



Workbook & Guidebook Samples

Portfolio Highlights & Curriculum Development



Sample 1 — Aromatherapy Curriculum

Demonstrates learning objectives, safety integration, and scaffolded theory-to-practice instruction.



Aromatherapy
Essential Oil Blending

GUIDE & WORKBOOK

Learners
will...



1. Demonstrate understanding of the psychological and physiological effects of essential oils
2. Demonstrate proficiency in essential oil blending based on creating synergies and how the chosen three notes integrate
3. Demonstrate proficiency in blending essential oils with carrier oils, salt, and waters to create aromatherapy massage oils, salt scrubs, and flower waters

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Aromatherapy is a holistic approach to health and wellness using essential oils for measurable outcomes. Aroma refers to smell and therapy refers to touch. The National Association for Holistic Aromatherapy (NAHA) defines aromatherapy as "the therapeutic application or the medicinal use of aromatic substances (essential oils) for holistic healing."¹²

Essential oils are the aromatic volatile liquid extracts of plants, flowers, leaves, blossoms, seeds, bark, roots, fruit peels, and berries. Essential oils are found in the hairs, ducts, and glands of plants. There are three methods of extraction which include the steam distilled method, expression method, and enfleurage method (solvent extraction method). They are 100% concentrated aromatic plant-derived with no additional processing, preservatives, or other ingredients. Essential oils are a natural alternative to chemical products.

Aromatherapy has psychological and physiological effects on the body. Essential oils in massage lubricants for physiological effects that help reduce muscle tension, ease musculoskeletal pain, and aid relaxation responses. Essential oils improve client's mood, shift emotional states, and promote psychological equilibrium. Simply breathing in essential oil may aid in lower stress levels, and lower blood pressure and pulse rate. Most oils are 100% pure but some are diluted. An essential oil bottle will label the percentage if it is diluted because of its rarity, for example, 10%. This means that the essential oil will be 10% of the plant base and 90% of the carrier oil.



Sample 2 — Skin Microbiome Education

Translates complex anatomy and microbiome science into learner-accessible instruction.

Skin Microbiome Balancing **WITH PROBIOTICS GUIDEBOOK**



Learning Objectives:

LEARNER WILL...

1. DEMONSTRATE AN UNDERSTANDING OF THE HUMAN MICROBIOME AND THE CONNECTION OF THE GUT, BRAIN, AND SKIN
2. DEMONSTRATE AN UNDERSTANDING OF THE IMPORTANCE OF A HEALTHY SKIN MICROBIOME IN PRACTICING SKINCARE
3. DEMONSTRATE AN UNDERSTANDING OF PROBIOTIC SKINCARE PRODUCTS
4. DEMONSTRATE HOW TO SELECT A PROBIOTIC SKINCARE LINE
5. DEMONSTRATE AN UNDERSTANDING OF RE-BALANCING THE SKIN MICROBIOME WITH PROBIOTIC SKINCARE
6. DEMONSTRATE PROFICIENCY IN PERFORMING TREATMENTS WITH A PROBIOTIC SKINCARE LINE

3 Main Functions of the Skin



01 PROTECTIVE BARRIER FUNCTION

PROTECT THE SKIN FROM MECHANICAL, THERMAL, AND OTHER PHYSICAL INJURIES, HARMFUL AGENTS, EXCESSIVE LOSS OF MOISTURE AND PROTEIN, AND HARMFUL EFFECTS OF ULTRAVIOLET RADIATION.

02 THERMOREGULATION

PROTECT THE BODY FROM COLD OR HEAT, AND MAINTAIN A CONSTANT CORE TEMPERATURE. THIS IS ACHIEVED BY ALTERATIONS TO THE BLOOD FLOW THROUGH THE CUTANEOUS VASCULAR BED. DURING WARM PERIODS, THE VESSELS DILATE, THE SKIN REDDENS, AND BEADS OF SWEAT FORM ON THE SURFACE (VASODILATATION = MORE BLOOD FLOW = GREATER DIRECT HEAT LOSS). IN COLD PERIODS, THE BLOOD VESSELS CONSTRIC, PREVENTING HEAT FROM ESCAPING (VASOCONSTRICION = LESS BLOOD FLOW = REDUCED HEAT LOSS). THE SECRETION AND EVAPORATION OF SWEAT FROM THE SURFACE OF THE SKIN ALSO HELP TO COOL THE BODY.

