

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

Professional Aromatherapy Courses



Aromatherapy Workshops



For more information:
<https://westcoastaromatherapy.com/>
westcoastaromatherapy@telus.net
604-736-7476

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/>

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

<https://westcoastaromatherapy.com/mailling-list/>

Read the Latest Blogs

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

Aromatherapy Consultations

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

Bev Hawkins Membership Club

<https://www.bevhawkins.com/>

This is the home of both the Membership Club and the short workshops we have available.

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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 celebrate our 22nd Anniversary this year. 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** can also be found here including A full list of participating **Essential Oil Suppliers**, both in Canada and the USA, who sell to our students at a Student Discount.

Aromatherapy Associations and Tax Certificates

In North America we have four Aromatherapy Associations. While Membership in an Aromatherapy Association is not a requirement to work as an Aromatherapist, each association offers their members a number of benefits. These include the opportunity to be part of a network of aromatherapists; continuing education opportunities; a regular Journal or Newsletter. The Associations also offer their members the opportunity to use their own unique titles which are exclusive to their membership. While none of the Associations actually provide Professional Training, all of them have set up their own unique standards of education required for membership. These will vary depending on the level of membership applied for. Any school recognized by an individual Aromatherapy Association, will have voluntarily gone through, and paid for, that Association's vetting process. However, it is **NOT** necessary that you take your education from any of the schools they list, in order to become a member. Anyone can apply directly, with proof of their training, to the individual Aromatherapy Association.

In Canada:

Canadian Alliance of Aromatherapy (CAOA) – our school is listed as one of their recognized schools. If you have taken a course from a school not recognized by them, you will be required to write their Entrance Exam. They have a number of different membership levels and have the Title Designation of Registered Aromatherapist® for those joining at their highest level.

Canadian Federation of Aromatherapists (CFA). The CFA requires that EVERYONE joining this association write their Entrance Exam. Since September 1, 2015, the West Coast Institute of Aromatherapy has chosen not to renew their School Contract with the CFA, so any of our grads wishing to join the CFA will need to apply to them directly to do so. They too have a number of different membership levels with Title Designation of CAHP® for those joining at their highest level.

In the USA:

National Association for Holistic Aromatherapy (NAHA) – our school is listed under their Recognized Schools. They too have a number of different Membership Levels. Graduates of the Full Program (101 and 201) are eligible to join at their Level 3, which Graduates of Aromatherapy 101, who meet NAHA's A&P Level 1 requirements, or who have completed our Anatomy & Physiology Level 1 course are eligible to join at their Level 1.

Alliance of International Aromatherapists (AIA) – As of January 2021 we have chosen not to renew our School Listing under AIA's Recognized Schools. They are a welcoming association and anyone wishing to join this association is welcome to apply to them directly.

Associated Bodywork & Massage Professionals (ABMP).

Aromatherapy Registration Council (ARC) – provide the opportunity for those who pass their Exam to use the title designation Registered Aromatherapist in the USA. Graduates of Aromatherapy 201 who wish to use this title in the USA are eligible to write this exam.

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 (669 pages)

Book 1 covers information on History, Safety, Dosage, Blending, Research and Business.

Book 2 covers Essential Oils, Individual Essential Oil Profiles, Carriers, Carrier Profiles, Therapeutic and Emotional Indexes, and Reference Charts.

Book 3 covers How Aromatherapy works, Pathways of Assimilation, Methods of Application, and how it relates to the use of essential oils and Client Interaction and Consultation.

Workbook with its **20 Lessons** where each lesson is structured in a similar way.

- ❖ **Read.** Read and make sure you understand the subject matter covered in that lesson.
- ❖ **Experience.** The exercise that you will do with each essential oil covered in the course, will help you anchor in the information you have read about.
- ❖ **Activity.** Each lesson has hands-on activities for you to complete.
- ❖ **Test.** The course material covers a lot of information in depth. I do not believe in anyone trying to memorize everything. That only works so long and if we are not using that information, we forget it. The Course Books have become reference manuals for many of our graduates and they can do the same for you. Provided you know where to find the information in the books you will always have easy access to it. On the other hand, there is some information that you will need to have memorized and at your fingertips for the purposes of the exam. To help you prepare for this you will find Multiple Choice Questions at the end of each lesson. ***The Answer Key is at the back of the workbook.*** The Final exam is drawn from these questions and answers so there will be no surprises and you will be preparing for it from day 1.

Once you have completed the four steps you are ready to move on to the next lesson. How quickly, or slowly you take to fully complete each lesson is up to you. There are a number of different factors that could determine how long you need. Things like previous knowledge; how quickly or slowly you learn naturally; how much time you have available on a daily, or weekly basis; and how often you actually open your books will all affect the amount of time it will take you to complete the course. I generally do not recommend that you do more than one lesson a day, but you may well find that you want to spend more than a day on any one lesson. ***The official timeline within which to complete the course by writing and submitting the Proctored Exam and additional Exam Requirements is 9 months.***

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 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 (1,226 pages).

Book 1 covers information on History, Safety, Dosage, Blending, Research and Business.

Book 2 covers Essential Oils, Individual Essential Oil Profiles, Carriers, Carrier Profiles, Therapeutic and Emotional Indexes, and Reference Charts.

Book 3 covers How Aromatherapy works, Pathways of Assimilation, Methods of Application, Anatomy and Physiology and how it relates to the use of essential oils and Client Interaction and Consultation.

Workbook with its **40 lessons**. These individual lessons are laid out in the same way as those in Aromatherapy 101.

