



# COURSE CATALOG

Updated January 2018



CERTIFIED PROFESSIONAL

## *Essential Oil Practitioner*

ESSENTIAL OIL ACADEMY - CAPE CORAL, FLORIDA, USA

*WITH FULL COURSE DESCRIPTION*





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## The Student's Experience

Welcome to your new profession / professional training and certification course to become a **Board Certified Essential Oil Practitioner!** We are excited that you are joining our family!

This online Essential Oil Practitioner Certification Program is designed to help you become professionally qualified in the therapeutic and fragrance uses of essential oils and in business development. You'll significantly increase your knowledge, credibility and income potential.

### Your experience will include:

- Training in our exclusive Beautiful Life International [Online Training Center](#)
- Lifetime access to our proprietary course content with BONUS files\*
- Video training – multiple videos per module
- Free downloadable textbooks and resources
- Reputable Essential Oil Suppliers List
- Beautiful, downloadable, printable manual cover & spine for your 3-ring binder
- Written training with worksheets / assignments
- Supportive resource documents including FDA standards
- Lab activities
- Client management resource recommendations
- Study 84 essential oils and 6 carrier oils, their aromas, properties, application methods, common uses, safety & precautions and more!
- Client intake and evaluation forms
- How to hold your classes, initial and subsequent 1-to-1 consultations along with how to price your services
- Business and marketing details to launch or grow your practice
- Interaction with other students, graduates and faculty in our private forum (upgrade applies)

**AFTER CERTIFICATION:** Once you're board certified, you'll also be added to our Board Certified Essential Oil Practitioner listings online with this complimentary opportunity to raise your credibility and promote your practice.

At the end of the course you'll turn in your certification documents and take an online, true-false examination. Once the criteria have been met, you will be awarded the prestigious designation of **Board Certified Essential Oil Practitioner** with certificate.

Your initial certification is renewable each two years at the prevailing administrative fee, currently \$149 USD, with evidence of completion of an approved 10+ hour continuing education course. You will receive more information inside the course and after graduation as new continuing education classes are added to our system.

Upon graduation you will have the option to order a frame-ready, gold-sealed and signed certificate with lapel pin to display your professional designation.

Our parent corporation, [Beautiful Life International](#), LLC (Incorporated 2011) is a globally recognized online education provider with graduates on every continent. Dr. Bush's mission since 2003 has been to offer our students practical training, excellence in curriculum and 5-star, lifetime support.

Beautiful Life International, LLC is **A+ rated** by **Better Business Bureau**, the highest rating available. *Click image below to verify.*



*\* Lifetime course access is contingent upon the student's tuition account being current or paid in full.*

# Module 1

## Introduction to Essential Oils

Module 1 gives you the “big picture” on how essential oils can dramatically increase wellness and promote healthy function throughout the entire human body. You’ll discover important information about essential oils, including:

- **Origin** – We know that essential oils didn’t just turn up in little bottles! Discover how essential oils were developed over the course of thousands of years.
- **Benefits** – Learn how essential oils relax, soothe and help the body to heal itself, all due to the chemical biocompatibility that essential oils share with the human body.
- **Function** – It’s great when something works, but it’s even better when you understand how and why something works, right? Here, we’ll cover the different applications of oils and how they affect the body’s systems.
- **Purity and Concentration** – Essential oils are not simply fragrant oils. Discover how essences are extracted from plants in order to obtain pure oils that are therapeutic and promote healing.
- **A Brief History** – What do the ancient Egyptians, Chinese, and Greeks all have in common with you and me? Essential oils! Here you’ll learn how various cultures utilized these powerful substances.
- **Modern Use** – Finally, we discuss the advances made in the field of aromatherapy after the 17<sup>th</sup> century. We’ll also look at influential writers, whose literature continues to impact the study and application of essential oils today.