03 SENSATION

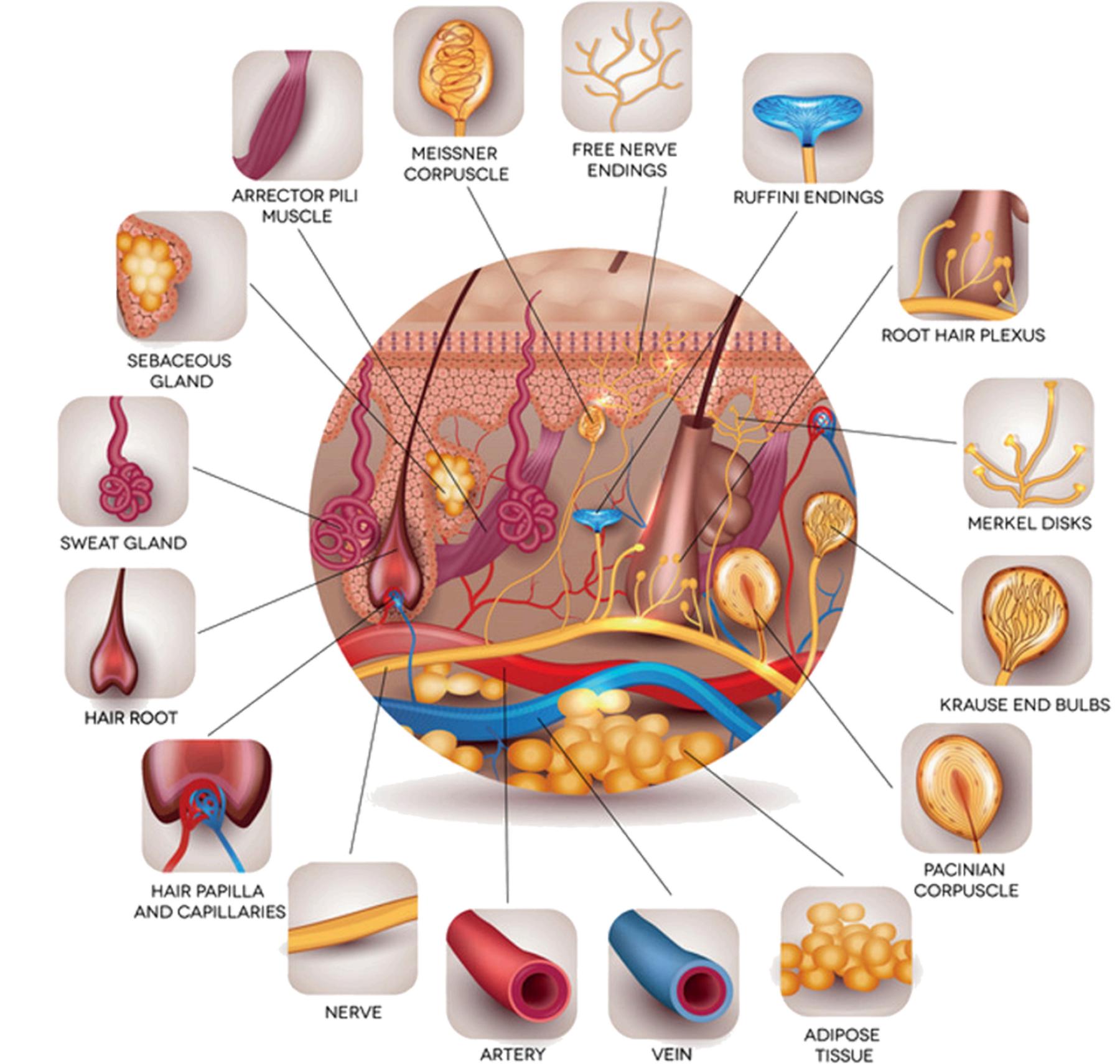
SKIN IS THE 'SENSE-OF-TOUCH' ORGAN THAT TRIGGERS A RESPONSE IF WE TOUCH OR FEEL SOMETHING, INCLUDING THINGS THAT MAY CAUSE PAIN.

Skin Structure

NEXT PAGE

- ONE OF THE MAIN FUNCTIONS OF THE SKIN IS TO MAINTAIN A BARRIER TO PROTECT THE BODY'S ORGANS.
- THE SKIN IS SUCH A GREAT BARRIER THAT IT'S QUITE DIFFICULT TO GET ANYTHING THROUGH IT WITHOUT DISTURBING THE LIPID LAYER OF THE STRATUM CORONIUM.
- SKIN PROTECTS THE ENVIRONMENT BUT ALSO INHIBITS EXCESSIVE LOSS OF WATER AND ELECTROLYTES.
- SKIN PIGMENTATION PROTECTS THE SKIN FROM SUN DAMAGE AND ABSORBS THE ULTRAVIOLET RADIATION THAT INITIATES VITAMIN D SYNTHESIS.

