

THE NATURAL



FACE CARE

CHEAT SHEET



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Meet Your Guide, **KATIE VELDKAMP**

Hi Earthie!

There is something incredibly powerful about washing the day away. But for a long time, the skincare aisle left me feeling confused. Why were there so many unpronounceable ingredients? Why did "natural" products cost a fortune? And why did my skin still feel tired?

That's why we created the March Skin Care Recipe Box.

We wanted to prove that high-end, spa-quality skincare doesn't have to be complicated or filled with toxins. This month, we are getting back to basics—but elevating them. You aren't just making products; you are building a routine that respects your skin barrier and your budget.

When you make it yourself, you know exactly what's in it. That is true empowerment.

Here is your cheat sheet to getting the best skin of your life, naturally.

♥️ *Katie Veldkamp*

Certified Aromatherapist + Simply Earth Co-Founder

About Katie: Katie Veldkamp is a co-founder of Simply Earth the pure essential oil company that teaches you how to use essential oils at honest prices. She's a certified aromatherapist and loves teaching people how to make their own products using essential oils. Her super power is cutting through the confusing and overwhelming misinformation about essential oils on the internet. She brings people confidence and clarity on how to use essential oils to make their own products. Her essential oil journey started with trying to solve her stinky feet problem. Now she teaches thousands of people to make their own recipes each month with the Simply Earth Essential Oil Recipe Box, Essential Oil Hero Course, and her Essential Oil Recipe Books.



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What is a Face Care Routine & Why DIY?

A face care routine is more than just washing your face—it is a cycle of cleansing, treating, and protecting your skin barrier. A natural routine typically follows these four essential steps:



STEP 1: CLEANSE (THE FOUNDATION)

- **What it does:** Removes makeup, dirt, sweat, and environmental pollutants.
- **Why it matters:** If you don't clean the canvas, the rest of your products can't penetrate. We use a Cleansing Balm because it grabs onto oil-based impurities (like sebum and makeup) and melts them away without stripping your skin dry.

STEP 2: TREAT (THE TARGETED FIX)

- **What it does:** Delivers concentrated active ingredients deep into the skin.
- **Why it matters:** This is where you address specific concerns like redness, dullness, or blemishes. A Face Mask (weekly) detoxes pores, while a Serum (daily) provides a potent dose of nutrients to balance skin tone.





STEP 3: MOISTURIZE (THE BARRIER)

- **What it does:** Hydrates the skin and locks in water.
- **Why it matters:** Even oily skin needs moisture! A good moisturizer, like our Dream Cream, repairs the skin barrier, keeping it soft, elastic, and protected from the elements.

STEP 4: EMOTIONAL CARE (THE RITUAL)

- **What it does:** Connects your skincare to your mental state.
- **Why it matters:** Stress is a major cause of skin issues. By incorporating aromatherapy—like a Roll-On or Diffuser Blend—you turn a chore into a calming ritual that lowers cortisol and helps you glow from the inside out.

WHY DIY YOUR PRODUCTS?

- **Total Control:** Eliminate hidden fragrances, parabens, and sulfates that disrupt hormones.
- **Freshness:** Commercial products sit on shelves for years. DIY is made fresh, so the nutrients are more potent.
- **Customization:** Adjust ingredients to match your specific skin type perfectly.
- **Affordable Luxury:** High-end cleansing balms can cost \$50+. You can make yours for a fraction of that price.

5 Mistakes People Make in Natural Face Care



Mistake #1: Stripping the Skin Barrier

Many people think "squeaky clean" is good. It's not. Using harsh soaps or alcohol-based toners destroys your acid mantle (your skin's shield), leading to irritation and more breakouts.

- **The Fix:** Use gentle emulsions and oil-based cleansers—like our Velvet Cleansing Balm—that lift dirt without stripping natural oils.

Mistake #2: Fearing Oil on Oily Skin

It sounds counterintuitive, but fighting oil with harsh drying agents causes your skin to panic and overproduce sebum to compensate.

- **The Fix:** Fight oil with oil. Use balancing oils like Geranium or Jojoba to signal to your skin, "We have enough moisture, you can relax now."



