic Jerry Can (with cap)	5L
Glass Jars (Amber / Blue / Clear)	15ml / 30ml / 60ml / 120ml (Amber & Blue 60ml only)
PET Jars with white cap (Clear)	5ml / 10ml / 20ml / 50ml / 100ml / 200ml
Retro PET Jar with aluminium cap (Clear)	250ml

ALUMINIUM BOTTLES

Our Aluminium Bottles are EP Resin lined, high quality and totally impervious to light. These attractive, lightweight bottles provide maximum product protection and a stylish, premium image for your range of products.

CAPS & CLOSURES

Please visit our website to view our wide selection of caps and closures. Choose from standard, flip or screw caps, atomisers, pumps, dropper, child resistant, and pipette caps in a variety of finishes to complement your bottle or jar.



Label Design & Print

Through major investment in the very latest digital printing technology we are pleased to offer a complete label design and in-house print service. All of our labels are printed in high definition, full colour on waterproof and oil resistant material.

We have 2 levels of service available. Either choose one of our attractive label design templates and customise it with your own name and product details or you can provide your own artwork for a totally bespoke solution. We also offer a full in-house design service if you require new artwork.



CUSTOMISABLE LABEL TEMPLATES

Simply choose 1 of our 4 attractive design templates (pictured above) and then decide which shape, size and colour option you'd like. Depending on which size you choose you will be able to customise a range of elements, including your name, product name, contact details and ingredients label. All of our templates have been designed to complement our range of bottles and jars, so you can rest assured that your product will be presented at its very best! These labels may be ordered directly from our website.



BESPOKE LABELS

If you already have a label design for your product you can supply us with your own artwork and we can print your label on a wide variety of materials to any shape or size. We can even print on to clear vinyl, producing very striking and appealing labels at incredible prices. If you don't have artwork but would like to create a bespoke design for your product we also offer a competitively priced in-house design service (see below).

DESIGN SERVICE

Our in-house design team can offer you creative and unique designs for your products. We charge a standard rate for product label design, which covers up to four product variants. We can also design your logos, stationery, brochures, leaflets, gift vouchers etc.

As each project is unique please contact us directly on 01664 501110 to discuss your requirements.

PRODUCT SECURITY SEALS

Unique, personalised, tamper evident security seals especially designed for small bottles and jars. These coloured 'peel off and wrap' seals are made from ultra thin, stretch vinyl that is easy to apply and remove.

They can be personalised with your company name and are available in either 2 colour or full colour print.

Product Development

Base Formula works with a wide variety of clients including Spas, Aromatherapy and Retail brands both in the UK and internationally in producing bespoke and own labelled products. We offer a complete product development service where we work with you from concept to delivery.

BESPOKE PRODUCTS

For those wishing to create a bespoke range of products, our in house Aromatherapists are available to work with you on creating your own product blends and offer technical product guidance. Our product development experts can guide you through the product development process, packaging design and labelling. Through this service we enable you to bring to market your own unique collection of natural aromatherapy products that have been designed specifically to meet the needs of your target market. Our expert knowledge in this sector ensures that your product range is of premium quality, complies with latest industry legislation and is professionally branded and packaged.

OWN LABEL PRODUCTS

If you would like to retail a range of products under your own name, but do not wish to develop your own recipes and blends, we can offer you a selection of products that have been blended by our expert aromatherapists. We then take these pre-blended products and apply a bespoke label design to create a 'ready to retail' range of products that you can sell under your own company name.

To discuss your requirements or ask our advice and for a no obligation quotation please contact us directly on 01664 501110.

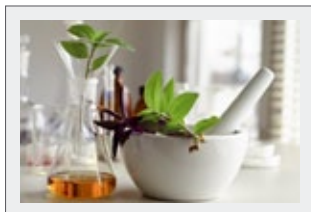


CONTRACT FILLING

Hand filling your own products can be very time consuming, expensive and often inaccurate. We can fill any liquid / semi-liquid product for you quickly and accurately using our food-grade, stainless steel pneumatic filling machines. Minimum 50 units per product type.

Please contact us directly on 01664 501110 for more information and pricing.

Alternatively you may like to consider purchasing our exclusive Manual Filling Machine (see page 17).



