

2024



**THE WRITE
DIRECTION**
PORTFOLIO



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the write direction who am I?

As an experienced native English freelance writer from the UK, my work is always word-perfect.

Since 2012, I've worked with clients around the world on a range of freelance projects - from writing regular blog articles for a global cosmetics brand to UGC scripts, packaging copy, and a weekly beauty column for a newspaper.

During my career, I also established and maintained an award-winning blog, which attracted over 18,000 followers across all social media channels.

Not sure where to begin? I offer complete flexibility in terms of project size and frequency - whether you're looking for regular weekly articles or just need a few sentences to be proofread. No lengthy consultations, no long-term commitments.

I can write content from scratch, or proofread/improve/rewrite something that you have already written.

This portfolio showcases the variety of projects I have had the pleasure to work on over the past few years.

Want to know more?

Get in touch at hello@thewritedirection.co.uk

Nuala

The Write Direction



qualifications and experience

With over 20 years' experience in the beauty industry, I specialise in writing about skincare, beauty, and holistic therapy.

My professional qualifications include :

- BA (Hons) University of Durham
- Beauty Therapy NVQ Level 2 Diploma
- Beauty Therapy NVQ Level 3 Diploma
- Aromatherapy VTCT Level 3 Diploma
- Massage VTCT Level 3 Diploma
- Reflexology VTCT Level 3 Diploma
- Nails (Manicure/Pedicure/Gel/CND Shellac)
- Make-up (Cosmetic Application) NVQ Level 2 Certificate
- Tanning (professional training with St Tropez)
- Skincare (former Skin Care Specialist for Clarins)
- Eye treatments (including lash perming, tinting and brow shaping)
- Non-Medical Nutritional Advice VTCT Level 3 Diploma
- Indian Head Massage VTCT Level 3 Diploma
- Reiki Level 1
- Holistic Therapies VTCT Level 3 Diploma
- Anatomy & Physiology VTCT Level 3 Diploma

In addition to these qualifications, I have a wealth of hands-on experience of working in the beauty industry since 2004, from working in various salons to running my own mobile business.

types of projects

- Blog posts
- Product descriptions
- Magazine articles
- SEO website content
- Social media posts
- Packaging copy
- Ebooks
- Amazon listings
- Reports
- UGC scripts
- Promotional letters/emails
- Menus/price lists
- Training course material
- Textbook content
- Newsletters



Packaging copy for Dubai skincare brand

Marine Collagen Booster

Supercharge your skincare routine with this age-defying booster serum, enriched with Marine Collagen and powerful active ingredients to reduce Transepidermal Water Loss (TEWL). Easily absorbed, this water-based serum is designed to enhance the performance of your skin care products. A mineral-rich complex from Dead Sea Water, Seaweed and Pearl Extract helps to support skin tone and maintain optimum moisture levels. Sodium Hyaluronate deeply hydrates the skin, while Soluble Collagen accelerates the cell renewal process and improves firmness and elasticity.

Gold Facial Peel

Reveal a radiant glow with this mineral-rich facial peel, enhanced with 24K Gold to stimulate cellular growth of the epidermis and encourage regeneration of firm skin cells. Formulated with natural extracts, it increases blood circulation to deeply cleanse blocked pores for a lighter, brighter complexion. Dead Sea Salts are combined with Natural Oils to calm and condition the skin. Aloe Vera accelerates the cell renewal process, while antioxidant-rich Algae Extract nourishes and firms the skin. Gold locks in moisture, boosts Collagen levels and prevents the breakdown of Elastin in order to maintain a youthful appearance.

Brightening Mask

Revitalize dull skin with this Brightening Mask, enriched with moisture-boosting Hyaluronic Acid and nourishing Dead Sea Minerals. Glycolic Acid gently exfoliates away the top layer of dead skin cells to reveal a smoother, brighter and more even skin tone. Antioxidant Vitamins A, C & B protect against ageing free radicals, while brightening Bearberry Extract helps to reduce the appearance of discolouration, age spots, acne scars and pigmentation. Natural extracts of soothing Chamomile and Aloe Vera are combined with a rich blend of Plant Oils to leave the skin feeling soft and supple. Suitable for all skin types.

