

Spring 2012

# R Source

A Ross Organic Specialty Sales, Inc. Publication



## The Evolution of Green

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As we chatted and sipped coffees on the second floor cafe at 2011's In-Cosmetics show, we began to notice two things. First, the coffee was just terrible. Second, looking down over the show floor we were struck by the number of booths below us that were green. Not just green in the Al Gore sense of the word, but literally the color green! Green panels, green carpet, pictures of trees, plants, logos once red, blue or yellow, were now various hues of green. I could be mistaken, but I may have even glimpsed a leprechaun - but honestly, that could have been the caffeine.

In all seriousness, from our vantage point, it seemed that the industry as a whole had not only taken hold of the "natural trend" that started in Europe and California decades ago, but more interestingly were using green to present and promote the notion of "sustainability".

Be they coffee plants, acai plants or even manufacturing plants - the drive towards developing not only "green" but sustainable resources is the prevailing trend in the century's second decade. In anticipation of this year's In-Cosmetics show, there is little doubt that the number of products and companies highlighting their efforts toward sustainable practices will dwarf those in 2011. It is Ross Organic's opinion, one mirrored by countless industry insiders, that the sustainability trend is really not a trend at all, but rather a "movement." While we have all seen fads and trends come and go in this space, the need, if not the requirement to grow, source and manufacture in a sustainable way is no doubt here to stay.

Ross Organic is fortunate to represent several companies who have made notable efforts in the area of sustainability, social efficacy and environmental responsibility. We believe that any movement in the direction of enhanced sustainability, on any scale, should be recognized and noted. While we couldn't capture all of our supplier efforts inside this edition, you will read about the efforts conducted by Beraca Ingredients, Rhodia, a Member of the Solvay Group, Desert King, Schülke, Arizona Chemical and Southern Cross Botanicals.



## Make a Difference

Is sustainability and social responsibility a factor for you when you are creating new products? Even if your company has not embraced sustainability as part of its core values or mission statement, it doesn't mean that you as an individual should not. Prices of sustainably sourced ingredients are competitive as market demand has increased.

Bench chemists and marketers are faced with an awesome challenge to "do the right thing" and select ingredients that are not just good for their formulas, but are good for the world around us.

You can change the world. Make a difference.

## Happy Earth Day!

How will your company celebrate Earth Day this year? At Ross Organic, we will have our first annual Swap Party here in our office. Employees will bring in forgotten and unused household items to swap during the party. It will also serve as a brainstorm session for how we can improve our sustainability and become more eco-friendly as a company. Leftover items will be donated to the Rescue Mission of Los Angeles.



## Newsletter Contest:

### 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 Marie Ardita of Liquid Technologies, winner of the Winter Newsletter Ladybug contest.



## eNewsletter - Sign Up

It's easy to be informed. Sign up for ROSS Organic's "The Informer" eNewsletter by visiting [www.rossorg.com](http://www.rossorg.com)



## Beraca's Biodiversity Enhancement Program

Beraca's work over the past two decades to combat social and environmental issues in Brazil and the greater Amazonian region, the planet's largest natural reserve, is truly exceptional.



In 2000, Beraca devised their Biodiversity Enhancement Program, with the purpose of ensuring sustainability and traceability of Beraca's production of raw materials coming from the Brazilian biodiversity

The company's products are a result of practices that are in strict compliance with eco-sustainable standards. The collection of rainforest raw materials is carried out with the involvement of local inhabitant communities and associations, respecting seasonal variations.

Beraca has become the first Brazilian raw material supplier to participate and be approved as a member of the UEBT (Union for Ethical Bio Trade), reassuring the commitment to the Bio-commerce standards designed by the United Nations. In addition to this honor, Beraca's plethora of awards, certificates and commitments can be found on their website or in the pages of their Personal Care Product Guide.

### Did you know?

A 100% natural, sustainable conditioning agent for hair is available. Beracare® BBA, a source of natural behenic acid derived from Pracaxi fruit oil, has been demonstrated to improve combability in both wet and dry hair. It delivers a smooth, conditioned feel to the hair.

## An Inspirational Visit

In 2011, as part of our Distributor of the Year Award, Beraca invited my colleague and sister, Erin Coulter (Business Manager) and me to travel to Belem and visit the Beraca facilities as well as travel the Amazon River to Marajou Island. We witnessed first-hand one of the organized co-op communities Beraca helped found. The visit was inspirational to us on so many levels (human, business, personal). The take-a-way was an intense feeling of pride to be representing Beraca in the US and an equally intense motivation to further grow the business in the US. By selling Beraca's ingredients, we are part of the greater mission to improve the world around us, and can directly improve the lives of the people we met on Marajou Island.



