

*Take your  
Essential Oil  
Knowledge to a  
new level!*

*Professional Aromatherapy Courses*



*Aromatherapy Workshops*



For more information:  
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[westcoastaromatherapy@telus.net](mailto:westcoastaromatherapy@telus.net)  
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West Coast Institute  
of Aromatherapy 

**Links to other information on our website**

Frequently Asked Questions

<https://westcoastaromatherapy.com/frequently-asked-questions/>

Testimonials

<https://westcoastaromatherapy.com/testimonials/>

Take the video tour behind the scenes

<https://westcoastaromatherapy.com/take-the-tour/>

Sign up for our mailing list and receive regular updates on when our blogs and newsletters are published.

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Read the Latest Blogs

<https://westcoastaromatherapy.com/blog/>

Information on our Affiliate Referral Program

<https://westcoastaromatherapy.com/affiliate-referral-program/>

Aromatherapy Consultations

<https://westcoastaromatherapy.com/aromatherapy-consultations/>

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## Introduction

Beverley Hawkins has been teaching aromatherapy courses and aromatherapy workshops through her aromatherapy school, the West Coast Institute of Aromatherapy for more than 20 years. She offers aromatherapy training for everyone from the enthusiast to the professional. Her aromatherapy certification courses present in-depth detailed information in a clear, fun and easy to understand way. As a practitioner she continues to hone her skills and gather hands on experience and it is the depth of this clinical experience, together with her constant drive to learn more and more, that makes Beverley an incredible mentor and guide to her students.

Start whenever you are ready and learn in the comfort of your own home. With our self-directed home study courses and workshops, you are able to design your own learning schedule. This allows you to study and work through the material at times that are convenient to you and your lifestyle at your own pace. Along the way Beverley is available to answer your questions and provide more insight and support.

The West Coast Institute of Aromatherapy, WCIA, was incorporated in 1999 and we recently celebrated our 20th Anniversary. Over the past 20 plus years Beverley has guided thousands of students through the Aromatherapy Certification Courses and Aromatherapy Workshops. If you are interested in learning more about how WCIA was formed and what is covered in the different aromatherapy courses and aromatherapy workshops, you might enjoy our Behind the Scenes Video Tour.

Essential oils are extremely versatile and can be used in many different ways, for many different purposes, from the esoteric through to the medical and everything in between. We have seen this diversity of interests reflected in people who have chosen to take their aromatherapy certification through our aromatherapy school and it is apparent that our aromatherapy courses are able to deliver the information everyone is looking for.

At their core, all good aromatherapy courses should have a really solid foundation in the sciences. Essential oils are derived from plant material, so understanding botany, and methods of extraction, as well as the chemistry of the final product is important. Add to this a thorough knowledge of anatomy and physiology and understanding how the aromatics work in the different body systems, plus how they are metabolized is a must. Coupled with this is the importance of essential oil safety and all that includes such as cautions, contraindications, dilution rates, methods of application and more. These days more research is being done on essential oils than in the past, and courses should provide a thorough understanding of how this research should be reviewed. Tips on how to do your own research, and how to use research studies to justify claims should also be covered. But this is not all, we also believe that aromatherapy courses should be designed to honour the whole individual, the physical, emotional, mental and spiritual being that they are and not get stuck concentrating just on the condition and/or the symptoms.

Beverley would love to support you and share her experience with you as you learn to safely and effectively use essential oils and work toward becoming an Aromatherapist. Because we know that working on your own can, at times, be a bit daunting, at WCIA help is always close at hand. Whether you pick up the phone, send an email, ask the question on the closed Facebook Group, or set up an appointment on Skype or Zoom, you will always get an answer to your questions and Beverley encourages all her students to ask as many questions as they need to. Additional support is also offered through the Student's Corner and the closed Facebook Group.

## Aromatherapy Courses

These days, essential oils are incorporated into practically every sphere of life. They are used by aromatherapists, nurses, counsellors, psychologists, massage therapists and beauty therapists. Medical practitioners in France treat chronic infections using essential oils, and they have long been used extensively in the complex and exacting perfume industry. The use of essential oils is not restricted to professionals. Everyone can learn how to safely use these wonderful gifts of nature for their own benefit, as well as that of family and friends. Whether your interest lies in utilizing essential oils in beauty preparations or to enhance emotional and physical well being (or both), we are sure that you will find a use for Aromatherapy and the aromatics in your life.

There are many excellent reasons to choose the West Coast Institute of Aromatherapy as your source of aromatherapy education including:

- Well researched information which is laid out in a logical, easy to understand, format.
- Because of the depth of knowledge contained in these courses, the course notes and workbooks are resources that can, and will be referred to long after the courses have been completed.
- An excellent instructor, who is available to answer any and all of your questions, ensuring that you fully understand all the nuances of the material you are studying. Although this is self-directed study, Beverley is only as far away as an email or a phone call. Every question that comes through is always replied to promptly.
- An opportunity to interact with others who are taking, or who have taken the courses through our Facebook group, which has proven to be a wonderful support system.
- The opportunity to start the course at any time convenient to you.  
The opportunity to work through the course material at your own pace. While there are deadlines for completion of both the 101 (9 months), and the 201 (18 months), it is up to the individual student as to whether they want to take the full time allotted, or complete the course in less time. As this is self-directed study the student sets the pace and as mentioned above Beverley is always ready to help whenever asked.
- The knowledge that, once completed, these courses will give on an in-depth knowledge of essential oils and their uses. All our graduates are extremely competent and confident aromatherapists, who are a credit to themselves and their clients.

