

Introducing
Darrell Zehner

Hallstar Launches
HallBrite® EZ-FLO

Microalgae Derived
Betaine Arrives

Schülke's new
Preservative Blend

Fall 2015

R the Source

A Ross Organic Specialty Sales, Inc. Publication



Come See What's Brewing at Ross

Booth 430 California SCC Suppliers' Day

Supplier's Day 2015

Come See What's Brewing at Ross Organic

The SCC will hold its Suppliers' Day Exhibition at the Long Beach Convention Center October 14th and 15th. With over 300 suppliers exhibiting and highlighting their newest technologies, the event is a must attend for formulators and product development teams.

Ross Organic will once again exhibit alongside our supplier partners and will have plenty of new ingredients and prototypes to try out. Come stop by and meet the newest members of our team, reconnect with old friends and see what's new at Ross Organic. And if that is not enough reason, come by for the best cup of coffee in town.

Visit us at Booth 430!



Passion FOR Beauty

California SCC Suppliers' Day
October 14 - 15, 2015

Show Hours:
Wednesday 9:00 - 5:00 pm
Thursday 9:00 - 3:00 pm



Introducing Darrell Zehner, Director of Sales

We are pleased to welcome Darrell Zehner, Director of Sales, to the Ross Organic team. Darrell spent 24 successful years with Solvay (formerly Rhodia, McIntyre Group), most recently as Global Key Account Manager based in Chicago, IL.

Prior to his Global Key Account role at Solvay, Darrell had served in many capacities, including; Distribution Sales Management, Customer Service Management, Technical Service and R&D.

"Darrell brings with him a wealth of knowledge about our industry and a lifetime of relationships to our team. We are very happy he headed West. His help and leadership will ensure our continued growth, the right way, doing the right things" said Jesse Kreider, VP Sales & Strategy.

Darrell earned a bachelor's degree in Biochemistry from Northern Illinois University and MS in Management from National-Louis University. He's a devout family man, avid Chicago sports fan and is loving the warm California sun.



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.



Use our Tool to Calculate Cost Contribution



Hallstar Launches HallBrite® EZ-FLO

Titanium Dioxide (TiO₂) in dispersions

HallStar's two new titanium dioxide dispersions enables the creation of highly stable, easily pourable dispersions of TiO₂ with tight particle size distribution (average 45 nm) for fluid, smooth lotion consistency with no particle perception and very low whitening effect on skin.

HallStar's newest TiO₂ dispersions allow USA brand owners a flexibility to formulate mineral based sunscreen that was once considered unachievable. With a 20% load of HallBrite® EZ-Flo TDX, formulations can now develop SPF 30, broad-spectrum sunscreens while labeling only 1 UV Filter: Titanium Dioxide 8%. As consumers trends point towards higher preference to lower ingredient concentration and simpler formulas, this new formulation capability will allow formulators to brand their products in an entirely unique way.

HallBrite® EZ-Flo TDX INCI: Butyloctyl Salicylate (and) Titanium Dioxide (and) Dimethicone Crosspolymer (and) Silica (and) Triceteareth-4 Phosphate [proposed]

HallBrite® EZ-Flo TDX Plus Butyloctyl Salicylate (and) Titanium Dioxide (and) C12-15 Alkyl Benzoate (and) Ethylhexyl Methoxycrylene (and) Dimethicone Crosspolymer (and) Silica (and) Triceteareth-4 Phosphate [proposed]

For further information or samples, please contact info@rossorg.com



First Ever Microalgae Derived Betaine Hits the Market

BASF and Solazyme, Inc., a renewable microalgae oil and ingredients company, announce the launch of the first commercial surfactant derived from microalgae oil, a high performance algal betaine for use in home and personal care applications.

Commercialized by BASF under the trade name Dehyton® A0 45, algal betaine is a betaine surfactant made from renewable microalgae oil. The new algal betaine is a high-performance alternative to amidopropyl betaine in products that require rich and gentle foam such as shampoos, liquid soaps, hand dishwashing liquids, and other applications.

"Consumer demand for sustainable and innovative surfactants has increased significantly, particularly in the home and personal care markets," said Josef Koester, Director Marketing Home and Personal Care, Sustainability Care Chemicals, BASF North America. "Combining BASF's chemistry expertise with Solazyme's unique range of renewable microalgae oils allows us to deliver products that meet this demand."

For further information or samples please contact info@rossorg.com

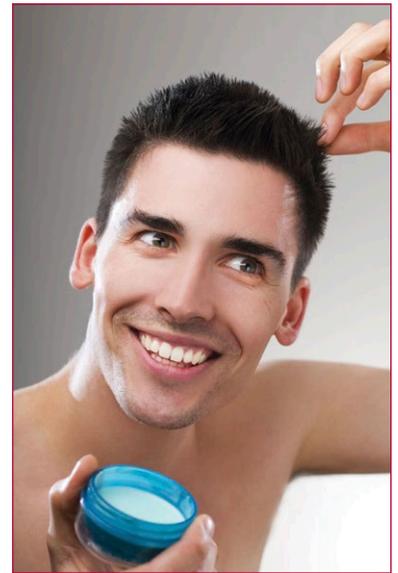


FORMULATIONS

Simple Hair Pomade by Ross Organic

Formulation #AL-063-172-F

Phase	Trade Name	INCI Name	Supplier	%
A	Cremophor A 25	Ceteareth-25	BASF	QS
	Cetiol HE	PEG-7 Glyceryl Cocoate	BASF	1.00
	Cremophor RH 40	PEG-40 Hydrogenated Castor Oil	BASF	2.00
B	Water	Water	-	2.00
	Glycerin	Glycerin	-	1.00
	Zemea Propanediol	Propanediol	Du Pont	1.50
C	Luviskol K 85 CQ Solution	PVP	BASF	5.00
	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	Schulke	0.50
Total				100.00



Procedure:

- 1) Heat A to 85 °C under mixing.
- 2) Heat B to 85 °C.
- 3) Add B to A slowly with sufficient mixing.
- 4) Add C one at a time.
- 5) Pour and fill while the pomade is liquid.

