

T H E U L T I M A T E

DIY Face Serum

B L U E P R I N T

EVERYTHING YOU NEED TO CREATE YOUR VERY OWN PERSONALIZED FACE SERUM RECIPES USING THIS SIMPLE, EFFECTIVE FORMULA!



S I M P L E P U R E B E A U T Y . C O M

Congratulations on Downloading The Ultimate DIY Face Serum Blueprint!

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You will be following this simple formula to create your personalized face serum recipe.



CHART 01



CHART 02



CHART 03

In the pages to come you will find 3 charts that coincide with the above image and formula. Take some time and browse through these charts to choose the ingredients for your specific needs.

You will find information on the benefits of each ingredient to address specific concerns, skin types, as well as the approximate cost of each ingredient.

Ready to get started?

You will need **1 ounce of the carrier oil(s) of your choice** for your personalized face serum. Browse the charts below to choose the best fit according to your skin's needs.

Feel free to use more than one carrier oil if it suits you.

| 01 Carrier Oil | | | | | | | | | | |
|-------------------|------------|------------|-------------|--------|-----|------|-----------|-----------|--------|--|
| | \$1-\$3/oz | \$4-\$6/oz | \$7-\$10/oz | Normal | Dry | Oily | Sensitive | Blemished | Mature | Benefits |
| Apricot Kernel | | | ● | ● | ● | | ● | ● | ● | Popular anti-aging carrier oil. Rejuvenating, moisturizing and healing. Improves elasticity of the skin. |
| Argan Oil | | | ● | ● | ● | ● | | ● | ● | Full of anti-oxidants, great for aging skin, damaged skin and scarring. Improves elasticity of skin. |
| Avocado Oil | ● | | | | ● | | ● | | ● | Softening, regenerating, moisturizing and toning. Best mixed with another carrier oil. |
| Camellia Seed Oil | ● | | | ● | ● | | ● | | ● | Regenerating, soothing, great for sun damage and scarring. |
| Coconut Oil | ● | | | ● | ● | | ● | | ● | Protective and soothing good for most skin types. |
| Grapeseed Oil | | ● | | ● | | ● | ● | ● | | Moisturizing, soothing, good for acne prone skin. |
| Hazelnut Oil | ● | | | ● | ● | ● | ● | ● | ● | Slightly astringent property with moisturizing, regenerating and toning properties. |
| Hemp Seed Oil | ● | | | | ● | ● | | | ● | Moisturizing, soothing, anti-inflammatory. Great to balance and tone skin. |
| Jobaba Oil | ● | | | ● | ● | ● | ● | ● | ● | Great for all skin types. Soothing, conditioning, healing and moisturizing. |
| Kukui Oil | ● | | | ● | ● | ● | ● | ● | ● | Moisturizing, regenerating, soothing and calming. |
| Macadamia Nut | ● | | | ● | ● | | ● | | ● | Moisturizing, regenerating, improves elasticity of skin. |
| Marula | | | ● | ● | ● | ● | ● | | ● | Moisturizing, soothing while improving elasticity of skin. |
| Meadowfoam Seed | ● | | | ● | ● | ● | ● | ● | ● | Nourishing, protective, soothing and nourishing. Good for all skin types. |
| Moringa Oil | | ● | | | ● | ● | ● | ● | ● | Great for mature, damaged and acne prone skin. Regenerating, nourishing and protecting. |
| Rosehip Seed | | ● | | ● | ● | | ● | ● | ● | Great anti-aging oil full of anti-oxidants, moisturizing, stimulating, regenerating and toning |
| Sweet Almond | ● | | | ● | ● | | ● | ● | ● | One of the most popular carrier oils for it's soothing, nourishing and moisturizing properties. |

You will need **1 teaspoon** of the oil extract/berry oil of your choice for your personalized face serum. Browse the chart below to choose the best fit according to your skin's needs.

