

Fall 2014

R the Source

A Ross Organic Specialty Sales, Inc. Publication

Oh Baby!

Top Baby
Care
Ingredients
& Formulas

Latest News
& More



Last year there were seven babies born to Ross Organic employees. For a company of 28 that is a big number! When we're not at home changing diapers, we are at work selling ingredients. Therefore, we think we have great insight into the best baby care ingredients. Our team put together a list of our top ten favorite baby care ingredients that are safe, simple and commonly used in baby products today. Fortunately, we have some great "tried and true" ingredients for baby that are natural as well.

Top Ten Baby Care Ingredients

Plantapon TF:	BASF offers this "tear-free" ready-to-use blend that makes it very easy to create a safe baby wash.
Andean Quillaja:	It doesn't get more natural than the Quillaja, a 100% natural surfactant from the Chilean Soap Bark Tree.
Lamesoft PO 65:	Naturally derived from coconut and sunflower oil, this is a high-performance additive that supports moisturization claims in surfactant systems. It can also help improve mildness in a formulation.
Olivem 1000:	An O/W, PEG-free emulsifier from all natural harvested oil. It forms liquid crystal systems and has a soft skin feel.
Beracare BBA:	A 100% natural conditioning active from Beraca. It can be used in detanglers or added to shampoos and body washes for conditioning.
Hydresia SF2:	100% natural emulsifier that is NPA approved and will not disrupt the skin's lipid bilayer or cause irritation.
CP Oat Avenanthramides:	Avenanthramide (AV) is the active ingredient found in oats. With its anti-irritant and anti-oxidant properties, AV is an ideal choice to soothe and protect delicate skin.
Shea Butter:	Tried and true, Shea butter is a favorite for our babies. We offer a certified organic from Hallstar and the Cetiol SB 45 from BASF, which has a high melt point and mimics skin texture.
Cetiol RLF:	A naturally based light emollient that is specially designed for sensitive skin applications.
Z-Cote LSA UC:	Sunscreen is a must - and our favorite for baby is BASF's newest Zinc Dioxide, the version is not coated and is non-nano.

Cover Photo: Max Peterson, Aaron Peterson's son. Photo is courtesy Angel Peterson

Introducing the Cost Contribution Calculator

What is it? A quick and easy tool to calculate a raw material per ounce.

Why use it? This helps formulators make decisions when evaluating the cost impact of raw materials.

How to use it? Visit our website, enter the percentage of use level, enter the cost per kilogram of your raw material and voila, you have the cost per ounce.

rossorg.com >> [Formulas](#) >> [Cost Contribution Calculator](#)



Join us on Twitter, Facebook & LinkedIn



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 social media pages.

Please follow us on Twitter: [@rossorganic](#), Facebook: [facebook/rossorganic](#) & LinkedIn: [company/ross-organic-specialty-sales-inc.](#) for all the latest news.



Coming in November...



Ross will be inviting you to show support of men's health issues including Prostate, Testicular and Mental Health Issues in conjunction with The Movember Foundation. (movember.com)

Details announced soon

Natural Tear Free Baby Wash

This mild body wash is designed to cleanse and soothe delicate skin. The formulation, which includes Plantapon® TF combined with Myritol® 312 for added skin conditioning, achieved tear free certification.

Formulation # US-00813-207C*

Phase	Ingredient	INCI	%	Function
I	Deionized Water	Water	77.30	Diluent
	Natrasol Plus 330CS ¹	Cetyl Hydroxyethylcellulose	0.10	Thickener
	Keltrol CG-SFT ²	Xanthan Gum	1.00	Thickener
II	Plantapon® TF	Decyl Glucoside (and) Polyglyceryl-10 Caprylate/Caprate (and) Coco Glucoside (and) Glyceryl Oleate	19.60	Surfactant Blend
	Myritol® 331	Cocoglycerides	1.50	Emollient
	Sodium Benzoate	Sodium Benzoate	0.20	Preservative
	Citric acid (100%)	Citric Acid	0.30	pH adjustment

Phase I: Mix the Xanthan Gum and Natrasol Plus 330CS with the water while stirring.

Phase II: Add ingredients of Phase II to separate vessel and blend until uniform, then add to Phase I

Phase III: Adjust pH to 4.5 with Citric Acid.