## Module 2

# How to Use Essential Oils: Basic Principles

Essential oils are very easy to use. They're also incredibly potent and can have dramatic effects throughout your entire body. When used properly, they usher in amazing results. But if we're not careful with these powerful substances, we can accidentally cause harm and detrimental results.

If you're new to aromatherapy, and not sure what to do, don't worry. This course gives you the necessary tools to use essential oils confidently, safely and effectively.

Here's what you'll learn in Module 2:

- **Your Body and Essential Oils** – How does the body absorb essential oils? Discover the three main ways here.
- **How to Apply and Determine Dosage** – Learn all about carrier oils and why they're important. You'll also learn specific dosage recommendations based on the individual's age. Finally, discover how to apply and administer essential oils in several different ways.
- **How to Store Essential Oils Properly** – You don't need a fancy apothecary to store your oils. Instead, just follow the simple guidelines we introduce here.
- **Chemical Degradation** – Discover how basic, natural elements, like sunlight, heat and oxygen can gradually (and negatively) alter the quality of your essential oils.
- **Using Essential Oils Carefully and With Caution** – Some oils should never be used. Others should be used with caution. There are also specific oils that should be avoided during pregnancy, and for people with certain health conditions.

## Module 3

# Single Oils, Oil Blends & Blending

So far, we've covered the very basics about essential oils. We've gone back thousands of years to explore their history, and we've learned how essential oils interact with your body today. We know why it's important to use caution and care when applying, dosing, and how to store these powerful substances.

And while it's important to know the best way to keep your essential oil collection in the cupboard, isn't it time we dive a little deeper into the fragrant world of aromatherapy?

Every oil has its own therapeutic properties, its own signature scent, and its own story, so to speak. And this is where the fun begins! Imagine that you're attending an exciting networking event. Every individual brings their own talents and gifts to the table. The same goes for essential oils. Each one provides something unique, and your personal relationship with essential oils begins right here, in Module 3.

Maybe you're interested in making perfumes, or perhaps you're aiming to use essential oils for therapeutic purposes. You'll learn how to do both in this module.

Here are the lessons we'll cover:

- **How to Organize Your Single Oils** – How you organize your essential oils is entirely up to you. It might depend on what you use your essential oils for. For example, you might organize them differently if you make perfumes instead of therapeutic blends. You'll learn several organizational tips that make sense for your practice.
- **Therapeutic Blending** – Here, you'll learn how to make the perfect oil blends based on the specific needs of the individual. We'll discuss the proper supplies, common measurements, and suggested combinations.
- **Perfume Blending** – Become your own *parfumeur* and create essential oil blends with a deeper understanding of the three aromatic notes.

**Developing Your Own Blending Style** – We'll cover five different blending styles. This enables you to develop a style that aligns with your creative and healing work, and will also provide you with exemplary teachers to follow.

# Module 4

## Quality and Purity

You've made the exciting decision to become an essential oil practitioner. You've got the basics under your belt. Now, it's time to start building your very own collection of essential oils.

Perhaps you've started shopping around and seen that there are many different brands and prices to choose from. And when you have the choice between a lavender essential oil that costs ten dollars and another oil for twenty dollars, you might want to reach for the cheaper bottle first. This module will help you become a better shopper when it comes to essential oils.

Not all essential oils are made equal, and Module 4 teaches you how to purchase oils based on two important factors: quality and purity.

Here's what we'll cover in "Quality and Purity":

- **Why Quality and Purity Are So Important** – So many steps have to happen for an essential oil to go from the original plant to your shelf. We'll discuss what will increase or decrease an oil's quality, as well as its purity.
- **Synthetic and Adulterated Oils** – Because several other industries utilize essential oils, many productions have become standardized for consistency. We'll cover this, and why synthetic ingredients can be highly detrimental in your essential oil practice.
- **What Essential Oils Consist Of** – Scientists can now isolate the beneficial parts of an essential oil and mix it with lower quality ingredients. You'll learn why it's best to keep the essential oil pure with its original, beneficial properties.
- **Discerning Whether an Oil is Pure and High Quality** – There are standards and labeling used in the essential oil industry, but sometimes it's difficult to trust even these. Module 4 gives you *insider tips* to help you look past the label and choose the best oil possible.