Specifications:

Appearance = translucent, colorless pomade

Approximate price per oz as of 6/30/2015:

\$0.110

schülke's new eco-friendly preservative blend

schülke +

It is schülke's mission to support customers in finding the most suitable preservative for each application. With euxyl® K 903, schülke introduces the newest preservative system meeting the requirements of "natural cosmetic" producers. euxyl® K 903 is based on benzyl alcohol, benzoic acid and dehydroacetic acid, meeting the eco criteria of many customers and certification bodies.

The combination of benzyl alcohol with organic acids in euxyl® K 903 is an extremely effective preservative, yet gentle enough for eye-area products where the reduction of sting potential is important. euxyl® K 903 is also an excellent choice for use in baby wipes and other products, where mildness to the skin is required.

euxyl® K 903 joins euxyl® K 712 in schülke's range of eco-friendly cosmetic preservatives.

For further information or samples, please contact info@rossorg.com.



"Destination: Innovation" Event

On November 10th, Botaneco and Ross Organic will host an interactive and educational seminar on the innovative personal care ingredient, Hydresia® Oleosomes at the Proud Bird LAX.

Hydresia® Oleosomes are a unique, refreshingly authentic ingredient that provide a robust, powerful solution for formulators in the personal care industry. For further information about the seminar, please contact info@rossorg.com.




BOTANECO

Breanne Gonzalez - Customer Service Representative

Where were you born? Whittier, CA

What was your favorite subject in grade school? English

As a child, what did you want to be when you grew up? A journalist, a singer or Julia Child. I was really into imitating her accent. I was strangely good at it when I was around 5 or 6.

Favorite Hobbies? Thrifting & exploring/finding new places to eat or hang out at

Favorite Book? I don't like the confines of singular answers; it's too finite so I'll just share a few at the top of my list: Kitchen Confidential (Anthony Bourdain), The Beautiful Fall (Alicia Drake), Just Kids (Patti Smith & the Harry Potter series

Favorite Movie? Dazed & Confused, Ghost World, Igby Goes Down, Welcome to the Dollhouse & the Harry Potter movies

Do you collect anything? People (as in friends), vintage vinyl's & weird knick knacks I find, I have this vintage bingo set w/ the little contraption that spits out the numbers & the cards, it makes for an intense, high stakes game night

On the weekend, you will most likely be found... At thrift stores buying weird things, at an art show or partaking in gluttonous eating with the people I love & I know won't judge me for it.

Word that best describes you? I don't think anyone can be described in one word; humans are too complex for that but if I had to narrow it down I would probably go with tenacious. My mom says I'm tenacious.

What is the most adventurous thing you've ever done? Living life. Life as a whole is one big advantageous experience & it takes a lot of determination & courage to live it the way you want to

What was your last vacation? Seattle, WA. I'm slowly making attempts at eating everywhere Anthony Bourdain has eaten within the U.S.

The last time you laughed out loud. I don't think I ever stop laughing out loud, it's kind of a weird problem, I guess I just think I'm really funny

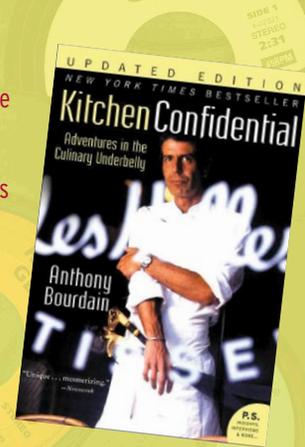
If you could have a super-power what would it be? I would like to fly; it would make traveling internationally less expensive & more convenient. I can't sit through long flights.

What is your favorite quote? I can't choose just one; my affection for words is endless. Top 3:
"History will be kind to me, for I intend to write it" Winston Churchill
"Love me til' my heart stops, love me til' I'm dead" Talking Heads
"I am a traveler of both time & space to be where I have been" Led Zeppelin

What are you most proud of? My family & the people I've surrounded myself with, they are an amazing group of humans.

Something most people don't know about you: I won a few writing awards when I was in grade school & I was in choir from 6th grade all the way until I graduated high school.

Favorite thing about Fall: The crisp air, Halloween, The Mindy Project is back on & the clothes are less revealing so I can eat more & hide it with sweaters.



Intelligent Ingredients™

Did you see the latest Intelligent Ingredient Whiteboard Series starring our VP of Technology, Ali Witwit? Check it out to find out about the best silicone alternatives for skin and hair applications. Make sure you watch all the way to the end so you can see the outtakes!



Scan the QR code to view the Ross YouTube channel or visit: youtube.com/user/rossorganic



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
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 Santa Fe Springs, California
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Create Fashionable, Fresh, Cutting-edge Formulas



Surfactants, Emulsifiers,
 Polymers, Emollients, Actives,
 Effect Pigments & UV filters



Natural Butters, Oils, Exfoliators,
 Bio-Actives



100% Natural Surfactants



Natural Active Ingredients



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



Botanically-derived Ingredients



Natural Emulsifier and
 Delivery Systems



Silicone & Silane Specialties



Sarcosinate Surfactants for
 Enhanced Performance



GEM® Technology



Active Ingredients &
 Innovative Esters



Active Plant Cells



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



Global Preservative Blends &
 Alternative Preservatives



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