* This formula is to be classified as "harmless" in regards to the possibility of eye irritation in a direct eye contact situation. The claims "no tears" and "no burning in the eyes" were confirmed. - Derma Consult GmbH; Alfter, Germany



BASF Holds Technical Symposium

On September 16th, BASF and Ross Organic held a Technical Symposium at the JW Marriott LeMerigot Hotel in Santa Monica. Topics included The Latest Global Trends Impacting the World of Personal Care, BASF's Backstage Pass to Face Care and Get the Look 2.0, Effect Pigments and the World of Color, BASF's Trends 2016 Program, Latest New Launches for Hair Styling, New Sunscreen Regulations and New Product Offerings, and Market Challenges and BASF Solution.

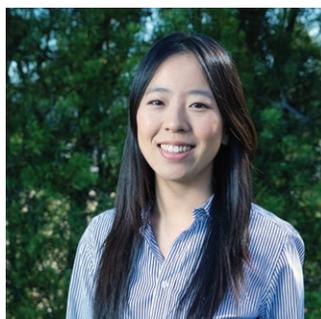
L-R Josef Koester, Director Marketing Home and Personal Care North America, BASF, Stephanie Leshney, President, Ross Organic, Mark Horan, Director of Sales North America, BASF.



Welcome New Ross Employees



Jesse Kreider, Vice President, Strategy & Business Development



Amanda Lee, Junior Chemist



Cheryl Malin, Accounts Payable



Sarah Nguyen, Senior Accountant

BASF Names ROSS Distributor for Effect Pigments Portfolio

Effective October 1st, Ross Organic will distribute the BASF Effect Pigments product range. BASF's broad spectrum of spectacular pigments and special-effect pigments add exceptional consumer appeal and visual impact to color cosmetic formulations. From classic to cutting edge - BASF's wide range of pigments, other ingredients and technology platforms will provide exactly the right solution to help customers to achieve that exceptional effect they are looking for in their products.

"Our decision was based on our commitment to satisfy customer needs by providing the best possible service and optimum product supply capabilities", stated Eduardo Padilla, Director of Corporate Distribution North America, BASF. "We believe that Ross Organic is the ideal partner to fulfill this role. Ross Organic's excellent service, reputation, regional strength and presence, and their highly competent sales force, make them a perfect choice."

"We're excited to now offer customers the complete BASF Personal Care product range," Stephanie Leshney, President & CEO, Ross Organic said. "We look forward to servicing the additional customer requirements."



New Product Alert! The Super Anti-Oxidant – Dermatein® ROS

Dermatein® ROS is BioOrganics most recent addition to its proactive Dermatein® line. Using a signature blend of biologically enhanced natural components to destroy Reactive Oxygen Species damage, this super anti-oxidant is capable of neutralizing harmful free radicals and extending the components of youthful skin. Containing Sea Kelp Bioferment, Astaxanthin, Superoxide Dismutase, Catalase, Glutathion, Thioredoxin, and Glutaredoxin, this heavy duty free radical destroyer will make any skin care product radiate youthful optimism, as well as deliver outstanding results

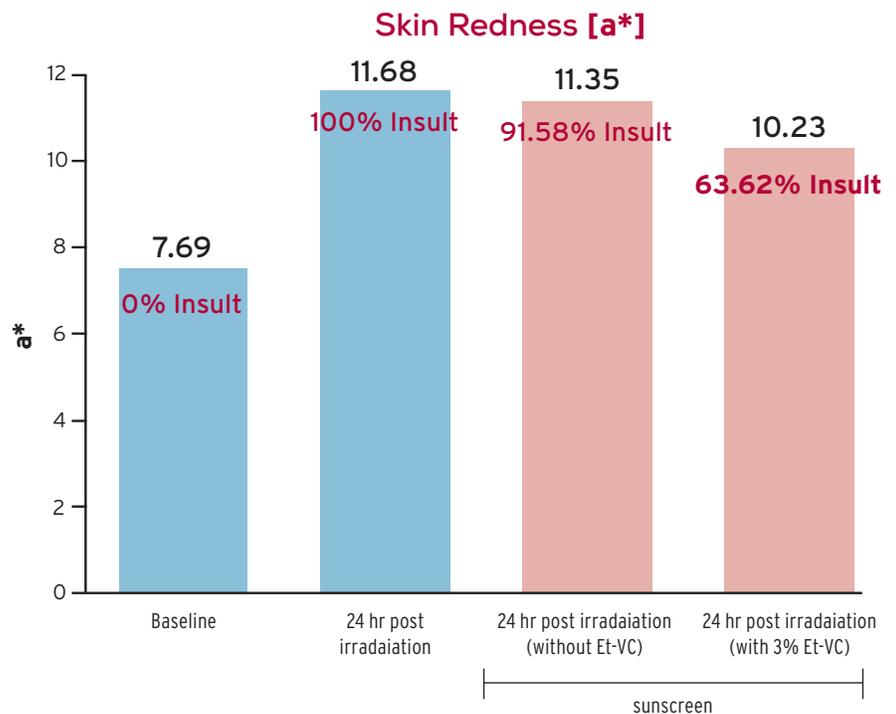


Et-VC™ Breaking News: Sun Protection Synergy

For years, Vitamin C derivatives have paved their way into both whitening and anti-aging markets by being safe and effective active ingredients. Et-VC™ (INCI: 3-O-Ethyl Ascorbic Acid) from Corum is superior to many Vitamin C derivatives, thanks to its improved stability and penetration, along with its outstanding efficacy and multi-functionality.