## How the Courses are Structured

- Each Aromatherapy course consists of three Course Books and one Workbook.
- Each lesson in the workbook follows the same format of Read, Experience, Activity, Test.
- Read the material as outlined in the lesson. Enjoy your personal experience with the essential oil or oils. Complete the activity designed for that lesson. Review what you have learned by taking the test.
- Each student works through the course material at their own pace and they will design their study schedule to suit their own needs. Each course has a generous timeline within which to complete the course, as experience has shown it helps to keep students motivated and on track.
- Although working on your own can be a bit daunting, at WCIA help is always close at hand. Whether you pick up the phone, send an email, ask the question on the closed Facebook Group, or set up an appointment on Skype or Zoom, Beverley is always happy to answer your questions and students are encouraged to ask all their questions as they come up along the way.

- Everything you need for your course is found in the three Course Books and Workbook and there is no need to purchase any additional text books.
- You will want to have some essential oils to work with, and I recommend that you start with at least 10 – 15 essential oils, a couple of carrier oils and some containers to blend the in. You can always add more as you work through the course.

### **Additional Support and Benefits**

- The **closed Facebook group** is a great place to interact with others who are taking, or who have taken, the courses. It provides a relaxed environment in which to ask questions, share information and bounce ideas around in.
- The **Student's Corner** is a valuable resource that is filled with lots of additional information.
- Other **Student Benefits** to be found in the **Student's Corner** include:
  - A full list of participating **Essential Oil Suppliers**, both in Canada and the USA, who sell to our students at a Student Discount.
  - **LabAroma's** chemistry based, aromatherapy focused, software tool is available to any of our Students who choose to take advantage of LabAroma's special **Student Discount** by using **WCIA's unique code**.
  - **40 Direct Contact Hours**. Working through the Direct Contact Study Guides is completely optional. The Direct Contact Study Guides are available for all Students to download and work through. Those who choose to complete the Questionnaires will have these additional Direct Contact hours recognized on their Official Transcripts. Additionally, anyone who has completed the Questionnaire is welcome to set up a one-on-one Zoom meeting with Beverley to discuss the topic in more detail.

## Recognition of our Courses

While Aromatherapy is not a recognized 'licensed' profession, it is self-regulated through the various different Aromatherapy Associations.

Aromatherapy Associations do not offer training courses, however they all have standards and requirements that must be met by those wishing to join. Some Associations will also recognize individuals or schools as teaching to their standards. Our courses are recognized by all of the associations listed. They not only meet the requirements of each individual association but in fact, exceed the requirements of all of them. Graduates of Aromatherapy 101 and Aromatherapy 201 are eligible to join the following Associations as Full Professional Members. Students are eligible to join some of them as Student Members.

### In Canada:

**British Columbia Alliance of Aromatherapy (BCAOA);**

**Canadian Federation of Aromatherapists (CFA):**

As of September 1, 2015, the West Coast Institute of Aromatherapy has chosen not to renew their School Contract with the CFA. The reason for this is the CFA's decision to make it mandatory, that all the schools that they recognize and list, will ensure that ALL their graduates, regardless of where they live, and whether or not they want to join this association, WILL pay for and write, the CFA entrance exam. It remains our understanding that the CFA makes their Entrance Exam available to anyone who wishes to join the CFA, even when they have attended a school that is not listed by them. Therefore, any of our Aromatherapy 201 graduates who would like to join this association can certainly do so by applying directly to the CFA and making arrangements to write their Entrance Exam.

### In the USA:

**National Association for Holistic Aromatherapy (NAHA);**

**Alliance of International Aromatherapists (AIA);**

**Associated Bodywork & Massage Professionals (ABMP);**

Our courses are also recognized by:

**Associated Bodywork & Massage Professionals** as being eligible for earning Continuing Education Units.

**The West Coast Institute of Aromatherapy** is approved by the **Minister of Human Resources and Skills Development Canada** under sub-paragraphs 118.5(1)(1)(ii) and 118.6(1)(a)(ii) of the **Income Tax Act** and is eligible to issue **Tuition Tax Certificates**.

## Aromatherapy 101

**Aromatherapy 101** is the starting point. In Aromatherapy 101 we start at the beginning and systematically go through everything you need to know to safely and effectively use essential oils every day. You learn how essential oils can be used to enhance the health and happiness of yourself, your family and friends. If you only intend to use essential oils privately this may be the only course you ever need to take. On the other hand, if you are intending to incorporate them into a business venture, continuing on with the Aromatherapy 201 course may be appropriate.

Aromatherapy 101 consists of the Workbook with 20 lessons and 3 Course Books (745 pages)

Covered in the **Aromatherapy 101 Course**:

**Introduction** to the World of Aromatherapy and its History.

**Essential Oils**, what they are, where they come from, how they are extracted, the factors affecting their quality and chemistry.

**Chemistry** of essential oils, an introduction.

**Effective use** of essential oils and the **Safety Precautions** to be aware of.

**Methods of Application**, including the effective dilution ratios to use, what carriers to use and what method of blending is most appropriate for each application.