Mistake #3: The "Kitchen Cabinet" Trap (pH Imbalance)

Just because it's edible doesn't mean it belongs on your face. Ingredients like baking soda (too alkaline) or straight lemon juice (too acidic) can cause chemical burns or disrupt your skin's pH balance.

- **The Fix:** Stick to ingredients formulated for skin application. Our **Pure Renewal Clay Mask** uses French Green Clay which detoxifies safely without disrupting your pH.

Mistake #4: Skipping Preservation

This is the #1 danger in DIY. If a recipe contains water (like a tea, toner, or lotion) and sits at room temperature, it will grow invisible bacteria and mold within days.

- **The Fix:** Learn the science. We teach you how to make shelf-stable emulsions safely, or how to make anhydrous (water-free) products like our serums and balms that last for months naturally.

Mistake #5: Over-Complicating the Routine

Social media will tell you that you need a 12-step routine with ten different expensive actives to have good skin. This often leads to product overload and sensitivity.

- **The Fix:** Embrace "Skin Minimalism." A simple, consistent routine—Cleanse, Treat (Serum), and Moisturize—is often more effective. This month's box gives you exactly what you need, and nothing you don't.



Tips for Success



- ✓ **Sanitize Everything:** Before you start, wipe down your bowls and jars with high-proof alcohol.
- ✓ **The "28-Day" Rule:** Skin cells turn over every 28 days. Give your new natural routine a full month to see the real results.
- ✓ **Emotional Layering:** Skincare is self-care. Use oils that support your mood while they treat your skin. We use Unicorn Blend to uplift and Downtime Blend to ground you.
- ✓ **Patch Test:** Always apply a small amount of a new product to your inner arm to ensure no sensitivity.



Best Essential Oils for Face Care



Not all oils are created equal. These are the superstars for skin care:



Geranium: The "Balancer." Great for regulating oil production and soothing inflammation. It promotes a calm, even skin tone.



Juniper Berry: The "Purifier." Excellent for clarifying the skin and keeping pores clean.



Lavender: The "Soother." (A classic for a reason). Calms redness and irritation.



Tea Tree: The "Blemish Buster." Use for spot treatments on breakouts.



Frankincense: The "Anti-Aging King." Supports cellular health and reduces the appearance of fine lines.



Best Ingredients for Face Care

Great skincare starts with a great base. These ingredients are the workhorses of natural beauty:



SWEET ALMOND OIL

Sweet Almond Oil: Gentle, hypoallergenic, and full of Vitamin E. It mimics the skin's natural oils, penetrating deep to clean pores without clogging them.



SOLID COCONUT OIL

The ultimate hydrator. It is rich in fatty acids that soothe dry skin and create a protective barrier. Because it melts on contact with warm skin, it gives products a luxurious, "glide-on" feel.

BEESWAX

Nature's seal. Beeswax acts as a humectant (drawing moisture in) and an occlusive (locking moisture in). It thickens your recipes into balms and salves while shielding your skin from environmental toxins.



FRENCH GREEN CLAY

A magnet for impurities. It absorbs excess oil, removes dead skin cells, and tightens pores to reveal fresh, bright skin underneath.

EMULSIFYING WAX

The magic ingredient that lets oil and water mix. This is the secret to creating creamy, non-greasy lotions (like our Dream Cream) that feel just like the expensive store-bought brands.



Your Natural Face Care Shopping List

Want to build this routine from scratch? Here is what you need to hunt down:

- | | |
|---|--|
| ☐ Geranium Essential Oil | ☐ Emulsifying Wax (crucial for creams) |
| ☐ Juniper Berry Essential Oil | ☐ French Green Clay |
| ☐ Calming/Uplifting Synergy Blends | ☐ Beeswax |
| ☐ Sweet Almond Oil | ☐ Preservative (Geogard ECT or similar) |
| ☐ Solid Coconut Oil | ☐ Serum Dropper Bottles |

or...

- ☐ One Simply Earth March Recipe Box
(Includes ALL of the above!)



Geranium Velvet Cleansing Balm

A luxurious melt-to-milk cleanser that removes makeup and impurities while hydrating.