Activator Serum

Specially formulated to work with cosmetic devices, PETRA Platinum Renuface Activator enhances the penetration of radiofrequency waves into the deepest layers of the skin. Enriched with active ingredients, this pre-treatment serum promotes maximum absorption of LED light for optimum results. Moisturizing Hyaluronic Acid lends volume and fullness to the skin, while Collagen has a plumping effect to reduce the appearance of lines and wrinkles. Antioxidant Vitamins E, A & B help to protect against ageing free radicals for a smoother, brighter and more youthful complexion.

Salt Scrub

Indulge your senses with this aromatic salt scrub, enriched with 21 minerals to brighten and regenerate the skin. Naturally exfoliating Dead Sea Salt gently removes dead skin cells to reveal a smoother and more radiant appearance. Infused with the fresh, citrus scent of Bergamot, this nourishing scrub contains a rich blend of Avocado, Sweet Almond, Wheat & Sunflower Oil to leave your skin feeling soft, healthy and deeply moisturised.

How-to article for UK nail brand

7 Steps to Get Salon-Perfect Gel Nails at Home

Struggling without the salon? Lockdown life is tough for everyone – and, with all that hand-washing, our nails are desperately in need of some TLC.

Right now, self-care is more vital than ever. We all deserve a little pampering, and it's often the small things that can really make a difference.

Even though you're stuck at home, it's important to maintain a regular manicure routine to keep your nails healthy and strong. So, while your social life is on hold, it's the perfect opportunity to 'Stay In, Skill Up!' and learn how to create the perfect gel manicure at home.

Mylee brings the salon to your own living room, with its extensive range of professional-quality gel polish products and accessories. Loved by salon professionals since 2014, Mylee has established itself as a trusted brand in nail care.

You'll be amazed how easy it is to create a gorgeously glossy manicure that lasts for up to two weeks – without smudges, chips or nicks – in the comfort of your own home. Best of all, you can even stay in your PJs!

So, pop the kettle on and get ready to take your nails from basic to boujee with these 7 simple steps:

1. The Cuticles

After washing your hands, spray [Mylee Prep & Wipe](#) over the nails and thoroughly cleanse with a [lint-free wipe](#). Using the [Mylee Cuticle Pusher](#), or a wood cuticle stick, softly push back the cuticles using a gentle downward motion (take care not to push too hard!) For a neat and tidy result, use the pointed end to scrape away excess cuticle from the nail plate. Don't be tempted to skip this step, as it's the key to making sure your polish really lasts!

2. The Filing

Use a nail file (we love this [Crystal File](#)) to smooth and contour your nails into the perfect shape. From squoval to stiletto, a professional file makes it easy to achieve a salon-style result. For a super smooth finish, don't forget to seal off (aka 'bevel') your nails by gently filing the edges downwards at a 45° angle, then brush away any excess dust.

3. The Buffing

Just as you'd sand down a chest of drawers before painting them, you need to prep and buff your nails before you even think about opening that bottle of polish. Use the [Mylee 3-Way Buffing Block](#) to lightly buff your nails all over, making sure not to miss the sides and corners. This removes natural shine to ensure the gel adheres properly to your nails.

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4. The Base Coat

Wipe over your nails again with Mylee Prep & Wipe to remove excess oils and scrub away all traces of dust. Always use a lint-free wipe, as cotton wool will inevitably leave pesky traces that spoil the flawless finish of your glossy gel. Once prepped, apply a thin layer of Mylee Base Coat – making sure to cap the edges – and cure for 30 seconds in your Mylee Pro Convex Curing Lamp.

5. The Colour Coat

Now that your base coat is cured, it's time to have some fun with colour! Right now, we're loving Dragon Fruit – a bright and bold neon pink from the new Electric Pastels gel polish collection. Apply a thin layer of colour, leaving a small gap along the cuticle. Seal the edges and cure for 30 seconds. Repeat with a second layer to build up the colour.

6. The Top Coat

Almost there! After curing the colour, it's time to apply your glossy top coat. Again, make sure to apply in a thin layer, taking care to cap all edges of the nails. Smooth over, then cure for 30 seconds in your Mylee lamp. Once cured, take a lint-free wipe and rub Mylee Prep & Wipe over the nails to remove the sticky layer. Ta-dah! Instantly dry, super glossy nails!

7. The Finishing Touch

For a salon-perfect finish, massage a few drops of Mylee Apricot Cuticle Oil around the nails and cuticles. This nourishing oil softens the skin, keeps nails healthy and prevents them from drying out – something that's particularly helpful now that we're washing our hands more than usual. Apply 2-3 times a day to keep your manicure looking fresh and fabulous for longer.