**Essential Oils: 30 essential oils** covered in depth: **Chamomiles**: Chamomile, Roman (*Chamaemelum nobile*), German Chamomile (*Matricaria recutita*); **Citrus Oils**: Bergamot (*Citrus bergamia*), Grapefruit (*Citrus x paradise*), Lemon (*Citrus x limon*), Lime (*Citrus x aurantifolia*), Mandarin/Tangerine (*Citrus reticulata*), Orange, Bitter and Sweet (*Citrus aurantium var. Amara*) (*Citrus sinensis*), Yuzu (*Citrus junos*); Clary Sage (*Salvia sclarea*); Cypress (*Cupressus sempervirens*); **Eucalyptus Oils**: Lemon (*Corymbia citriodora*); (*Eucalyptus dives*) (*Eucalyptus globulus*) (*Eucalyptus radiata*) (*Eucalyptus smithii*); Geranium (*Pelargonium graveolens*); Ginger (*Zingiber officinale*); Juniper Berry (*Juniperus communis*); **Lavenders**: Lavandin (*Lavandula x intermedia*), Lavender (*Lavandula angustifolia*), Spike Lavender (*Lavandula latifolia*), Spanish Lavender (*Lavandula stoechas*); Marjoram (Sweet) (*Origanum majorana*); **Mint oils**: Peppermint (*Mentha x piperita*), Spearmint (*Mentha spicata*); Rosemary (*Rosmarinus officinalis*); Tea Tree (*Melaleuca alternifolia*); Lemon scented Tea Tree (*Leptospermum petersonii*); Ylang Ylang (*Cananga odorata*).

**Carriers Covered: 13 carrier oils**: Sweet Almond Oil (*Prunus amygdalus var. dulcis*), Apricot Kernel Oil (*Prunus armeniaca*), Borage Oil (*Borago officinalis*), Canola Oil (*Brassica napus*), Castor Oil (*Ricinus communis*), Coconut Oil (*Cocos nucifera* L), Evening Primrose Oil (*Oenothera biennis*), Grapeseed Oil (*Vitis vinifera*), Hemp Seed (*Cannabis sativa*), Jojoba Oil (*Simmondsia chinensis*), Kukui Nut Oil (*Aleurites moluccans*), Olive Oil (*Olea europaea*), Tamanu Oil (*Calophyllum inophyllum*); **2 Macerated Oils**: Calendula Oil (*Calendula officinalis*), Hypericum – St. John's Wort (*Hypericum perforatum*); **3 Butters**: Cocoa Butter (*Theobroma cacao*); Mango Butter (*Mangifera indica*), Shea Butter (*Vitellaria paradoxa*); **Clays; Gels; plus 20 Hydrosols**.

**Blending**, Therapeutic and Creative.

**Skin Care** including an Aromatherapy Home Facial.

**Perfumes** and Perfume Blending

**First Aid**

**Making Products** including Labeling, Good Manufacturing Practices, Pricing.

**Interaction with your Client**, Simple Client Briefs.

**Recipes** and Sample Blends.



The Workbook is divided into 20 individual lessons. Each lesson will guide the student on what to read and which essential oil to experience. Then they will be guided on how to complete the hands-on exercises. Finally, they are able to review what has been learned by working through the questions and answers at the end of each lesson. This also prepares them for the final exam.

Students will work through the course material at their own pace however, our experience has shown that having a timeline does help to keep students motivated and on track and the Timeline for Aromatherapy 101 is 9 months.

Even while working at your own pace, provided the material is worked at consistently, it is certainly possible to complete the coursework and exam requirements in much less time and many students do.

The Exam is a closed book 100 multiple choice question exam written in front of a Proctor. In addition, there are also the additional exam requirements of a 500 – 2000 Essay and 5 simple Case Studies. A Certificate is issued on successful completion.

After completing Aromatherapy 101, you will be able to effectively use Aromatherapy and the essential oils covered in the aromatherapy course for yourself and family. This aromatherapy course could also prepare you to work in the Aromatherapy Industry. Examples of career opportunities include working in retail outlets selling essential oils as well as product formulation and blending.

## Aromatherapy 201

Aromatherapy 201, our Clinical Aromatherapy program, builds on the foundations laid down in Aromatherapy 101 and completion of Aromatherapy 101 is a prerequisite for moving on to this course. Now the concepts learned in the Aromatherapy 101 are expanded upon and new information is added to round out your knowledge.

Aromatherapy 201 consists of the Workbook with 40 lessons and 3 Course Books (1,193 pages).

