

Fall 2013

# R the Source

A Ross Organic Specialty Sales, Inc. Publication



**Maximum  
Moisturization  
with NEW Mini™**

## Introducing Hyaluronic Acid Mini



By Hayley Hoffman, Technical Sales Support

Hyaluronic Acid is a naturally occurring biopolymer found in the body. The cosmetic industry has long-used Hyaluronic Acid and its varying molecular weights for skin protection, moisturization, desquamation, stimulation, moisture retention and wrinkle filling. We're pleased to announce a brand new, > 95% pure, ultra-low molecular weight Hyaluronic Acid, Dermatein™ HYA Mini - the highest active and most efficient Hyaluronic Acid available in the industry today.

*Why is Hyaluronic Acid so essential to our skin?*

- The presence of Hyaluronic Acid in the dermal layer of the skin is responsible for the thickness and suppleness of the skin as well as light reflectivity for a healthy glow.
- It serves to maintain water balance in the dermis to add support for the skin as a lubricant and shock absorber.
- Aids in the healthy development of undifferentiated cells called fibroblasts that will be producers of collagen, elastin, proteins or proteins making up glycosaminoglycans and complex proteins.
- Helps create an environment in the skin to help evenly distribute melanin, hemoglobin and collagen as they rise to the epidermis.

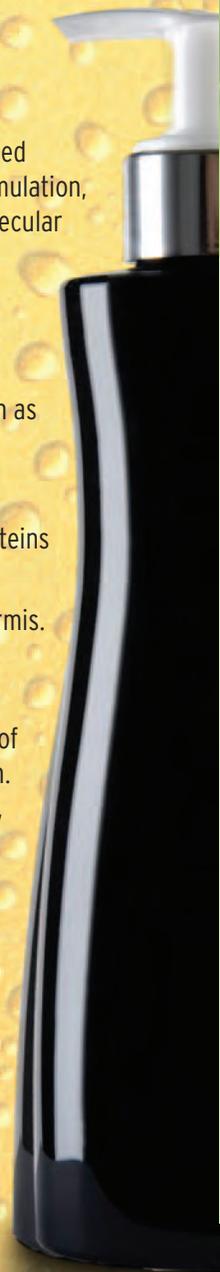
*Why is Hyaluronic Acid Mini the best choice for Hyaluronic Acid?*

- It is important to have a source of Hyaluronic Acid with a low molecular weight that can penetrate into the upper layers of the epidermis for the most effective anti-aging effects, to increase moisturization and assist in the homeostasis of the skin.
- The HA Mini has the smallest molecular weight - 3,000-10,000MW - through a green, enzymatic process that accurately cleaves the molecule for a more precise size and higher purity product compared to regularly hydrolyzed Hyaluronic Acid.
- > 95% Purity compared to 62-67% chemically synthesized Oligo Hyaluronic Acid.
- Studies show increased anti-oxidation activity with the small molecular size of the Hyaluronic Acid mini in pre and post Sun Care treatments.
- Combined at 0.1% with 0.1% High Molecular Weight Hyaluronic Acid in formulation, it significantly increases the moisturization capabilities of the classic Hyaluronic Acid.
- 0.1%-0.5% Use level
- A potential injection-free Hyaluronic Acid due to its ability to penetrate into the epidermis.

*Why should you use Hyaluronic Acid in skin care products?*

Skin Moisturization for a youthful appearance is comprised of two components - 1) Occlusive Ingredients and 2) Humectant Ingredients (Hyaluronic Acid). Occlusive Ingredients decrease trans-epidermal water loss while humectant ingredients hydrate by attracting water to the skin. Skin that lacks in the ability to produce enough Hyaluronic Acid required for water balance in the dermis need a humectant such as Hyaluronic Acid. Together, these two classes of moisturization ingredients create an environment that would optimize and facilitate barrier repair for healthy skin.

For more information or samples of the new Hyaluronic Acid Mini™, please contact me at [hhoffman@rossorg.com](mailto:hhoffman@rossorg.com).



## New Sensiva® PA 40 – Efficient by Design

Like the wings on maple seeds that boost seed dispersal, natural evolution produces organisms uniquely suited for their environment or function. Inspired by this efficiency, schülke has created an antimicrobial stabilizer blend uniquely suited for your leave-on, wet wipe and sensitive formulas.