Nailed it

No salon? No problem. It's never been easier to keep your nails looking insta-perfect without leaving the house. And hey – while you're away from the office – why not go a little wild and experiment with some bolder colours? Now's your chance to have some fun and let your creativity run free! From bright blue to neon green, choose whatever takes your fancy.

Quarantine? You've got it nailed.

Join the Mylee tribe online by following us on [Facebook](#) and [Instagram](#). We love to see your creations, so tag us with #MyleeMyLook and #StayInSkillUp.

Plus, get the latest news, special offers and nail art inspiration straight to your inbox by signing up to the Mylee newsletter below.

Product descriptions for UK essential oil brand

‘Enchant’ – Relight the spark with this indulgent blend of seductive essential oils to inspire passion and captivate the senses.

Enchant blends the exotic base notes of Ylang Ylang, Patchouli and Sandalwood with zesty Bitter Orange, Lime and Lemon to arouse your spirits and boost emotional wellbeing. Rich and indulgent, this sensual blend is perfect for sizzling summer evenings or cosy winter nights.

The sweet, spicy scent of Ylang Ylang is combined with sultry Patchouli for a touch of passion, while earthy Sandalwood helps to stimulate the mind. Uplifting citrus notes of Bitter Orange, Lime and Lemon invigorate the senses and add a vivacious twist for an irresistibly seductive sensation.

‘Wind Down’ – Feel serene with this blissful blend of calming essential oils to naturally relax the body and mind.

Wind Down blends the deeply relaxing base note of Ylang Ylang with soothing Clary Sage and citrus notes of Bitter Orange and Lemon to restore a natural sense of peace and tranquillity. Unwind the natural way with this relaxing blend of soothing scents that work in harmony to leave you calm and refreshed.

The rich, floral aroma of Ylang Ylang is combined with fortifying Clary Sage to release tension and restore emotional balance. Mood-boosting Bitter Orange brings clarity, while zesty Lemon helps to revive your spirits after a long, tiring day.

‘Stay Safe’ – Support everyday wellness with this purifying blend of essential oils to naturally boost the immune system and defend against environmental threats.

Stay Safe blends the sweet, spicy aromas of Cinnamon, Clove and Rosemary with refreshing Sweet Orange and Eucalyptus to naturally cleanse and purify your space.

The warm, woody scent of Clove is blended with energising Cinnamon and Rosemary to refresh the air and eliminate stale odours. Energising Sweet Orange is combined with invigorating Eucalyptus for a feeling of purity and protection.

‘Switched On’ – Seize the day with this awakening blend of energising essential oils to invigorate the senses and aid concentration.

Switched On blends the invigorating base notes of Sandalwood, Cedarwood and Frankincense with uplifting Cypress, Melissa, Lavender and Helichrysum to leave you feeling awake and refreshed. With a synergy of stimulating scents, it's ideal for studying, driving or as an invigorating pick-me-up throughout the day.

The sweet, woody aroma of Sandalwood has a mood-boosting effect, while soothing Cedarwood and Cypress revive and awaken the senses. Grounding Frankincense is combined with calming Lavender and the rejuvenating scent of Helichrysum to uplift the spirits.

Extract from article for mental wellbeing website

Can essential oils really improve our wellbeing?

In the world of wellness, essential oils are #OnTrend. In fact, it's virtually impossible to scroll through social media without stumbling across pretty flatlays of these tiny coloured bottles.

It's not surprising that more and more people are seeking alternative approaches to health and wellbeing. Chronic stress has reached truly epidemic proportions. In 2015, it's estimated that someone in the UK was diagnosed with work-related stress, anxiety or depression every 2.1 minutes.

Encouraging people to seek help with their mental health is vitally important. But at the same time, we know that pills aren't always the only answer. The medical industry is beginning to realise that we need to take a holistic approach towards healthcare. We can see evidence of this shift in the way that concepts such as meditation and mindfulness have infiltrated into everyday culture. We're acknowledging the importance of mental wellbeing and how it affects our physical health.

Holistic health is about treating the whole person: mind and body. Traditional medicine treats symptoms in isolation, rather than the person as a whole. Our mental and physical health are intrinsically linked, which is why a holistic approach makes sense.