Covered in the **Aromatherapy 201 Course:**

An additional **60 essential oils** in depth: Angelica (*Angelica archangelica*); Aniseed (*Pimpinella anisum*); Basil (*Ocimum basilicum* ct. linalool); Bay (*Pimenta racemose*); Benzoin (*Styrax benzoin*); Birch (*Betula lenta*) & Wintergreen (*Gaultheria procumbens*); Black Pepper (*Piper nigrum*); Cajuput (*Melaleuca cajuputii*); Caraway (*Carum carvi*); Cardamom (*Elettaria cardamomum*); Carrot Seed (*Daucus carota*); **Cedarwoods:** Virginian (*Juniperus virginiana*), Texas (*Juniperus ashei*), Atlas (*Cedrus atlantica*), **Cinnamomum camphora:** White camphor (*Cinnamomum camphora*); Ho Leaf (*Cinnamomum camphora* ct. linalool); Ravintsara (*Cinnamomum camphora* 1,8- cineole); Cinnamon (*Cinnamomum verum*); Cistus (*Cistus ladanifer*); Citronella (*Cymbopogon nardus*) (*Cymbopogon winterianus*); Clove (*Syzygium aromaticum*); Coriander (*Coriandrum sativum*); Cumin (*Cuminum cyminum*); Elemi (*Canarium luzonicum*); Fennel (Sweet) (*Foeniculum vulgare* var. dulce), Fir Needle (*Abies alba*) (*Abies balsamea*); Frankincense (*Boswellia scara*); Galbanum (*Ferula gummosa*); Helichrysum (*Helichrysum italicum*); Hyssop (*Hyssopus officinalis*); Inula (*Dittrichia graveolens*); Jasmine (*Jasminum grandiflorum*); Laurel (*Laurus nobilis*); Lemongrass (*Cymbopogon citratus*) (*Cymbopogon flexuosus*); Litsea Cubeba (*Litsea cubeba*); Manuka (*Leptospermum scoparium*); Melissa (*Melissa officinalis*); Myrrh (*Commiphora myrrha*); Myrtle (*Myrtus communis*); Neroli (*Citrus x aurantium*); Niaouli (*Melaleuca quinquinervia* CT cineole); Nutmeg (*Myristica fragrans*); Palmarosa (*Cymbopogon martini*); Patchouli (*Pogostemon cablin*); Petitgrain (*Citrus x aurantium*); Scotch Pine (*Pinus sylvestris*); Ravensara (*Cryptocarya agathopjylla*); Rosalina (*Melaleuca ericifolia*); Rose (*Rosa x damascene*) (*Rosa x centifolia*); Rosewood (*Aniba roseodora*); Sage (*Salvia officinalis*); Sandalwood Oils (*Santalum*); Spikenard (*Nardostachys jatamansi*); Spruce (*Picea mariana*); St. John's Wort (*Hypericum perforatum*); Blue Tansy (*Tanacetum annuum*); Tarragon (*Artemisia dracunculus*); Thyme (*Thymus vulgaris*); Vetiver (*Chrysopogon zizanioid*); Yarrow (*Achillea millefolium*).

An additional **21 carrier oils:** Argan (*Argania spinosa*); Avocado Pear Oil (*Persea americana*); Black Cumin (*Nigella sativa*); Black current Seed (*Ribes nigrum*); Camellia (*Camellia japonica*); Corn Oil (*Zea mays*); Hazelnut Oil (*Corylus avellana*); Linseed Oil (*Linum usitatissimum*); Macadamia Oil (*Macadamia integrifolia*, *M. ternifolia*, *M. tetraphylla*); Meadowform (*Limnanthes alba*); Moringa (*Moringa oleifera*); Neem (*Azadirachta indica*); Pecan Oil (*Carya illinoensis*); Red Raspberry Seed (*Rubus idaeus*); Rosehip oil (*Rosa rubiginosa*); Safflower (*Carthamus tinctorius*); Sesame Oil (*Sesamum indicum*); Soyabean Oil (*Glycine max*); Sunflower Seed Oil (*Helianthus annuus*); Walnut (*Juglans regia*); Wheatgerm Oil (*Triticum vulgare*). An additional **2 macerated oils:** Arnica (*Arnica montana*), Carrot Oil (*Daucus carota*).

**Anatomy and Physiology.** An important component of Aromatherapy 201 is the Anatomy and Physiology. Understanding how essential oils are taken up into the body and then affect the different body systems is the first step. Knowledge of different pathologies is fundamental in helping you make the right choices. Working from this solid knowledge base it is so much easier to create effective synergies and strategies.

**Consultations:** The student is trained in taking client histories, doing client consultations and keeping client records. It is always important to be able to identify and assess the concerns before one can

create the best strategy that fits both the client and their lifestyle, then be able to reassess and tweak if necessary.

**Business:** As business is a part of interacting with clients, we also cover business set up and marketing in this course.

**Research:** How to review Research Papers, as well as tips on how to do your own research, and how to use research studies to justify any claims you want to make.

The **Workbook** is divided up into **40 individual lessons** and each lesson will guide the student on what to read and which essential oil to experience. Then they will be guided on how to complete the hands-on exercises and assignments. Finally, they are able to review what has been learned by working through the questions and answers at the end of each lesson. This also prepares them for the final exam.

Students will work through the course material at their own pace however, our experience has shown that having a timeline does help to keep students motivated and on track and the Timeline for Aromatherapy 201 is 18 months. Even while working at your own pace, provided the material is worked at consistently, it is certainly possible to complete the coursework and exam requirements in much less time and many students do.

The Exam is a closed book 100 multiple choice question exam written in front of a Proctor. In addition, there are also the additional exam requirements of a Research Paper and Case Studies with 30 unique blends.

A Certificate recognizing the graduate as a Clinical Aromatherapist is issued on successful completion.