FROM YOUR BOX

- 2 ¼ tsp Fractionated Coconut Oil
- 2 Tbsp Almond Oil
- ¾ tsp Beeswax
- 1 ¼ tsp Emulsifying Wax (Olivem 1000)
- ¼ tsp French Green Clay
- 6 drops Geranium Essential Oil



FROM YOUR HOME

- 2oz jar



- 1 In a heat-safe bowl, combine Fractionated Coconut Oil, Almond Oil, Beeswax, and Emulsifying Wax.
- 2 Melt in a double boiler (or in the microwave using short intervals) until the mixture reaches ~160 °F.
- 3 Remove from heat and let cool for 1–2 minutes (around 130°F).
- 4 Stir in French Green Clay until smooth.
- 5 Add essential oil and stir.
- 6 Pour into a 2oz jar and let set at room temperature.
- 7 To use, scoop a pea-sized amount onto dry skin. Massage to dissolve makeup and impurities. Add warm water and continue massaging as the balm turns to a silky milk. Rinse clean and pat dry.

Pure Renewal Clay Mask

A mineral-rich treatment to detoxify your pores on "Spa Night."

FROM YOUR BOX

- 1 Tbsp French Green Clay
- 2 tsp Almond Oil
- 1 drop Unicorn Essential Oil
- 1 drop Juniper Berry Essential Oil
- 1 drop Geranium Essential Oil

FROM YOUR HOME

- 1oz jar



1 In a small bowl, combine all ingredients. Stir until a smooth paste forms.

2 Use immediately or store in a small, 1oz jar.

To use: Apply evenly to clean skin, avoiding eyes and mouth. Let sit for 8–10 minutes (don't let it fully dry). Rinse with warm water and pat dry. Follow with Glowing Face Serum and Dream Cream for a complete routine. Enjoy 1–2 times per week for balanced, refreshed skin.





Dream Cream

A professional-grade face moisturizer that repairs the skin barrier (you will learn how to make an emulsion!).

FROM YOUR BOX

- 1 ½ tsp Almond Oil
- 1 tsp Coconut Oil (Solid)
- 1 tsp packed Emulsifying Wax (Olivem 1000)
- ½ tsp Beeswax
- 1 drop Geranium Essential Oil
- 1 drop Juniper Berry Essential Oil
- 4 drops Downtime Essential Oil Blend

FROM YOUR HOME

- 3 Tbsp Distilled Water
- 0.6% (33 drops) Geogard ECT Preservative (optional)
- 2oz bottle + lotion pump cap

SPECIAL TOOLS

- Thermometer
- Handmixer or frother

- 1 Create an ice bath by filling a bowl with ice.
- 2 Combine Almond Oil, Coconut Oil, Olivem 1000, and Beeswax in a heat-safe bowl. Heat to fully melted (160°F).
- 3 In another heat-safe container, heat distilled water to the same temperature*.
- 4 Start blending the water mixture, then slowly drizzle in your melted oils. If the oils start to harden, just pause blending and scrape them in with a spatula—they'll melt into the mixture as you stir. Blend for 2-3 minutes until it's soft and creamy.
- 5 Place the mixture into the ice bath. Allow the mixture to cool to room temperature, stirring occasionally. The cream will thicken as it cools.
- 6 Add essential oils and preservative (if using), stir well.
- 7 Transfer to a 2oz bottle and label. If not using a preservative, store in fridge and use within 2 weeks.

To use: Apply a small amount to face and neck after your serum. Massage gently into skin until absorbed. Use morning and night.

***Tip:** Emulsions might sound advanced, but you can totally master them! 🌿 Watch our YouTube tutorial to see how. Emulsifiers act like peacemakers between oil and water—just keep both mixtures within 5°F and pour oil into water for a silky, stable cream.

Joy Drop Serum

A lightweight, radiant daily serum to balance skin tone.

FROM YOUR BOX

- 1 tsp Almond Oil
- 1 drop Unicorn Blend
- 1 drop Geranium Essential Oil
- Prism Serum Bottle

FROM YOUR HOME

- Face Serum Base



- 1 Add Almond Oil to your serum bottle.
- 2 Add essential oils.
- 3 Cap tightly and swirl to mix.
- 4 Label your bottle.

To use: After cleansing, apply 2–5 drops to fingertips. Gently massage into face and neck until absorbed. Use morning and night.