Stress is thought to be the underlying cause for at least 80% of all illness. The knock-on effects of stress are never-ending: insomnia, headaches, acne, arthritis, high blood pressure, anxiety, asthma, depression, IBS, chest pains, eczema, diabetes, cancer, back pain, menstrual problems, infertility...and the list goes on.

The good news is that there are lots of things we can do to counteract stress in our lives. Prevention is always better than the cure, so it makes sense to tackle stress before it starts to seriously affect our health.

This doesn't necessarily require scary amounts of money, time or effort. Small changes can be hugely beneficial – whether it's getting to sleep an hour earlier, or scheduling time for a daily walk outside.

Essential oils can be a useful tool for boosting our mental wellbeing. Although often overlooked, our sense of smell is incredibly powerful. Unlike other senses, smells have the ability to bypass the thalamus (known as the 'sensory gatekeeper') and send a direct signal to our brain.

Smells are processed by our olfactory system, which is closely linked to the limbic system of the brain. Our limbic system deals with emotions, moods and memories, which explains why one whiff of a scent can trigger an instant emotional response.

Catching the scent of a certain perfume instantly reminds us of the person who wears it. The smell of cooking a particular food brings back family memories. Warming blends of orange and cinnamon remind us of Christmas time. This is why essential oils can have such a powerful effect on our mood and emotional wellbeing.

We know that certain oils, such as lavender, can help us to feel relaxed – but how? Is it all in the mind? Well, it's due to their chemical constituents. Lavender essential oil is rich in linalool and linalyl acetate, which are known to cause a sedative effect.

Social media content for European nail brand

#DreamNails without the salon?

Bring it on.

Step up your manicure game with Nailys – the revolutionary nail dip powder for salon-style results within minutes.

Forget spending hours at the nail bar. Nailys makes it easy to achieve your #NailGoals without even leaving the house.

Say hello to lightweight, hard-wearing color that lasts for 3-6 weeks.

Color commitment issues? We get it. Those red nails rocked it last night, but now they're clashing with your beachy brunch look.

No problem – unlike gel, Nailys is quick to remove and reapply – any time, anywhere!

Save \$\$\$ and get the nails you always dreamed of.

NO nasty ingredients. NO UV lamp. NO nail damage.

It's a game changer.

Are you ready to #DoTheDip?

Jump on board the hottest nail trend with Nailys Dip Powder. With 35 colors to choose from, you'll be dressed for every occasion.

From neon to nude, our dazzling range of Color Powders makes it easy to create #DreamNails at DIY prices.

Say hello to a gorgeous, glossy shine that stays chip-free for 3-6 weeks. And with 30 manicures in every jar, a little goes a long way.

Our highly pigmented Color Powders offer long-lasting results with a lightweight, natural feel. Use with our Liquid Essentials for a complete at-home salon experience.

Casual beach vibes? Office chic? Whatever your style, you'll find the right shade for you.

Even better – they're completely free from toxic ingredients and won't damage your natural nails!

Easy to apply, quick to remove – what's not to love? Forget the salon. DIY nails just got interesting...

Are you ready to #DoTheDip?

Sales page for US teeth whitening brand

Confidence comes with a beautiful white smile.

And, these days, when it comes to teeth whitening options, we're spoiled for choice.

You want something that really works.

But you don't want to risk damaging your teeth.

Luckily, there's now an easy way to achieve professional-grade results without needing a trip to the dentist.

The team at Snow® recognized the demand for a simple, safe, home whitening kit that ACTUALLY works.

Using revolutionary patented technology, Snow teeth whitening provides guaranteed results in less than 10 minutes. The proprietary formula gently removes stains from tea, coffee, cigarettes and red wine to reveal a whiter, brighter smile.

What's more, it even helps to prevent restaining, so your teeth stay whiter for longer. Amazing, right?

It's no wonder Time magazine described it as "the Apple of teeth whitening".

There's a reason why over 500,000 happy customers are enjoying whiter smiles around the world.

Yes, it really works – and it's guaranteed not to cause sensitivity. Formulated by American dentists, Snow teeth whitening is enamel-safe and free from harmful chemicals. In fact, it's the only home teeth whitening product we found that's been approved by the FDA.

And, with a 30-day money back guarantee, what have you got to lose?

No damage, no dentist bills, no disappointment.