#### **Who would benefit from taking the Aromatherapy 201 Course?**

Anyone wishing to practice Aromatherapy professionally. Health Care practitioners, such as massage therapists, nurses, physiotherapists, psychologists etc. who wish to incorporate Aromatherapy into their practice. Those working in the Aromatherapy Industry, in retail stores or product formulation etc., will also benefit from the added information contained in these home study distance learning aromatherapy courses.

#### **Full Professional Course**

The full professional course is the combination of Aromatherapy 101 and Aromatherapy 201 together. Whether you take advantage of the discount and purchase the two together, or choose to purchase them individually the course work and exam requirements are the same. The only difference is that when the two are purchased together, the official timeline within which to completed both courses becomes 24 months. You will still first work through and complete and write the exam for Aromatherapy 101 before moving on to Aromatherapy 201 but now you can set up your learning schedule to suit your circumstances.

## **Aromatherapy 301 – Diploma in Advanced Aromatherapy Techniques**

**Aromatherapy 301** will expand on what you have already learned by deepening your knowledge and introducing you to new **Advanced Aromatherapy Techniques**.

Successful Completion of our Full Professional Program (Aromatherapy 101 and Aromatherapy201) **OR** an equivalent **Professional Aromatherapy Course** is a **prerequisite** for enrolling in this Diploma in Advanced Aromatherapy Techniques.

**Please note:** *Unless you are a graduate of the West Coast Institute of Aromatherapy, you will need to submit your Certificate and Transcripts for approval before you can enroll in this program.*

Aromatherapy 301 Course consists of the Workbook with 15 lessons and 3 Course Books (497 pages)

### **Covered in Aromatherapy 301 Course:**

**Some Review:** All things Safety; Pathways of Assimilation; Massage Theory and Techniques.

**Anatomy & Physiology:** Anatomy & Physiology specific to bodywork.

### **Bodywork Techniques**

**Aromatherapy Massage.** This **includes** the Aroma Massage Video at no extra charge (valued at \$95.00). Learn a very effective routine to use to apply the essential oils in massage.

**Lymphatic Stimulation.** This is a very specific and effective technique that encourages lymph movement, while at the same time being extremely relaxing.

**Indian Head Massage.** Techniques are that are quick and effective. Clients do not need to undress and it can be performed anywhere with no special equipment required.

**Pregnancy and Pregnancy Massage.** Enhanced information on using essential oils during pregnancy and this also includes Pregnancy Massage and Assistance during Labor.

### **Infant Massage.**

**Natural Perfumes.** The focus for blending from an Aromatherapy perspective and creating a Natural Perfume is quite different. By the end of this section, you will be able to create your own unique Natural Perfumes.

**Teaching and Workshops.** As aromatherapists, we are all called upon to share information on the safe use of essential oils. Learn how to set up your own information workshops to effectively share the information you want to. Offering workshops is a great service to your community, a very professional way to promote yourself and your services and a possible additional income stream.

**15 New Essential Oil Profiles:** Amyris (*Amyris balsamifera*); Champaca (*Magnolia champaca*); Chaste Berry (*Vitex agnus-castus L*); Labrador Tea (*Rhododendrongroenlandicum*); Lemon Verbena (*Aloysia*

*citriodora*); Linden Blossom ( *Tilia europaea*); Mimosa (*Acacia dealbata*); Monarda (*Monarda fistulosa*); Oakmoss (*Evernia prunastri*); Oregano (*Origanum species*); Plai (*Zingiber montanum*); Tagetes (*Tagetes minuta*); Valerian (*Valeriana officinalis*); Vanilla (*Vanilla planifolia*); Violet Leaf (*Viola odorata*).

### **Fully Updated Therapeutic and Emotional Indexes**

### **Fully Updated Reference Charts**

The **Workbook** is divided into 15 individual lessons and the **Timeline** is 9 months.

There is **no final exam** for Aromatherapy 301 Course, however, anyone who wishes **to earn** the West Coast Institute of Aromatherapy's **Diploma in Advanced Aromatherapy Techniques** is required to **submit the following**:

#### **Bodywork Techniques**

**Three Case Studies** using one of the Bodywork Techniques.

#### **Natural Perfume**

##### **One Client Brief Report**

Consult with your client to discover what they are looking for. Then create a unique blend based on their requirements. Tweak and refine the blend until it is ready and create a final product to meet the client's specifications.

#### **Teaching and Workshop**

##### **A 1-hour workshop**

Design and create a one hour workshop that could be presented to a specific group.

## Course Options and Pricing

**Unless otherwise noted all pricing is in Canadian Dollars.**

The Aromatherapy 101 and Aromatherapy 201 can be purchased individually. They can also be purchased together as the Full Professional Course with a price reduction for this option. The courses are now all delivered as a downloadable PDFs. While the PDFs are all protected and cannot be changed, they can all be printed. You are welcome to create your

### **Aromatherapy 101**

**Download** - Download the PDF Version of Aromatherapy 101 Home Study Course. The file contains both the Workbook and the Course Notes. \$555.00.

**101 Exam** Only available to students already enrolled in Aromatherapy 101. No S & H.

**Mailed Out** \$75.00.

**Download** - Download the PDF version of the exam. \$75.00

### **Aromatherapy 201 (Pre-requisite Aromatherapy 101)**

**Download** - Download the PDF Version of Aromatherapy 201 Home Study Course. Both the Course Notes and the Workbook will be downloaded in this file. \$555.00.