***Tip:** Almond Oil is a great simple base for this recipe, but if you love to try new ingredients, our Face Serum Base can be used in place of Almond Oil for more skin nourishing benefits!



Evening Glow Diffuser Blend

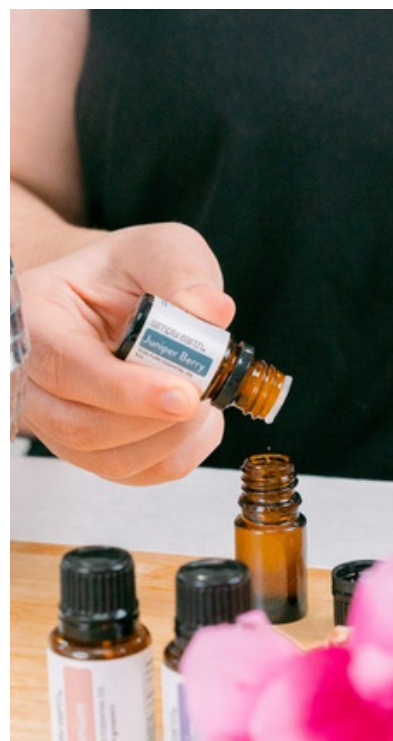
To set the mood for your nightly routine.

FROM YOUR BOX

- 5 drops Downtime Essential Oil Blend
- 3 drops Geranium Essential Oil
- 2 drops Juniper Berry Essential Oil



- 1 Add oils to your diffuser following your diffuser's instructions.
- 2 Diffuse during your skincare routine or anytime you need a little self-care reset.
- 3 To create a Master Blend, add 50 drops Downtime, 30 drops Geranium, and 20 drops Juniper Berry to a 5mL Bottle.



Confidence Boost Roll-On

Because feeling good in your skin starts with your mindset.

FROM YOUR BOX

- 3 drops Unicorn Essential Oil Blend
- 2 drops Geranium Essential Oil
- 2 drops Downtime Blend
- ~10mL Fractionated Coconut Oil
- 10mL Roll-On Bottle



- 1 Add essential oils to your 10mL Roll-On Bottle
- 2 Fill bottle the rest of the way with Fractionated Coconut Oil.
- 3 Cap, swirl gently to mix, and label your roll-on.

To use: Apply to wrists, neck, or pulse points anytime you need a moment of calm confidence.



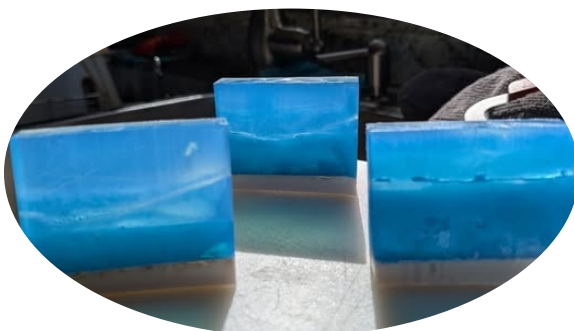
#IMadeThis Live Workshop

The Toxin-Free Face Care Makeover

Join Katie and the team as we unbox the March ingredients and make the Dream Cream together live! We'll answer your skincare questions and talk about the science of emulsions.

When: March 19, 2:00 CST

Where: Simply Earth Facebook Page / YouTube



Want a DIY Adventure?

Check out Simply Earth's Recipe Box

12+ months of different Natural DIY products + access to that topic's Hero Course!



simply earth.

DIY Face Care

WHAT'S INSIDE?

- ✓ Unicorn Essential Oil Blend
- ✓ Downtime Essential Oil Blend
- ✓ Geranium Essential Oil
- ✓ Juniper Berry Essential Oil

EXTRAS:

- ✓ Glass Prism Serum Container
- ✓ French Green Clay
- ✓ Emulsifying Wax (Olivem 1000)

FREE BIG BONUS BOX

- ✓ Geranium Velvet Cleansing Balm
- ✓ Confidence Boost Roll-On
- ✓ Joy Drop Serum
- ✓ Dream Cream
- ✓ Evening Glow Diffuser Blend
- ✓ Pure Renewal Clay Mask



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