Even better, the all-in-one Snow teeth whitening kit is so easy to use. Simply paint on the formula, relax for a few minutes, and then rinse away. The UV-enhanced mouth tray activates the formula, giving guaranteed whiteness with no side-effects.

Don't just take our word for it...

With a cult celebrity following, Snow has revolutionized the art of teeth whitening.

Since its launch, Snow has built up a loyal fanbase that includes dozens of A-listers, such as boxing champ Floyd Mayweather, who described it as "the best teeth whitening kit that money can buy".

Over half a million people have already experienced America's most popular teeth whitening kit. Are you ready to show off your smile?

Training course material for US aromatherapy school

Acacia Shittah (Acacia Arabica)

Out of over 1300 varieties of Acacia, this species refers to the Shittah tree – the wood of which was used to build the Tabernacle and the Ark of the Covenant. Some believe this Acacia tree was the ‘burning bush’ used by God to communicate with Moses. It is also known by the name of Acacia Arabica, Acacia Nilotica or Mimosa Arabica, among others.

- Country of Origin: Africa and the Middle East
- Extraction Method: Solvent Extraction
- Plant Parts: Flowers
- Botanical Family: Fabaceae
- Chemical Families: Contains menthol and limonene
- Aroma: Sweet, woody, balsamic, floral scent
- Blends Well With: Lavender, ylang ylang, citronella, frankincense, orange, cassia
- Note: Base

Precautions

- Avoid during pregnancy

Application

May be diffused, inhaled or applied topically to the affected area.

History

The name Acacia originates from the Greek term “akis”, which means “sharp point”, after its typically thorny nature. There are hundreds of varieties of Acacia within the Fabaceae family. The Acacia tree referred to in the Bible is thought to be Acacia Arabica – also known as the Shittah tree or Acacia Nilotica – which is native to Africa and the Holy Land.

All parts of this medium-sized tree are traditionally used for healing purposes in Ayurvedic medicine. The essential oil is usually produced from the flowers of the plant by solvent extraction. Its base-note scent is deep, woody, balsamic and floral, which blends well with oils such as lavender, ylang ylang, citronella, frankincense, orange and cassia.

Acacia Arabica has antiseptic, antimicrobial, antiviral, demulcent and astringent properties, which make it useful for treating skin conditions and infections. It is also thought to be an aphrodisiac, due to its stimulating and energizing effects. Acacia is also an antioxidant, anti-diarrheal and anti-inflammatory agent.

In ancient India, Acacia was used as a tonic for digestive complaints, inflammation, toothache and skin problems. Throughout history, herbalists have used Acacia to cure a range of disorders from respiratory conditions – such as coughs, colds and pneumonia – to parasitic worms, skin diseases, diarrhea, intestinal pains and tooth decay. It was also used to treat urinary tract infections, leucorrhoea and gonorrhoea. In South America, the bark and root of the Acacia tree is traditionally made into a psychoactive drink.

Sales copy for Canadian skincare brand

Acne is a common skin condition, which is thought to affect around 8 out of 10 people at some point during their lifetime. Far from being limited to teenagers, some degree of acne is estimated to affect as many as half of all adults – and its prevalence is on the rise.

If you're suffering with acne, you'll understand how it takes its toll on your appearance and self-esteem.

Luckily, DermaMed – the leading manufacturer of natural therapeutic products in Canada – has formulated a revolutionary skin care product to banish acne once and for all.

DermaMed Acne Prone Gel contains naturally anti-bacterial ingredients that are clinically proven to work on the causes of acne, while soothing and healing the skin.

Unlike most acne treatments, DermaMed Acne Prone Gel won't irritate your skin. The active ingredients are specially selected to fight acne without provoking any negative side-effects or skin damage.

The anti-bacterial power of Viola Tricolour Extract fights the causative Propioni-Bacterium acnes organisms, while the high levels of Vitamin C and bioflavonoids of Rose Hip Oil help to strengthen connective tissues and improve circulation.

With a strong anti-fungal action, Tea Tree Essential Oil actively eradicates the micro-organisms linked to secondary skin infections.

Vitamin A helps to repair the skin from the inside out and minimizes the risk of long-term scarring. As a powerful anti-oxidant, Vitamin E hydrates and fights damage from free radicals, leaving your skin feeling soft, smooth and moisturized.