**201 Exam** Only available to students already enrolled in Aromatherapy 201. No S & H.

**Mailed Out** \$75.00.

**Download** - Download the PDF version of the exam. \$75.00.

**Full Professional Course (*Aromatherapy 101 and Aromatherapy 201 combined*)** – The full professional course allows you to purchase both the courses at the same time at a discount. Save money and purchase the two together. Exams will be ordered separately when you are ready to write them.

**Download** - download includes PDF files of both the Aromatherapy 101 Course Notes and Workbook, as well as the Aromatherapy 201 Course Notes and Workbook. Save money and purchase these two courses together. \$999.00.

### **Aromatherapy 301 (Leading to the Diploma in Advanced Aromatherapy Techniques)**

**Download** - Download the PDF Version of Aromatherapy 301 Home Study Course. The file contains both the Workbook and the Course Notes. \$555.00.

There is **no exam** for the Aromatherapy 301 course.

The **Diploma in Advanced Aromatherapy Techniques** will be awarded to those who successfully complete and submit the Diploma Requirements. No additional charge.

**Accepted Methods of Payment**

Credit Cards: Visa, Master Card, American Express (Please note we are unable to process debit or debit/credit cards).

Interac, online bank transfers, email transfers.

Money Orders

PayPal. We do not offer a Payment Plan, however, if you are in the USA you could take advantage of PayPal's 6 months to pay option. You would need to arrange this with PayPal first and then order the course in the usual way.

Once the payment has been processed you should automatically receive an email from the cart. If you have ordered a downloadable product this should also contain a link for you to download it. You will also receive an email from WCIA once they have entered the order into their accounting system. If you have ordered a downloadable product this too will have a link for you to follow to download it. If you have ordered the mailed-out version you will receive an email with your tracking number when it has been sent out.

**Shipping and Handling**

As the courses are now all available only in the downloadable versions there are no Shipping and Handling Charges.

## Aromatherapy Workshops

### Aroma Massage Video

Download the video and pdf workbook. In this Video, Beverley takes you step by step, through a very effective routine designed to bring about relaxation, and optimize the use of essential oils. In this easy to follow Video and accompanying booklet you will learn how to incorporate the hands-on modality of massage with the use of essential oils. There is an accompanying exam which is sent out with each Video. Those who wish to receive a certificate for Continuing Education Credits (20 hours) can complete this and then return it to West Coast Institute of Aromatherapy. A certificate will be sent out to all who successfully complete the exam. Cost of the DVD, accompanying booklet, exam and certificate - \$95.00. No Prerequisites.

### Downloadable PDF Workshops

#### Aromatic Medicine Workshop

*3 steps to Expand Your Knowledge of Essential Oil Applications*

*Do you already use Aromatherapy and essential oils for self-care?*

*Do you know how to choose and use the most appropriate method of application?*

*This workshop will give you the tools to confidently and safely use essential oils in all appropriate methods of application.*

#### Step 1. Look at Modern Aromatherapy

- Review Modern Aromatherapy's timeline and see how the different essential oil methods of application developed.
- Understand the Legalities of the different Scopes of Practice.
- Review General Safety.

#### Step 2. Essential Oil Chemistry

- Review essential oils, their chemistry, their properties and the safety issues around their effective use.
- Biochemical Families and their actions.
- Blending by Chemistry, plus an exercise to demonstrate this.

#### Step 3. Application Methods

- Understand the different Pathways of Assimilations
- Review the Appropriate Application Methods: Inhalation; Topical; Internal
- Downloadable PDF **\$150.00**
- 10 hours
- Certificate on completion of online Test



## Business Strategies Workshop

### 3 Important Strategies Aromatherapists Forget to use in Business

#### #3. Define the business model.

Your courses have been successfully completed, your Certificate is framed and hanging on the wall, but where are your customers?

#### #2. Structure that model effectively.

Certainly, there are lots of approaches you can take but which are the ones that will work best for you and your potential customers?

#### #1. Implement the right marketing tactics to grow and maintain that business.

A successful business needs more than just a great product and excellent service. Over-reliance on potential '*word of mouth*' referrals can leave you asking "Where is everyone"?

Taking the time to follow and implement these simple strategies can make all the difference!

The Aromatherapy Business Workshop will help you to:

- Define your Business Model
- Structure the Business Effectively
- Implement Marketing Tactics
- Basic Marketing
- Website
- Social Media & Social Media Marketing
- Write Effective Sales Copy
- Education Based Marketing
- Referrals
- Referral List
- Networking
- 10 Hours
- Downloadable PDF **\$95.00**
- Certificate on completion of online Test.

## Caddy Chemistry

### Do you have trouble understanding the Chemistry of Essential Oils?

Would you like to know more? The Chemistry Home Study Course was designed for those who have not had any instruction on the chemistry of essential oils and who would like to enhance their knowledge in this area. Those who take our regular Aromatherapy Courses will find that Chemistry is covered these courses. There is an introduction to Chemistry in the Aromatherapy 101 course and a more in depth Chemistry Review in Aromatherapy 201 and while the information covered in the Chemistry Home Study Course is similar to the information covered in the Aromatherapy 101 and Aromatherapy 201 courses, what is different is the way that this information is presented!