## Module 5

# Holistic Approach to Wellness: Understanding Disease and the Effects Essential Oils Have on Our Well-Being

As an essential oil practitioner, you're interested in alleviating suffering and supporting health and wellness. You're probably eager to help your clients find relief from a wide range of issues, such as arthritis, influenza, allergies and trauma, just to name a few.

To therapeutically treat disease with aromatherapy, you must first adjust your understanding of disease. Instead of focusing on simply removing disease from the body, you will learn to focus on the root cause of the issue, and how it's effecting the entire body.

In Module 5, "Holistic Approach to Wellness", we're going to expand our understanding of disease, and how essential oils are an excellent modality for supporting health goals.

Here's what we'll cover:

- **Health, Pathology and Disease** – We will examine these terms and redefine them. This will help use essential oils far more effectively.
- **Common Types of Disease** – This is an introduction to the common diseases you encounter daily, both in and out of your aromatherapy practice.
- **Allopathic versus Holistic Approaches** – We will review these two modalities, as well as how they impact our approach to healing.
- **Complementary Practitioners** – An essential oil practitioner should be a complementary practitioner. Here, you will learn how aromatherapy embraces holistic principles, and can work alongside allopathic treatments.
- **The Immune System and Essential Oils** – To alleviate suffering and return to a state of wellness and ease, it's crucial to have a strong and robust immunity. Here, you will learn the specific essential oils to strengthen the immune system.

- **Physiological Effects of Scent** – To close Module 5, we discuss how essential oils – especially when inhaled – offer powerful healing properties. Research studies are provided for your consideration.

By understanding what disease and health truly are, you can administer essential oils that positively influence the body's response to disease.

# Module 6

## Basic Physiology and Essential Oils

You know that essential oils are powerful and offer beneficial supportive properties. That's why you've decided to become an essential oil practitioner.

In Module 6, you will dive deep and discover how essential oils can be so potent within the human body.

It's safe to say that it's the most scientific module in the Essential Oils Practitioner Course, and the information you're about to learn will truly fill you with awe and wonder.

Module 6 will cover these topics:

**What Makes Essential Oils Work Physiologically** – Because of their unique structure and size, essential oils are capable of working on a physiological level. You'll learn more about their size and structure, and how that allows them to work in specific areas of the body.

**Basic Introduction to the Limbic System** – It's impossible to discuss the physiological activity of essential oils without considering the limbic system. This group of brain structures is responsible for many bodily functions, and a foundational understanding of the limbic system allows you to understand how essential oils work.

**How Essential Oils Are Processed in the Olfactory System** – How do essential oils make their way to the limbic system? And what happens once they get there? We'll cover this process in greater detail here.

**The Special Effect Essential Oils Have on the Emotional Brain** – Essential oils can instigate positive change within the physical body, but due to their unique nature and their work in the limbic system, they are especially powerful when it comes to supporting cases with emotional trauma, as well as suppressed memory and emotions.

We know essential oils can work wonders. Now, it's time to discover the amazing scientific information that explains how these beneficial and supportive effects occur.

# Module 7

## Teaching an Essential Oils Class

One of the best parts about becoming an essential oil practitioner is being able to connect with other people. It's how you grow your business and create a community that supports the world of essential oils.

Teaching your own essential oils class is an excellent way to share this exciting information with others, while simultaneously building your own team and clientele. Teaching can be fun, but it might still be intimidating in the beginning.

So, to offset any worries you might have about teaching an essential oils class, this module will walk you through each and every step along the way.

It's important to remember that there are many large essential oil companies, including multi-level companies, that already have methods, strategies and policies in place. The information in Module 7 is meant to supplement, and not replace, these systems.