This synergistic blend combines the antimicrobial activity of phenylpropanol and caprylyl glycol with the boosting and skin care properties of naturally-derived propanediol. The mild moisturizer propanediol improves the skin feel of formulations while enhancing the efficacy of antimicrobial components. The nature-identical fragrance ingredient phenylpropanol acts as an excellent booster for the antimicrobial properties of caprylyl glycol. Additionally, sensiva® PA 40 provides a very faint flowery scent which can mask possible unpleasant odors of other ingredients in formulations.

sensiva® PA 40 is highly effective. Used at levels of 0.5% - 1.5%, sensiva® PA 40 can stabilize cosmetic formulations against typical microbiological contamination.

Please contact [info@rossorg.com](mailto:info@rossorg.com) for samples or further information.

**schülke** -†

## Introducing DuPont Soy Polymers

Ross Organic is pleased to announce that in late summer we entered into a distribution agreement with DuPont to represent their line of naturally derived soy polymers in the western region. The SoBind™ Harmony series of soy polymers are efficient conditioning agents, binders, emulsion stabilizers, and pigment enhancers that bring a multitude of benefits to formulations.

Bill Ross, Founder & Chief Technical Officer of Ross Organic, remarked “We are pleased to introduce new breakthrough technology from DuPont Soy Polymers. These are products which meet our standard for innovative natural performance products”.

The sustainable, functional plant-based polymers have been found to have a variety of interesting applications in personal care. These polymers are made from soybeans, a biodegradable, renewable and sustainable resource. They are an effective and reliable way to improve personal care product sustainability profiles, and were developed as a result of a growing consumer demand for a wider choice of renewable, sustainable and plant-based ingredients.

Please contact Ross Organic for additional information about the new SoBind™ Harmony polymers Please contact your Technical Sales Representative or [info@rossorg.com](mailto:info@rossorg.com).



**Soy Polymers**

## Jason Costa Joins Ross Organic in Technical Sales Role



We are pleased to announce the addition of Jason Costa to the Ross Organic sales team. Costa will cover key accounts in the states of Texas and New Mexico.

Costa holds his Bachelor of Science in Chemistry from the University of North Carolina in Wilmington. He's held research and development positions with Burts Bees, Inc. Steifel, Inc. and most recently Beauticontrol, Inc. As a member of the Society of Cosmetic Chemists, Costa was the recipient of the national Young Scientist Award in 2006.

Please join us as we welcome Jason Costa to the Ross Organic team, [jcosta@rossorg.com](mailto:jcosta@rossorg.com).

## Join us on Twitter & Facebook



In addition to our website which is updated regularly with new product launches and company happenings, you can also find a convenient way to stay informed via our Twitter and Facebook pages. Please follow us on our Twitter account: **@rossorganic** and Facebook: **facebook/rossorganic** for all the latest news.



## Ross Website!!!

If you want to know what is happening at Ross Organic in real-time, check out our website, **[www.rossorg.com](http://www.rossorg.com)**.

We update it weekly with new product launch information and company happenings.



## Ross Organic Receives National Coverage in Chemical Distributor Magazine

Chemical Distributor magazine featured Ross Organic owners Stephanie Leshney, President & CEO and Erin Coulter, COO in the "A Minute With" column. A year ago, the sisters took the over the helm of the business and it has been smooth sailing ever since. The company is on track to have its best revenue year to date.



## Cosmetics Design North America Features Ross Organic Interview

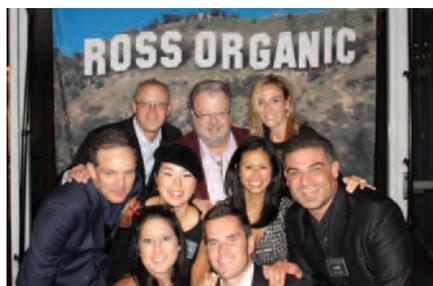
Cosmeticsdesign.com featured an interview with our very own Ali Witwit, Director of Technical Marketing. Ali was interviewed during the CA SCC Suppliers' Day event on September 24th to discuss some of our newest technologies.



Scan with QR Code Reader to watch the interview or visit [rossorg.com](http://rossorg.com)

## Out & About:

Check out what the Ross Organic team has been up to online at [www.rossorg.com](http://www.rossorg.com). Here's a taste of our latest ventures:



A group shot from the photo booth at the company's Hollywood themed party, held the night prior to the September 24th and 25th Suppliers' Day event.