This course is based on the work of Rosemary Caddy BSc Hons., ARCS, MISPA, who graduated from London University with a BSc Honours Degree in Science. As a Reader and Principal Lecturer in Educational Research at Nottingham University she was the author of a range of educational materials for students of many disciplines. Rosemary is also a qualified clinical aromatherapist running her own clinic and carrying out a program of research on the chemistry of essential oils. She has developed her Caddy Profiles as a colourful new way of looking at essential oils. Each functional group is assigned a specific colour and the Caddy Profile view the essential oil profile as a colourful wheel. Each profile gives an instant visual of the oil's composition by showing the proportion of each of the chemical families present in that oils, as well as an understanding of the properties and possible cautions those chemical families bring. On completion of this course you will be able to take the chemical breakdown of an essential oil and create a colourful wheel representing these components. Being able to create colour wheels of individual essential oils and essential oil blends can be a really helpful way of understanding how they work, what properties they may have, and what precautions one might need to keep in mind. It can also give you a useful tool to compare different essential oils and essential oil blends. Here is an outline of what is covered in this course.

The Caddy Chemistry Home Study Course costs **\$150.00** and covers:

- **Elements and Atomic Structure.** An introduction to the elements and atomic structure step by step. Particular attention is paid to the carbon, hydrogen and oxygen molecules.
- **Compounds and Molecules.** Participants will learn the relevant definitions of ionic bonding and covalent bonding. Examples of ionic compounds, molecules of an element and molecular compounds are illustrated.
- **Essential Oil Molecules.** To help participants understand chemical family a detailed set of notes and worksheets takes them step by step through many illustrative examples.

**The course is delivered digitally and consists of 7 PDF files.**

- Essential Oils in Colour – Study Guide
- Essential Oils in Colour – Course Notes
- Essential Oils in Colour – Caddy Chemistry Student Pack
- Understanding Caddy Profiles
- Three Reference Charts to work from.
- The Final Exercise and Mystery Oil Data Profile will be found in the Study Guide. Once these have been returned completed, a Certificate of Completion is issued.
- 20 Hours.

## Essential Oils and Children

*Mothers, do you really know how to use essential oils safely and effectively? Learn how to effectively and safely use essential oils with children.*

### 3 Mistakes Mothers may make when using essential oils with their families.

#### #3: Not understanding the true nature of essential oils

While the internet may offer a lot of quick fixes on “how to use essential oils for xyz”, on careful reading it becomes clear that not everyone sharing this information actually understands the true nature of essential oils.

Understanding the true nature of essential oils, how they are formed in certain plant and the function they play in those plants gives one a better understanding of what one can expect from their use.

Knowing about the major industries that have used essential oils also gives one more insight into their true nature

#### #2: Thinking that there is one simple solution that works for everyone

Asking “what essential oil should I use for xyz?” can never have a simple answer.

Just because a particular oil might be good for “xyz”, it does not follow that it will be good for the person you are asking about.

If five people, all with the same “xyz” condition, see the same aromatherapist, it is most likely that they will each be given a different blend of essential oils and possible protocol for use.

When addressing a condition like “xyz”, in addition to considering the condition itself, it is also important to factor in things like: their age; general health; lifestyle; appropriate application methods; appropriate percentage dilutions etc.

#### #1: Simply following someone else’s advice on what to do in a given situation

Unless you are going to have a consultation with a professional aromatherapist in which they will assemble all the pertinent information needed to make a unique, effective blend for the individual, it is important to acquire your own knowledge and not blindly rely on snippets of advice from others.

Education and knowledge are always important if you want to make an informed decision about anything.

The Essential Oils and Children Workshop will take you through:

- What essential oils really are, their function in plants, Industries using essential oils.
- Essential Oil Pathways of Assimilation
- Methods of Application
- General Safety
- Useful Measurements
- Using Aromatics around Babies and Children Safely, Methods of Application, Dilutions
- Hydrosols and Carrier Oils
- Blending
- 25 Essential Oil Profiles
- 30 Common Conditions and Recipes
- CEUs 10 hours
- Downloadable PDF **\$150.00**
- Certificate on completion of online Test.

## **Classes offered in person (by appointment) and on the on line platform**

### **Introduction to Natural Perfumery**

The study of Natural Perfumery is both a complex and a time consuming one and can last a lifetime. This introduction will get you started by expanding on the principles and techniques already learned in your aromatherapy course. By expanding your knowledge in this way, you will find a door opens to new and exciting experiences.

While Natural Perfumery has a different focus when it comes to blending aromatics together, the techniques and tools covered in this workshop will help to improve anyone's blending skills. Whether you just want to improve the aroma of some of your regular aromatherapy blends or learn how to create real perfumes, this workshop is a great way to get started on this journey.

In this course we will be exploring:

- The differences in blending for Aromatherapy purposes and for Natural Perfumery.
- We will review the Fragrance Pyramid and Fragrance Families.
- We will cover Perfumery's approach to blending and creating a unique perfume.
- Along with the essential oils, most aromatherapists are more familiar with, natural perfumery also utilizes many more absolutes. So, we will also take time to experience some of these and see how they differ from the essential oils.
- You will learn how to create your own profile for each of the aromatics in your kit.
- We will cover the basic steps required for Perfume creation.
- You will learn how to develop a Client Brief.
- You will learn how to create your product and make modifications as required.