02

Oil Extract

| | \$1-\$3/oz | \$4-\$6/oz | \$7-\$10/oz | \$16-\$25+/oz | Normal | Dry | Oily | Sensitive | Blemished | Mature | Benefits |
|-------------------------------|------------|------------|-------------|---------------|--------|-----|------|-----------|-----------|--------|--|
| Acai Berry Oil | | | | ● | | ● | | | | ● | Moisturizing and anti-inflammatory with anti-oxidants, omega 6, 9 and vitamin e. Suitable for very dry skin. |
| Black Raspberry Seed | | | | ● | ● | ● | ● | | | ● | Helps retain elasticity with omegas 3, 6, 9 and vitamin e. Suitable for all most skin types. |
| Blackberry Seed Oil | | | | ● | | ● | | ● | | ● | Nourishing with anti-oxidants, omega 3,6,9 and vitamin e. Suitable for mature, dry and sensitive skin. |
| Borage Seed Oil | | | | | ● | ● | ● | ● | | ● | Moisturizing, soothing, regenerating and revitalizing. Good for most skin types. |
| Buriti Fruit Oil | | ● | | | | ● | | ● | | ● | Rich in omegas 3, 6, 9 and extremely rich in vitamin A and Beta-carotene. Protecting Properties. |
| Carrot Oil (macerated) | | | | | ● | ● | ● | ● | ● | ● | Soothing, calming, nourishing and revitalizing. Great for all skin types. |
| Calendula Oil Extract | | ● | | | | ● | | | ● | ● | Ultra healing and great for troubled skin in need of intensive treatment. |
| Cucumber Seed Oil | | | ● | | ● | ● | | | | ● | Revitalizing, regenerating, moisturizing and protecting while improving skin's elasticity. Suitable for most skin types. |
| Evening Primrose | ● | | | | ● | ● | | ● | ● | ● | Skin strengthening and conditioning. Great for reducing the appearance of scars; high in GLA. |
| Kiwi Seed Oil | | | | | ● | ● | ● | ● | ● | ● | Highly nourishing and moisturizing, great for all skin types. |
| Olive Squalane | | | ● | | | ● | | | | ● | Great anti-aging oil for its softening and soothing properties. Suitable for most skin types including extra-dry skin. |
| Passionfruit Seed Oil | ● | | | | ● | ● | | ● | ● | ● | Moisturizing and full of anti-oxidants. Great for extra-dry skin. Non-greasy light texture. |
| Pomegranite Seed Oil | | | ● | | ● | ● | | | | ● | Moisturizing, rejuvenating, conditioning. Helps improve skin's elasticity; high in omega 5 fatty acid and CLA |
| Prickly Pear Seed Oil | | | | ● | | ● | | | | ● | Perfect for maturing skin with extremely high levels of unsaturated fatty acids, vitamin E. Softening and moisturizing. |
| Red Raspberry Seed Oil | | | ● | | | ● | | | | ● | Anti-inflammatory, soothing and skin protecting. Suitable for damaged, extra-dry skin; includes omegas 3, 6 and vitamin E. |
| Sea Buckthorn Oil | | ● | | | ● | ● | ● | ● | | ● | Regenerating, stimulating while improving skin's elasticity. Great for reducing the appearance of scars and damage. |
| Strawberry Seed Oil | | | | | ● | ● | ● | ● | ● | ● | Moisturizing and smoothing, great for most skin types. |
| Watermelon Seed Oil | ● | | | | ● | ● | ● | ● | ● | ● | Great for premature aging skin. Cell regenerating and revitalizing properties. |

Essential oils will give your face serum that extra wow factor. They are great for lightening and tightening the skin as well as healing and soothing.

You will need 10 drops of the essential oils of your choosing for your personalized face serum. Browse the chart below to choose the best fit according to your skin's needs.

Feel free to use more than one essential oil if it suits you!

| 03 Essential Oil | | | | | | | | | | |
|------------------|---------------|----------------|---------------|-----------|--------|-----|------|-----------|-----------|--------|
| | \$1-\$10/5 ml | \$11-\$30/5 ml | \$31-\$50/5ml | \$51+/5ml | Normal | Dry | Oily | Sensitive | Blemished | Mature |
| Cardamom | | ● | | | ● | | | | ● | ● |
| Carrot Seed | | ● | | | ● | ● | ● | | | ● |
| Clary Sage | | ● | | | | ● | | | ● | ● |
| Cypress | ● | | | | ● | | ● | | ● | |
| Frankincense | | ● | | | ● | ● | ● | | ● | ● |
| Geranium | | ● | | | ● | ● | ● | ● | | ● |
| German Chamomile | | | ● | | ● | ● | ● | ● | ● | ● |
| Helichrysum | | | | ● | | | | | ● | ● |
| Jasmine | | | ● | | ● | | ● | | | ● |
| Juniper Berry | ● | | | | | | ● | | ● | ● |
| Lavender | ● | | | | ● | ● | ● | ● | ● | ● |
| Lemon | ● | | | | ● | | ● | | ● | |
| Marjoram | ● | | | | | | ● | | | ● |
| Neroli | | | | ● | ● | ● | | | ● | ● |
| Palmarosa | ● | | | | ● | ● | ● | | ● | ● |
| Patchouli | ● | | | | | | ● | | ● | ● |
| Roman Chamomile | | | ● | | ● | ● | ● | ● | ● | ● |
| Rose | | | | ● | ● | ● | | | | ● |
| Rosemary | ● | | | | | | ● | | ● | ● |
| Rosewood | ● | | | | ● | ● | | | | ● |
| Sandalwood | | | | ● | ● | ● | | | | ● |
| Spikenard | | | ● | | ● | | | | ● | ● |
| Sweet Orange | ● | | | | | | ● | | ● | ● |
| Ylang Ylang | | ● | | | | | ● | | | ● |

Now that you've browsed through the ingredient options, benefits and prices, it's time to make your choices and put it all together.

This is so much fun, isn't it?!

The Face Serum Formula is:

- **1 oz Carrier Oil** (You are welcome to mix and match according to your needs.)
- **1 tsp Oil Extract** (These power packed oil extracts will add that extra power packed punch to your serum. Feel free to mix and match these as well.)
- **10 drops Essential Oils** (You are welcome to mix and match these oils as well according to your needs. 10 drops will give you about a 2% dilution which is recommended for face serum recipes.)

Combine all ingredients in a glass bottle and shake. Let your serum sit overnight before using. (unless you can't wait of course :)

Use a few drops daily for overall moisturizing.

Where to Buy Ingredients

Carrier Oils and Oil Extracts: You can find almost all carrier oils and extracts at: [Amazon](#)

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