Naturally astringent and cooling herbs soothe the skin, while pure Aloe Vera Gel diminishes the redness and inflammation associated with acne. Healing nutrients regulate the production of sebum, which helps to unblock clogged pores and evens out the complexion.

For naturally clear skin, simply apply DermaMed Acne Prone Gel to the affected area 3-5 times a day. Unlike some acne treatments, DermaMed Acne Prone Gel can even be applied under make-up. Its unique transdermal delivery system maximizes the absorption of nutrients, allowing the gel to penetrate into the deeper layers of the skin.

Beautifully clear skin can be yours – from just \$10.95 for 15ml, DermaMed Acne Prone Gel is an effective acne solution that's affordable for all. The larger-sized 50ml jar offers exceptional value for money at \$21.50.

Don't let acne hold you back any longer – treat your skin to the care it deserves with DermaMed Acne Prone Gel.

For best results, combine with DermaMed Nutrition for Troubled Skin capsules, which contain all the necessary nutrients to nourish your skin from within.

Blog article for Singapore nail salon

Sizzling Top 7 Summer Fruit Nails

Hello sunshine! Get in the summer mood with this fabulously fruity nail art inspiration. It's the perfect time of year to get colorful and creative with your nails, and you can really have some fun with these adorable fruit designs. From understated chic to eye-popping glamor, we think you'll agree these designs really have the wow factor.

1. @YourNailSalon

Stand out from the crowd with this super-cute watermelon design, combining zesty yellow with eye-catching fruit slices for a look that's simple yet stunningly effective.

2. @FingerGarderNail

Take the citrus theme a step further with this luscious lemon design that's sure to put pep in your step. The combination of golden tips with fruity patterns makes this amazingly versatile for all ages, including kids.

3. @YuNails

Go wild with this spectacular 3D nail design, featuring textured glitter and temptingly tactile slices of lemon. It's an artistic creation that guarantees you'll be stroking your nails all day.

4. @OnlyBeauty

Turn heads with this striking fruity design that looks good enough to eat! A plain white base showcases these exquisite miniature 3D fruits perfectly. You can really let your imagination soar with this one – why not try strawberries or limes, too?

5. @Kimmy

Get the vacay vibe with these cute and quirky designs that are ideal for shorter nails. A stylish ombré orange complements the vibrant fruity patterns to create an overall look that's totally tropical.

6. @NothingNail

Grab a piña colada and head for the beach with these sensational pineapple nails. Beautiful in its simplicity, this design would also work well with other fruits – we'd love to try a pair of cherries!

7. @HeraNail

Trendsetters will love this funky fruit fusion that combines slick typography with vivid colors and dramatic white space. This sizzling summer look is definitely a conversation-starter! Why not try switching up the cities to match your destination?

Content for UK make-up academy

Looking for first-class makeup training in an inspirational setting?

The London MakeUp School is a professional makeup academy based in the heart of London. We offer a wide range of courses that cover every aspect of makeup training - from short taster courses to full makeup artistry training packages.

Our makeup academy is located in Shoreditch, the home of cutting-edge culture and fashion. With creativity around every corner, it's the perfect location to be inspired and fall in love with makeup. Our courses are designed to excite, educate and bring out the best in all our students.

We're passionate about makeup and proud to be recommended by Investors in People for the Best Newcomer Award 2014 and the Excellence in Leadership and Management Award 2014.

With courses starting from just £245 +VAT, there's something for everyone at the London MakeUp School – whether you're planning a career in makeup artistry or just want to brush up on your own skills.

Everyone is welcome – we offer courses to suit all abilities, whether you're a complete beginner or a seasoned professional. Our comprehensive course programme provides everything you'll need to begin your career as a professional makeup artist – from the basics right through to specialist training.

We really want you to get the most out of your training, so you'll be working on live models in every class, rather than practising on each other. You'll be working with premium products, as our makeup academy is supported by brands such as MAC, Bobbi Brown, NARS and Illamasqua.

With a maximum class size of 5, you're guaranteed to receive the highest standard of training. Our courses are led by professional makeup artists who are commercially active and up-to-date with industry trends.

Our fresh, unique approach to learning offers complete flexibility and convenience, with courses available during weekdays, evenings and weekends – so we're confident that you'll find the perfect training course to fit around your lifestyle.

All academy graduates are invited to join our agency database for exclusive opportunities to work in the makeup industry – with top names such as Burberry, Dior, GHD, Virgin and French Connection.