- ❖ **Read.** Read and make sure you understand the subject matter covered in that lesson.
- ❖ **Experience.** The exercise that you will do with each essential oil covered in the course, will help you anchor in the information you have read about.
- ❖ **Activity.** Each lesson has hands-on activities for you to complete.
- ❖ **Test.** The course material covers a lot of information in depth. I do not believe in anyone trying to memorize everything. That only works so long and if we are not using that information, we forget it. The Course Books have become reference manuals for many of our graduates and they can do the same for you. Provided you know where to find the information in the books you will always have easy access to it. On the other hand, there is some information that you will need to have memorized and at your fingertips for the purposes of the exam. To help you prepare for this you will find Multiple Choice Questions at the end of each lesson. ***The Answer Key is at the back of the workbook.*** The Final exam is drawn from these questions and answers so there will be no surprises and you will be preparing for it from day 1.

Once you have completed the four steps you are ready to move on to the next lesson. How quickly, or slowly you take to fully complete each lesson is up to you. There are a number of different factors that could determine how long you need. Things like previous knowledge; how quickly or slowly you learn naturally; how much time you have available on a daily, or weekly basis; and how often you actually open your books will all affect the amount of time it will take you to complete the course. I generally do not recommend that you do more than one lesson a day, but you may well find that you want to spend more than a day on any one lesson. ***The official timeline within which to complete the course by writing and submitting the Proctored Exam and additional Exam Requirements is 18 months. When both Aromatherapy 101 and Aromatherapy 201 are purchased together the official timeline within which to complete both courses by writing and submitting the Proctored Exam and additional Exam Requirements is 27 months.***

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); Ravensara (*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 officialis*); 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 agathophylla*); 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 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 27 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.

Course Options and Pricing

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 at a discount. All the course material is delivered in downloadable PDFs. While these are all protected and cannot be changed, they can all be printed, either by yourself or a professional copy/print shop.

Aromatherapy 101

Download - Download the ZIP file containing all four PEF books for Aromatherapy 101 from the secure site: **\$555.00.**

101 Exam Only available to students already enrolled in Aromatherapy 101 can be ordered in either a mailed out version or downloaded directly from the secure site. **\$75.00**

Aromatherapy 201 (Pre-requisite Aromatherapy 101)

Download - Download the ZIP file containing all four PEF books for Aromatherapy 201 from the secure site: **\$555.00.**

201 Exam Only available to students already enrolled in Aromatherapy 201 can be ordered in either a mailed out version or downloaded directly from the secure site. **\$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 2 zip files, one each for Aromatherapy 101 and Aromatherapy 201. Save money and purchase these two courses together. **\$999.00.**

Each Exam costs **\$75.00** and will be ordered and paid for when you are ready to write it.

Accepted Methods of Payment

Credit Cards through our Stripe Platform.
Interac, online bank transfers, email transfers.
PayPal.

Payment through the Stripe or PayPal platform should allow you to automatically download your Zip file as soon as the transaction has gone through. If you prefer to use E-mail or online bank transfer you will be receive an email with a link to download as soon as this has been processed by West Coast Aromatherapy. All orders will receive an email directly from West Coast Aromatherapy with their official Invoice and Student Number.

Aromatherapy Workshops offered through the online platform

<https://www.bevhawkins.com/pages/online-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. Complete the online test to receive your Certificate of Completion. Cost \$50.00. No Prerequisites.

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
- Download a PDF of the Course Notes **\$100.00**
- Certificate of completion will be available to download after passing the final 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
- Download a PDF with Course Notes and watch the Videos. **\$40.00**
- Certificate of completion of online Test.

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 **\$100.00**
- Certificate of completion will be available to download after passing the final test.

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.
- Participants 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 **\$150.00**.

Bev Hawkins Membership Club

<https://www.bevhawkins.com/bundles/Membership-welcome>

Inspiration, Sharing, Community

For more than 26 plus years aromatherapy and other modalities have been very much part of my day to day life. I am passionate about what I do and I love sharing my knowledge and information with others.

While I really love what I do, recently I realized that I missed the opportunity of being involved in a meaningful like-minded community.

When I considered what this might look like, I felt that it had to be less structured than a regular course would be, but more focused and interactive than any of the online discussion groups. And so the idea of the Membership Club was born.

Who are our Members?

- Anyone who has an interest in aromatherapy and the use of aromatics.
 - The Novice, who is starting out and wants to expand their knowledge.
 - The Enthusiast, who is more familiar with using essential oils and who wants to learn more without taking a formal course.
 - The Professional, who wants to continue to both expand and share their knowledge in a like minded community.

Benefits of Membership

- ✓ Welcome Package - My Thank You to you. FREE Blending webinar; FREE Aromatic Gifts for all Ages and All Seasons e-book; FREE Informational PDS on: Essential Oils, Reflexology Charts, Bach Flower Remedies, Crystals and Color Therapy; as well as information on understanding the essential oil chemistry and brief explanations of the Chakras and Meridians.
- ✓ Monthly Package - Our journey through each month's package starts with the energetics of the month and includes a blend created especially for this. We then continue our explorations by reviewing a specific condition. This includes an overview of the condition, appropriate essential oils and carriers to consider, as well as aromatherapy strategies. This is rounded out with research studies and example blends. Each month we focus on one essential oil and this includes information on the oil and its use for body, mind and spirit. As well as research studies and blends containing this oil as an ingredient. Choosing and blending the final Inspirational Blend is a fun and creative exercise and we close our journey with the Mini Meditation built around this blend.
- ✓ Certificate - On completion of each Monthly Package download a 2 hour Certificate of Completion. Great for those wanting to collect Continuing Education Credits.

- ✓ Previously Published Packages remain available for all Members.
- ✓ Community of like-minded people to share our love of essential oils with.

Monthly Subscription \$15.00 per month.

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**.

Over the last year with things changing as they have Beverley still sees clients for [Aromatherapy Consultations](#) and [Energy Healing](#) via phone or Zoom.

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