Group shot from "Cowboy Night" at the company's Annual Retreat held this year in Big Bear, CA August 16th - 18th

## ROSS Volunteer Day Highlights

**Hayley Hoffman:** Hayley attended one of six workshops where she will act as a Docent for Young at Art, to instruct an art class utilizing wax as a medium of Abstract Art. Young at Art is a non-profit organization celebrating 31 years of bringing the magic of art and enrichment to nearly 7,000 students. The students have the opportunity to create meaningful art projects through six one-hour sessions learning about various artists, the associated art history and experimenting with a variety of media and techniques. Art brings inspiration and the ability for each student to gain confidence in their own abilities by learning there are no mistakes in art - only happy accidents. Research supports that creating art, helps with brain development.



**Jennifer Hurtikant:** Jennifer spent the afternoon volunteering for Downey's Meals on Wheels program. The program is a volunteer non-profit community service providing home delivered meals to those unable to prepare or obtain adequate nutritious food. Downey Meals On Wheels is dedicated to the following: the disabled, the aged, the chronically or temporarily ill, providing nourishing food at a nominal cost during periods of need. For more information please visit, <http://www.downeymealsonwheels.org/>

## Aaron Peterson

Technical Sales Representative

Where were you born? **Salt Lake City, Utah**

What was your favorite subject in grade school? **English/Reading**

As a child, what did you want to be when you grew up? **A chef**

Favorite Hobbies? **Piano, Baking, Exercising**

Favorite Book? **The Book of Mormon. Book series would have to be The Hunger Games**

Favorite Movie? **LOTR**

Do you collect anything? **No, I love throwing things away**

On the weekend, you will most likely be found...**Running errands with my kids to give my wife some quiet time at home, OR doing some fun things with my kids like riding the Ferris wheel at Scheels**

Word that best describes you. **Consistent or Thorough**

What is the most adventurous thing you've ever done? **Serve as an LDS Missionary (Church of Jesus Christ of Latter-day Saints). This may seem kind of bland, but they stuck a small-town kid in a run-down big city of Connecticut for the first six months at age 19! I couldn't call home, watch TV, go on dates for two years. It was quite an adventure that I will never forget and changed my life forever.**

What was your last vacation? **Went to small town Beaver, Utah to celebrate the state holiday of Pioneer Day which is July, 24th.**

The last time you laughed out loud. **Last night watching Parks and Rec when April told off an intern in a most passive/aggressive manner. It was dynamite.**

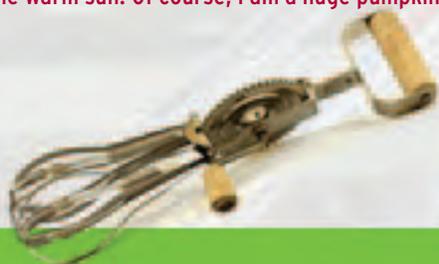
If you could have a super-power what would it be? **More like a super-power combination: I would like the brains and ingenuity of Batman, Michael Weston (Burn Notice) and Jason Bourne (Bourne series) mixed with the adamantium skeleton of Wolverine, and the ability to fly like Superman.**

What is your favorite quote? **I'm not much of a quote person, but if I picked one right now it would be a scripture that I will paraphrase, "Seek first the things of God...." Mathew 6:33**

What are you most proud of? **Besides the fact I work for Ross Organic? ☺ My family, good health, and living in America**

Something most people don't know about you. **I broke both of my wrists at the same time whilst clumsily landing from bailing out of a swing. Ironically, I have never sprained an ankle.**

Favorite thing about the Fall **The Air. I love the smell that comes with the changing leaves and the cool breeze with the warm sun. Of course, I am a huge pumpkin fanatic so baking is a blast this time of year.**



## Find the ROSS Ladybug

Can you find the ROSS Ladybug? It is hiding here somewhere in The Source. Email your answer to [info@rossorg.com](mailto:info@rossorg.com) with subject line "ROSS Newsletter Contest" and you will be eligible to win a special prize (over 50\$ value).

Congratulations to the winner of the Summer Newsletter contest - Serina Tran, Director of R&D, Aware Products, LLC.





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