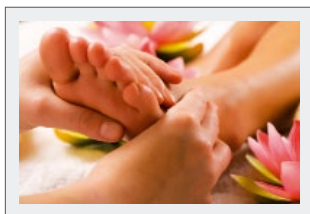
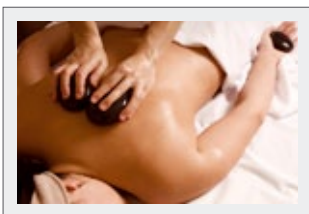
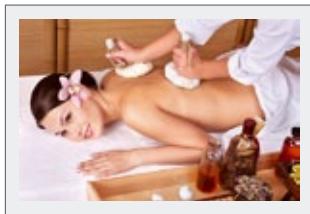
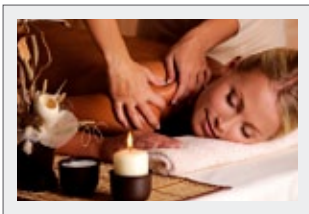
Training Courses

Our sister company, The British School of Aromatherapy, offers a wide range of fully accredited training courses in holistic and complementary therapies. We provide CPD (continuing professional development) practitioner courses, fast-track, professionally recognised qualifications for people who wish to practice commercially and general interest courses for people who are simply interested in holistic therapies and natural products.

PROFESSIONAL QUALIFICATIONS

The British School of Aromatherapy offers a range of accredited qualifications which enable you to practice commercially, offering professional consultations and treatments for clients.

- Diploma in Clinical Aromatherapy
- Certificate in Swedish Massage
- Diploma in Indian Head Massage
- Diploma in Anatomy & Physiology



CONTINUING PROFESSIONAL DEVELOPMENT

If you've already spent money on training to become a therapist then you need to ensure a good return on your investment. The British School of Aromatherapy offers a wide range of holistic therapy CPD training courses that will help you extend your skill set and maintain your professional status in a competitive and ever changing market.

- Holistic Facials
- Herbal Compress Massage
- Hopi Ear Candling
- Qichi Foot Massage
- Hot Stone Massage
- Ayurvedic Body Massage
- Aromatherapy for the Elderly
- Managing Stress Holistically

GENERAL INTEREST COURSES

We offer a range of general courses that are open to anyone with an interest in aromatherapy and holistic health. These courses are ideal for home enthusiasts or if you are considering a career in holistic therapy. No previous experience is required.

- Introduction to Aromatherapy
- Introduction to Massage Therapy
- Introduction to Complementary Health Therapies
- How to Make Your Own Aromatherapy Products

Visit our website for more information on our courses and tutors and to download our latest course schedule
www.britishschoolofaromatherapy.co.uk



Aromatherapy Kits for Colleges

We supply many colleges both in the UK and abroad. Our College Kit contents can be tailored specifically to your college course requirements. Alternatively you can choose from 4 different off-the-shelf student kits which are suitable for B.Tech, City & Guilds and VTCT courses. Kit contents can be viewed on our website as the requirements for these do change frequently.

We also offer students a range of carry cases (page 8) and general sundry items (page 17).

Why choose Base Formula for your College Kits?

- Heavily discounted prices for colleges
- Tailored kits specific to your course requirements including a bespoke price list for your college
- Kits contain only top aromatherapy grade undiluted essential oils - safety data information available on all oils
- Confidence in buying from the UK's leading Aromatherapy Company with over 15 years of experience
- FHT's only approved aromatherapy supplier
- Aromatherapy Trade Council registered
- Students may choose their own supplementary products and cases
- Instant 30 day credit account for colleges (on receipt of official order and signed agreement)
- Low minimum order



GIFT VOUCHERS

Offering gift vouchers to your customers is a great way to boost trade. We have a variety of designs to choose from which can be customised for your business. Vouchers measure 93 x 60mm and are numbered for security purposes.

SHOWROOM

Customers are welcome to visit our showroom which is conveniently located in the famous town of Melton Mowbray (20 mins from M1 J21A Leicester or A1 Stamford). We have a comprehensive range of sample products on display, including all of our essential oils. Most of our product range is available for purchase on the day and our showroom is usually open Monday to Friday 10am to 4pm. Please note that our showroom will not be open during, and for 2 days either side of any major exhibition that we are attending. Forthcoming exhibition dates will be featured on our website.

If you do come and visit us why not make a day of it and pop into Melton Mowbray and sample the town's famous pork pies and cheeses (market days are Tuesday and Saturday).



Base Formula

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