THE SKIN



Sample 3 — 360 Method Layering Facial

Showcases procedural design, modality sequencing, and applied treatment frameworks.

360 Wellness Education

360 Method \$1,000 Layering Facial

GUIDEBOOK





Learning Objectives

- Demonstrate understanding in performing *The 360 Methods \$1,000 Layering Facial*.
- Learn *Layering Therapy principles for facial fitness with facial device layering, sensory layering, modality layering, and product layering*.
- Integrate self-care practices, including proper body mechanics.
- List the benefits and contraindications of treatment.
- Perform client management, including consultation and aftercare.
- List criteria on how to select a layering facial system.
- Understand how to integrate service offerings with business-building strategies.

Layering TherapyTM

The layering of facial devices, sensory elements, modalities, and skin care products needs to be done in an order that supports each element and how it affects the anatomy and physiology of the skin and the interaction of each component.

Selection of elements and sequence build on the previous step to create a foundational approach. Combining esthetic treatments is a highly effective option, also known as combination therapy. This approach uses several different modalities to achieve sustainable results over time, to reduce visible signs of aging, and to achieve the desired results. Most, if not all, clients require multiple types of esthetic treatments to address their specific anatomy and physiology and amplify treatment results. The importance of layering therapy stems from the fact that the body comprises various components like skin, fat, muscles, bones, and ligaments that all require proper care to age gracefully. We must repair and protect these different aspects of the body by addressing the epidermal and dermal aging issues.

A multifaceted approach integrates treatments uniquely designed to target a specific aspect of the body in the aging process. Whether it's increasing collagen production, causing muscle relaxation, replacing volume loss, or even tightening down tissue with controlled physical, thermal, or light energy devices – all are vital to preserving youthful, healthy skin. Integral to maintaining youthfulness, reversing damage, and improving skin tone, texture, and quality.

Nevertheless, it's important to remember that we cannot stop aging; we aim to slow it down.



Sample 4 — Facial Cupping Massage

Highlights technique breakdowns, contraindications, and anatomy-driven learning.

360 METHOD FACIAL CUPPING MASSAGE GUIDEBOOK



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Written by Lori Vargas



LEARNERS WILL:

- Demonstrate proficiency in Facial Cupping Massage utilizing facial gliding techniques.
- Demonstrate proficiency in performing 360 Method Facial Zone Massage: Facial Cupping Massage Ritual.
- Demonstrate understanding of Anatomy & Physiology for the head, face, neck, and lymphatic system.
- Demonstrate understanding of techniques, benefits, and contraindications.

FACIAL CUPPING

OVERVIEW

Facial Cupping glides cups to stimulate lymph circulation and drainage, restore collagen and elastic fibers, and increase product penetration. Facial cupping utilizes small suction cups which are applied to the skin and gently glided over the skin while maintaining suction. The vacuum suction action helps stimulate the lymph circulation and drainage that helps carry away toxins within the lymph fluid. The vacuum suction effect draws fresh oxygenated blood to the treated area and equally distributes moisture through the skin layers; over time this practice improves the complexion and diminishes the appearance of fine lines and wrinkles. The decongestion and decompression of the muscle cells allow the muscle tension to relax. Product penetration and absorption will increase due to better blood flow to the skin surface.

Facial cups have a small diameter which allows control with the ability to contour the face and neck. The strength of the suction will vary based on the client, the area treated, and the purpose of treatment. Note, facial cupping therapy SHOULD NOT leave marks. However, the petechial reaction can occur if the cup is left in the same place. For facial cupping ensure that the cup should be continually moving because discoloration can occur in as little as five seconds. Cupping has been found to affect the body up to 1.5 -4 inches into the tissues, causing tissues to release toxins, activate the lymphatic system, clear the veins, arteries, and capillaries, and activate the skin.

PETECHIAL REACTION:

Cupping Massage Therapy is a healing technique that intentionally raises petechiae, to aid in the movement of blood and other fluids containing metabolic waste that congests surface tissues and muscles. Petechiae in Cupping Massage Therapy indicates that tiny blood vessels or capillaries under the skin burst due to the press strokes from the decompression impact of the cups. The process causes red spots to appear on the skin which looks like a rash or bruise. The marks are the result of having unwanted internal toxins pulled up to the skin.

The marks are a diagnostic indicator that adhesions have been broken up. Note that fewer petechiae will be evident on tendons or ligaments compared to muscle. Note that the extravasated blood appears as red dots that immediately change and fade to ecchymosis.