### **Certificate of Attendance awarded to participants.**

This class is offered in two different formats.

- Through an online platform which will allow the participant to work through the course at their own pace. Contains videos and course notes. Payment for the online platform option is via PayPal directly through the platform and is **US\$250.00**.
- This course is also available as a 2 day, in-class workshop. This workshop takes place in Vancouver. If you would like to take this in person please contact Beverley directly to set up a time that will work for you. Cost of the in-class workshop is **\$300.00** plus GST.

## **Introduction to Indian Head Massage**

One day workshop – \$200.00

Massage techniques have been practiced by people in India for over a thousand years. Massage plays a vital role in family life. Many Indian infants still receive a daily massage from birth to keep them in good health. From three to six years old, they are massaged a couple of times a week and after six they are taught to share a massage with family members on a regular basis.

Indian head massage is a stimulating massage of the upper back, shoulders, neck, and head, where tension is normally held. It is a simple and safe therapy that promotes relaxation while alleviating aches and pains. Indian head massage works with a firm yet gentle rhythm to help loosen muscles as well as ease tension and relieve the uncomfortable accumulation of toxins in the body. It is a non-invasive therapy that is performed with the client sitting in a chair, fully clothed.

In this one-day workshop, you will learn how to give an effective Indian Head Massage. We will also be covering the Marma Points of the head and shoulders and the essential oils that relate to these points.

Covered in the class:

- History and Benefits of IHM
- Ayurvedic Principles, Marma points, Chakras, Using oils during the session, hair types
- Contraindications
- Anatomy of the Skin, Skeletal and Muscular system – head, neck, upper body, arms
- Techniques
- Routine

**Certificate of Attendance awarded to participants.**

## Reiki Initiations

Reiki is taught in three levels.

- Reiki Level I will initiate one into the Reiki energy. One is able to give both self-treatments and treatments to others and for many, this is as far as they take their training. (One day) **\$200.00** plus GST.
- Reiki II will initiate one more deeply into the Reiki energy and for those who wish to become Practitioners, it is recommended that they continue to this level. The Reiki symbols and Distance Healing are taught at Level II. (One day) **\$200.00** plus GST.
- Reiki III (also known as the Master or Teacher Level) is for those who wish to teach Reiki. (Two days) **\$750.00** plus GST.

**Certificates are issued for each Level.**

## E-Books by Beverley

### Aromatic Gifts for All Ages and All Seasons

Looking for ideas on easy to make, affordable gifts?

This book has over 80 recipes and around 80 essential oil blends to choose from might be just what you need. CDN \$20.00.

### Aromatic Infant Massage

Dr. Ashley Montague says, "The infant's need for body contact is compelling. If that need is not adequately satisfied, even though all other needs are adequately met, he or she will suffer." Satisfy your baby's need for touch by incorporating Aromatic Infant Massage into your daily routine. CDN\$10.00.

### Aromatic Lords and Ladies of the Universe

Ever wondered how to create essential oil blends based on the energetics of a person, place or situation?

Aromatic Lords and Ladies of the Zodiac is an Exercise in creating Energetic Essential Oil Synergies. CDN\$20.00.

### The Hawkins Protocol

The Hawkins Protocol is the combination of 5 independent modalities; Color, Sound, Essential Oils, Bach Flower Remedies and Crystals, chosen within the framework of the Sefirah of the Kabbalah Tree of Life. CDN\$30.00

## Beverley Hawkins

Beverley Hawkins, Essential Oil Therapist – EOT®, Registered Aromatherapist – RA®, CAHP, Di.SPE. is a Registered Aromatherapist, massage therapist, reflexologist, Reiki master, Bach Flower Registered Practitioner, Reconnective Healing Practitioner, Spiritual PhytoEssencing Practitioner and educator, and is passionate about aromatherapy, essential oils, and practicing the art of aromatherapy safely and effectively.

*She says “To be accepted into someone else’s ‘circle of trust’ and allowed to interact with them on a personal level to create blends and protocols to help them with their challenges is a real privilege. To then see how they change, blossom, grow, heal and move forward is the reward of a job well done. Every time I am allowed to experience this, my love and respect for aromatherapy and the use of aromatics grows. Aromatherapy is truly a dynamic art and one I will never grow tired of. I am so very grateful to my students and clients for affording me these wonderful opportunities to learn and grow in a field that I love.”*

Beverley loves to expand her knowledge base and is always on the lookout for the next book, or workshop to do just that. While she has an excellent understanding of the more scientific aspects that form the foundations of this art, like aromatherapy chemistry, anatomy & physiology and research, she also views her clients through a holistic lens. Because she works within this holistic framework, she is very cognizant of the importance of blending for the whole person, body, mind and spirit, and not just a condition. She believes that in order to get real results, blends and protocols should be designed to address the whole individual and her perspective is mirrored in the course material that she teaches.

In 2005/2006, Beverley received **Honorary Lifetime Membership** from the **BCAPA** as a thank you for her years of service and dedication to the profession of Aromatherapy and its practitioners.

In 2012 Beverley was the recipient of the **BCAOA’s Award of Excellence**.

*Beverley also maintains a private practice where she sees clients in person or does consultations via telephone, Zoom or Skype. [Beverleyhawkins.com](http://Beverleyhawkins.com)*

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