As we're open 51 weeks a year, there are no term-time restrictions and you can choose from a selection of start dates. We'll even run courses on demand if you can't find a course to suit your schedule, so don't hesitate to get in touch if you have any enquiries.

Our reputation for first-class teaching and up-to-date training methods attracts students from all over the country, so it's no wonder that the London MakeUp School is the fastest growing makeup academy in the industry.

Extract from article for aromatherapy website

Why are essential oils everywhere?

In an increasingly health-obsessed society, it is unsurprising that the alternative therapy industry has experienced a surge of popularity. Every day, we are bombarded with scaremongering news stories about the dangers of our toxin-filled, medicated, overweight, stressed-out lifestyles.

Thanks to the internet, a mind-boggling plethora of information is accessible with the click of a mouse. Clearly, this has many advantages. It is now easier than ever to research any given subject, without having to buy books, visit a library or, indeed, even leave your house. Society is undoubtedly enriched by sharing knowledge – as they say, “knowledge is power” – and much of this online information serves to educate, inform, inspire and enhance our lives.

However, the flip-side to this “information superhighway” (as the internet was originally referred to in the 1990s) is that we are now facing information overload from a vast array of conflicting sources – many unregulated, unauthorised or simply untrue. This has resulted in vast swathes of the internet containing health advice that is misleading, inaccurate and, in some cases, downright dangerous. It is almost impossible to go online and NOT stumble across an advert or blog article that makes spurious health claims. The truth is, our obsession with health has created a multi-billion dollar industry. From cure-all remedies to magic weight-loss solutions, the internet is awash with people looking to make a quick buck.

With a growing distrust of modern medicine and so-called “Big Pharma”, we are increasingly turning towards alternative health solutions. A couple of generations ago, aromatherapy had no place in mainstream culture. Like other complementary therapies, it was regarded with a mixture of disdain and confusion. Essential oils were expensive and not readily available to the average consumer. Western society had conditioned us to believe that every health complaint necessitated a prescription for pills.

Now, the burgeoning acceptance of alternative remedies has led to a revolution in the way we approach our health and wellbeing. Essential oils are now more affordable and accessible than ever before. You can probably find them in your local supermarket, nestling between the multivitamins and the painkillers. Scientific studies have proven that aromatherapy offers more than just the placebo effect when it comes to improving our physical and mental health. These days, essential oils are commonly touted as a natural method of treating everything from anxiety to arthritis.

One of the biggest factors behind the essential oil revolution has been the emergence of MLM (“Multi Level Marketing”) brands. The industry is dominated by two main players, whose business models are centred around network distribution. As a concept, this is not entirely a bad thing. MLM brands have done a fantastic job in spreading awareness of essential oils and normalizing their use in everyday life. The downside, however, is that this commercialization of essential oils has created a profit-hungry approach to aromatherapy. More effort is devoted to maximizing sales commission than providing accurate advice.

As a result, misinformation proliferates like wildfire around blogs, newsletters and social media sites. One of the selling points of becoming an MLM distributor is that anyone can sign up and begin selling essential oils – therefore, the scope for false information to spread online is not only worrying, but potentially very dangerous. Essential oils are now being touted as “miracle cures” for everything from healing broken bones to curing cancer.

Sales copy for UK skincare brand

PraNaturals Argan Oil

- **NOURISHING** – Packed with skin-loving nutrients, Argan Oil has been used for centuries to naturally soothe, moisturise and restore radiance. Essential omega fatty acids (including oleic acid, linoleic acid and palmitic acid) help to nourish and condition the skin for a smooth, healthy appearance.
- **ORGANIC** – Bursting with natural goodness, PraNaturals Argan Oil has been certified as organic by the Soil Association. Sourced in Morocco, this Argan Oil helps to support local women co-operatives who harvest the kernels of the Argan fruit. Like all PraNaturals products, it has also been certified as vegan-friendly and cruelty-free.
- **100% PURE** – Extracted from the fruit of the Argania Spinosa tree, PraNaturals Argan Oil is 100% pure and contains no artificial ingredients. It has not been diluted or mixed with any other oil. Rich in nourishing Vitamin E and essential fatty acids, this deeply moisturising oil hydrates and conditions the skin to leave it feeling soft and healthy.
- **HEALTHY SKIN** – Renowned for its regenerative properties, Argan Oil has a naturally soothing and moisturising effect on the skin, leaving it feeling supple and nourished. Suitable for all skin types, its luxurious and silky-smooth texture absorbs quickly, making it easy to incorporate into your daily facial skincare routine.
- **HEALTHY HAIR** – Restore a glossy shine by applying a few drops of PraNaturals Argan Oil to deeply condition and repair dry, dull or damaged hair. With a silky finish, it's ideal for taming flyaway hairs or smoothing away frizz and split ends. For a more intensive moisture boost, Argan Oil can be used as an overnight hair mask or leave-in conditioner.