## Desert King's Devotion

By Lauren Williams, Personal Care & Cosmetics Sales Manager, Desert King International



In 1995 the Catholic University of Chile (PUC) developed a process that allowed the saponin extraction of the entire Quillaja wood and its cortex, obtained from pruning and thinning operations of existing Quillaja forests, eliminating the need for debarking and felling the trees. In a joint venture of PUC with Desert King International, Natural Response S.A. was founded in Chile, where the new extraction method was scaled up and refined, and further adapted to meet special customer demands. In terms of energy recycling the depleted and sun-dried wood chips are the sole source of energy in the extraction process. The water removed from extracts at evaporation stage is also recycled. The new process is an improvement on many levels, allowing all of the bark and wood to be used and preventing the rotting of unused wood. The extraction process also requires energy and resources to be recycled at every stage.

Desert King is now at the point where they can say that they are not only carbon neutral, but actually carbon negative, as the program of planting new trees to replace those lost outweighs the amount of energy used in extraction of Quillaja saponins. For this program of sustainable management Natural Response (Desert King's sister company in Chile) received the Avonni award in 1999 for innovative projects of economic and national interest.

## “Chemistry is our World. Responsibility is the Way”



Rhodia, a Member of the Solvay Group, is another excellent example of a company that is resolutely committed to sustainable development. Their slogan, “Chemistry is our World. Responsibility is the Way”, is a perfect capture of the sentiment and foundation of the international specialty chemical producer.

## Rhodia Way”

The Rhodia Way was deployed in 2007 with an approach that guides the strategic approach and management practices of the entire operation. The Rhodia Way makes the determination to reduce, at every level, the impact and environmental footprint of activities and more generally, social and environmental responsibility an integral part of the managerial process. Each year, targets are set and performance is measured by The Rhodia Way.

Rhodia puts protection of human health and the environment at the very heart of its innovation projects and processes. Before a product is launched, it has passed an in depth analysis of the economic, environmental or carbon footprint life cycle. If the analysis reveals a negative impact, the project is discontinued.

### Sustainable Development in Figures

- 32%** of net sales are generated with products meeting the sustainable development objectives of customers.
- 80%** reduction in greenhouse gas emissions was achieved between 2005 and 2010.
- 42%** reduction in emissions of gases responsible for the acidification of the air was achieved between 2005 and 2010  
Greater than 800 million m<sup>3</sup> of water was recycled.
- 70%** of the waste incinerated by Rhodia was used to generate heat.

### An Example of Sustainable Solutions

#### Rhodapex® ESB-70 NAT

Rhodapex® ESB-70 NAT is a Sodium Laureth Sulfate that is sourced from plants and produced entirely with renewable carbon. Absolutely no carbon of petrochemical origin is used in its production.



## Schülke Reports on Sustainability



Schülke, a leader in the supply of global preservation blends, has made a corporate commitment to sustainability. They have published a sustainability report detailing their activities and progress in their corporate activities. For copies of the report, please contact [info@rossorg.com](mailto:info@rossorg.com).

## Eco-Friendly Southern Cross



Southern Cross Botanicals specializes in the development of new bio-active botanical ingredients. Core to the product offering are Australian native plants such as Tea Tree, Macadamia and Eucalyptus. With over thirty years of experience in all facets of the pharmaceutical, nutraceutical and cosmetic industries, Southern Cross is committed to delivering high quality natural ingredients and bringing real value to customers. Environmentally sustainable plantation management and integration of forest regeneration are basic practices of the business.

## Arizona Chemical - Renewable Resources. Endless Opportunities.™

Tim Dillon and Ali Witwit, Technical Sales Representatives, Ross Organic, visited Arizona Chemical March 7th 2012 to tour the facility, participate in laboratory training and learn more about their range of bio-renewable polymers. Earlier this year, Ross Organic began its representation of Arizona Chemical, the world's leading producer and refiner of pine chemicals.