Here's what we'll cover in Module 7:

**How to Create Your Own Class** – What do you want to teach and why? By answering these, and several other questions you'll begin to discern and identify your ideal class. Then, you'll learn how to design it.

**Class Preparation** – So many details go into an effective and successful class. We'll review all of them, from lesson planning, rehearsing, supplies and logistics.

**Teaching** – Preparation is important, and so is the actual class you teach. You'll learn two important tips to help you begin and end your class like a pro.

**Follow-Up** – The best teachers are the ones who review their classes and identify both their successes and also what they need to improve. Here, you'll cover the different elements you need to assess to make your next class even better.

# Module 8

## How to Start an Essential Oils Business

Welcome to the penultimate module in your Essential Oils Practitioner's Course! You've come so far and covered everything from the very basics about essential oils to some rather scientific discussions about physiology and the various systems within the human body.

Now, it's time for you to think about starting your own essential oils business. And that's where Module 8 comes in.

It can be overwhelming to start *any* business, but Module 8 gives you the tools and confidence you need to launch your essential oils business.

Here's what we'll cover:

- **Educate Yourself** – You have learned a lot in this course, but there's always more to learn. And continued study and research is one of the first steps to starting your business.
- **Navigating Logistics** – You may not be as passionate about logistics as you are about essential oils, but backend details can make or break a successful business. We'll cover inventory, budget, bank accounts and more.
- **The FDA and Essential Oils** – As an essential oils practitioner, you need to be informed and up to date with the rules and regulations set by the FDA. You'll learn how here.
- **Branding Your Business** – Because essential oils have become increasingly popular, it's crucial that you develop a brand that represents you and attracts customers. We'll discuss logos, names, websites and more.
- **Marketing and Advertising** – Help people find you and your business by taking time to broadcast your business, as well as the products and services you offer.

The biggest goals can be broken down into small, do-able steps, and Module 8 lays the perfect foundation for your career as an essential oil business owner.

## Module 9

# Perfecting Your Essential Oils Practice: Use of Coaching Skills, Client Management and Advertising Strategies

**Congratulations!** You've made it to the final module in your Essential Oils Practitioner Course. You should be very proud of how far you've come and how much you've learned along the way.

It's time to think of yourself as an essential oils practitioner with bonus coaching communication skills. Your new understanding of coaching skills will inspire you to partner with and support your clients as they create new, positive changes in their lives.

To ensure that you have the knowledge to create a successful, sustainable practice, we'll also discuss the best ways to manage your clients and advertise your essential oils practice.

Here's what Module 9 will cover:

**Applying coaching skills to your client consultations** – Communication is key and coaching skills will provide you an optimum way to serve clients by partnering with them in their wellness goals. You'll discover how to practice this type of coaching, especially when it comes to your essential oils practice.

**How to Empower Your Clients for their Best Results** – By following these guidelines, you'll use your expertise and knowledge to empower your clients to make positive changes in their lives.

**The Ins and Outs of Consultation Sessions** – Simple strategies will help you and your client stay on track and optimize each session. We'll also cover logistics, like pricing and scheduling.

**Client Management** – To have an efficient essential oils business, it's important to have an organized and automated system. Here, you'll discover helpful resources that are designed for practitioners just like you.

**Advertising Tips** – When you run your own business, you'll initially need to become a jack-of-all-trades. You're an essential oils expert, a savvy business person, and now, you'll round out your skill set by adding marketing and advertising.

**Next Step:**

Return to the [Essential Oil Academy](#) website; submit your enrollment form and tuition to begin your training to become a **Board Certified Essential Oil Practitioner** so that you can increase your knowledge, credibility and income potential.

**IMPORTANT:** If enrollment is not yet (or currently) open, you will be notified by email when enrollment will open. Class size is limited so act quickly. Watch your email!

Welcome to the Academy! We are excited you are joining us.