Sourced from local women's co-operatives in Morocco, PraNaturals Pure Argan Oil is extracted from 100% organic kernels from the Argania Spinosa tree. Rich in nourishing omega fatty acids and Vitamin E, this amazingly versatile oil is renowned for its intensively hydrating and rejuvenating effect on the skin and hair.

Treasured for centuries, Argan Oil is prized for its natural ability to soothe, repair and deeply condition all skin types – particularly dry or mature skin. With a smooth consistency, Argan Oil easily absorbs into the skin to leave it feeling soft, healthy and moisturised.

Brimming with natural goodness, this nourishing oil can be used to improve the appearance of your skin, hair and nails. Gently massage into the face and body to soften, moisturise and maintain skin suppleness. Apply as a leave-in conditioner or overnight hair mask for an intensive hydration boost, or lightly comb through dry hair to add shine and tame frizz.

Renowned for its restorative properties, this skin-loving superhero is your secret beauty weapon for a smooth, healthy and radiant complexion. With a hydrating effect, Argan Oil protects against the signs of ageing to promote a more youthful appearance. Ideal for using on the face and body, this naturally pure oil is non-comedogenic and suitable for all skin types, particularly mature, dry and dehydrated skin.

Extract from article for aromatherapy magazine

There is no simple explanation as to why we feel drawn towards certain scents more than others. As aromatherapists, we understand that our olfactory system is closely linked to the limbic system of the brain.

We have a memory-based response to smell. This is why the slightest whiff of something can instantly trigger a vivid emotional reaction. Sometimes, the link is obvious – the smell of sun lotion that reminds you of a summer holiday; the distinctive aftershave of an ex-boyfriend; or the mouth-watering scent of your favourite childhood recipe.

Smells do not just trigger memories, but the emotions attached to those memories. These odour-based recollections can be deeply rooted and difficult to erase. Sometimes a subconscious aversion can stem from a 'forgotten memory' attached to that particular scent.

Our brain registers a greater response the first time we associate a smell with something. This explains why smells often take us back to our childhood, when we first encountered them.

Our perception of smell is highly subjective. Studies have found that the same scent can be interpreted in vastly different ways between people. Our personalized sense of smell is partly due to genetics – such as our perception of the herb coriander (cilantro), which has been linked to variations in the OR6A2 olfactory receptor. It's thought we can have our own individual perception of sensory experiences, known as qualia. As the philosopher Daniel Dennett described, qualia relates to "the ways things seem to us". This can perhaps partly explain why essential oils elicit such different reactions among us. What smells floral to one person can smell urinous to another.

HOW DO WE SMELL?

The human olfaction process is fascinatingly complex. In fact, the exact way we perceive smells is not fully understood and remains a subject of debate. Traditionally, our perception of smell is attributed to the shape theory of molecules, known as the 'lock and key' method. A particular smell triggers a unique combination of our olfactory receptors and transmits this signal to the brain with a message – such as "this is the smell of coffee" or "this is the smell of frying bacon". A somewhat controversial alternative theory suggests a quantum effect, based on the vibrational energy of molecules.

THE IMPORTANCE OF SMELL

Scientists have discovered that more of the brain is devoted to processing smells than originally thought. Although often underestimated, smell is our most primal and intuitive sense.

Unlike other senses, smells bypass the thalamus (the 'sensory gatekeeper') and travel directly to the brain. Even without us consciously registering a smell, it sends an immediate signal to our brain – something that has played a vital role in our survival throughout evolution.

Until fairly recently, it was thought that humans could detect around 10,000 different smells. Now, scientists have discovered we can actually identify far more than this – the number is more in the region of 1 trillion! Research has shown that we only utilise a tiny proportion of our olfactory power.

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enquiries:

hello@thewritedirection.co.uk



www.thewritedirection.co.uk