## Erin E. Coulter

Where were you born? **Fremont, CA**

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

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

Favorite Hobbies? **Baking and Gardening**

Favorite Book? **Anna Karenina**

Favorite Movie? **Beastmaster**

On the weekend, you will most likely be found... **chasing my kids around, Elizabeth 3 and Sheridan 1**

What is the most adventurous thing you've ever done? **Climbing Crough Patrick in Ireland**

What was your last vacation? **Idywilde**

If you could have a super-power what would it be? **A fixer**

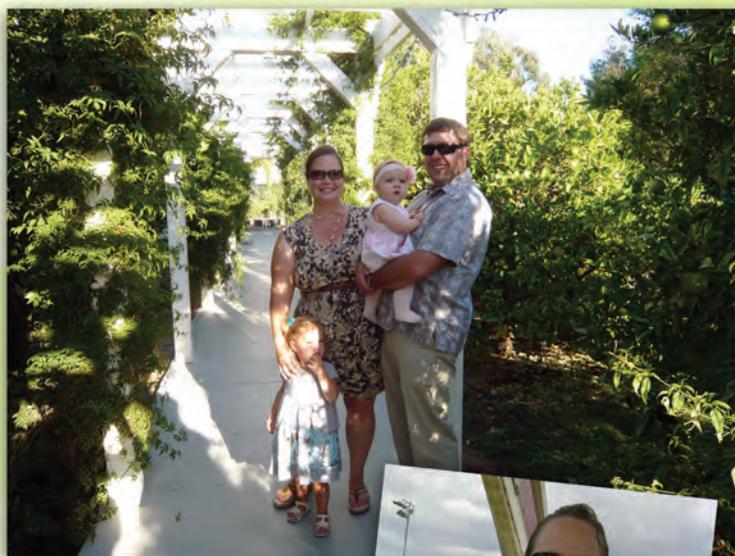
What is your favorite quote? **"Friendship is born at the moment when one person says to another. "What! You too? I thought I was the only one." - C.S. Lewis**

What are you most proud of? **The relationships and connections with others I've made in my life.**

Something most people don't know about you. **I love Science Fiction - books, movies, etc.**

How have you incorporated Sustainability into your life? **Reusing, recycling and tote bags!**

Favorite thing about Spring? **Gardening**



## Sustainable Cosmetics Summit

For the third successive year, Organic Monitor is hosting the North American edition of its Sustainable Cosmetics Summit in New York City. Taking place at the Intercontinental New York Barclay on May 17th-19th, 2012, central themes of this seventh edition are green formulations, marketing & distribution and sustainable packaging.

The major technical issues of formulating green cosmetics (natural & organic) are covered in a dedicated session and interactive workshop. With the use of case studies, the gamut of sustainable packaging options are reviewed. Marketing & distribution innovations are covered in a dedicated session, as well as by a panel of CEOs. As in previous editions, case studies will be given of cosmetic & ingredient companies at the cutting edge of green initiatives

For further information, please visit [www.sustainablecosmeticssummit.com](http://www.sustainablecosmeticssummit.com)

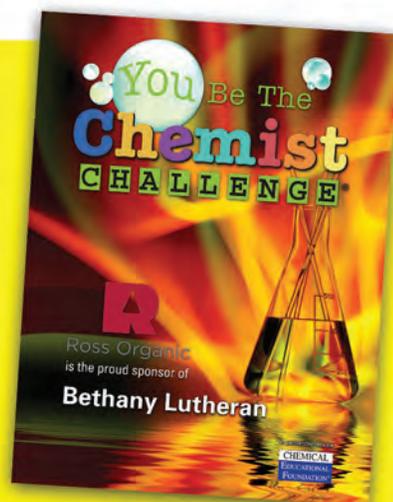


## ROSS SPONSORS LOCAL YBTC AGAIN

Ross Organic is sponsoring Bethany Lutheran School in Long Beach, CA in the You Be the Chemist (YBTC) competition. Why? Because we believe that it's important for young people to experience the fun and excitement of chemistry! The YBTC Challenge competition aims to engage grade 5-8 students in chemistry through a dynamic event that partners members of the chemical industry with schools and organizations in the communities in which we operate.

The top three winners at Bethany Lutheran will advance to the California State YBTC Challenge at the Discovery Science Center in Santa Ana, CA on May 18th where they will compete against winners from the other southern California schools that are participating. The winners of the state competition will compete against winners from across the country at the National YBTC Challenge in Philadelphia on June 24-26.

Students win prizes and certificates at all levels of the competition - and they have a great time showing off their knowledge of chemistry! Stay tuned to our website for further details! For more information, in general, about this great competition visit the CEF web site at [www.chemed.org](http://www.chemed.org).





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