The latest in-vivo study of 4% Et-VC cream shows excellent result in wrinkle reduction numbers, length and depth. Besides its visible anti-aging benefit on skin surface, Et-VC also demonstrates outstanding synergistic effect in sun protection at 3% Et-VC.

Et-VC is extremely efficacious in skin brightening, age/dark spot reduction, anti-aging, anti-photoaging (DNA protection), anti-inflammatory and sun protection. For further information, please contact ROSS at info@rossorg.com.



ROSS Exhibits at the SWSCC Suppliers' Day Exhibition

Jason Costa, Hayley Hoffman and Jesse Kreider exhibited at the SWSCC show held at the Las Colinas Convention Center on September 25th, 2014.



Photo: L-R Jason Costa, Hayley Hoffman and Jesse Kreider, Ross Organic

Steve Finley

CFO

Where were you born? **St. Louis, MO**

What was your favorite subject in grade school? **History**

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

Favorite Hobbies? **Camping & Kayaking**

Favorite Book? **Civil War Narrative by Shelby Foote**

Favorite Movie? **Ferris Bueller's Day Off**

On the weekend, you will most likely be found... **On a pool deck watching my kids play water polo**

Word that best describes you. **Busy**

What is the most adventurous thing you've ever done? **Moved to California 16 years ago**

What was your last vacation? **Water Polo Junior Olympics - Stanford, CA for 9 days with both kids**

If you could have a super-power what would it be? **Go back in time**

What is your favorite quote? **Know all you tell, but don't tell all you know**

What are you most proud of? **Family**

Something most people don't know about you. **I'm an Eagle Scout**

Favorite thing about Fall: **Leaves turning color and cold temps**



Intelligent Ingredients Whiteboard Videos a Hit!

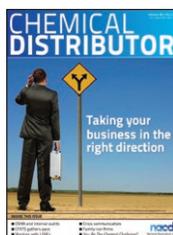
In early September, the Intelligent Ingredient Whiteboard video series launched on our YouTube channel and on the Ross Organic website. Over 300 people tuned in to view the first video. There are now four videos in the series and new ones will continue to be added every other week.

In each video, Ali Witwit, Vice President- Technology, gives a one minute whiteboard instruction explaining why the ingredient was selected and how to use it. Make sure you watch each one to the end... as we've included some fun bloopers to make sure the series was both educational and entertaining!



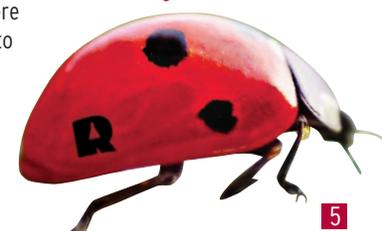
ROSS Highlighted in NACD Magazine

The most recent issue of Chemical Distributor magazine contained an article, "A Seamless Transition" in which Ross Organic was interviewed and highlighted.



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 with subject line "ROSS Newsletter Contest" and you will be eligible to win a special prize (over \$50 value).





Ross Organic
 9770 Bell Ranch Drive
 Santa Fe Springs, California
 90670

Create Fashionable, Fresh, Cutting-edge Formulas



Surfactants, Emulsifiers,
 Polymers, Emollients & UV filters



Natural Butters, Oils, Exfoliators,
 Bio-Actives



100% Natural Surfactants



Natural Active Ingredients



B&T Olive Oil based ingredients,
 BioChemica Butters & Oils &
 Photostabilizers



High Quality Active Ingredients



Natural Emulsifier and
 Delivery Systems



Silicone & Silane Specialties



Sarcosinate Surfactants for
 Enhanced Performance



GEM® Technology



Benzoyl Peroxide, Salicylic
 Acid & Specialties



NATURE EXPANDED
 Active Plant Cells



Bio-Active oils, Extracts, Butters,
 Scrubs & Actives from the Amazon



Active Ingredients &
 Innovative Esters



Global Preservative Blends &
 Alternative Preservatives



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PH: 562.236.5700 • www.rossorg.com