

Spring 2015

R the Source

A Ross Organic Specialty Sales, Inc. Publication



The Beauty of Team Play

The **World Special Olympics** is coming to Los Angeles this summer July 25th - August 2nd and it will be the single biggest sporting event to hit the area since the '84 Olympics. We are thrilled to be presented with a once in a lifetime opportunity to experience and support the games up close.

Ross Organic is excited to announce that we have sponsored an athlete's participation at the games this year! We are also arranging an opportunity for employees to take a day off to volunteer and cheer our athlete on in person!



© Americanspirit | Dreamstime.com - Special Olympics Athletes At Start Line Photo

During the games, athletes discover new strengths, abilities, skills, success and improve health and find joy, confidence and fulfillment -- on the playing field and in life. They inspire people in their communities to open their hearts to a wider world of human talents and potential.

We're looking forward to supporting our athlete and the largest sporting and humanitarian event in the world.

For further information about the 2015 Special Olympics World Summer Games, please visit www.la2015.org/



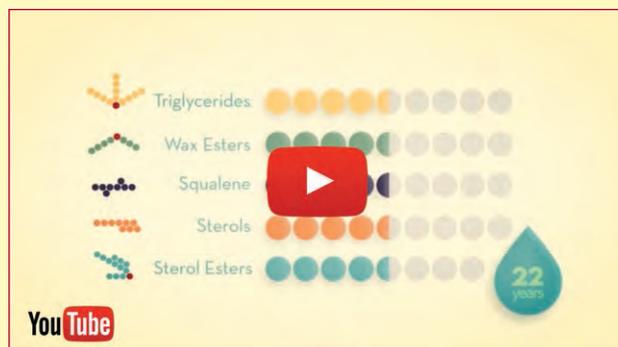
Stanislaw Tokarski © 123RF.COM

Introducing L22

Floratech has launched a new botanically-sourced compound designed to simulate a healthy 22 year old's skin lipids. The product, L22, includes an optimized ratio of lipid types including triglycerides, wax esters, squalene, sterols and sterol esters. Nature placed these lipids at specific ratios and this makes L22 a good platform upon which to build innovative and effective skin care products.



For more information, please visit www.lipids22.com or contact sales@rossorg.com.



Watch the video at www.lipids22.com

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](https://twitter.com/rossorganic), Facebook: [facebook/rossorganic](https://facebook.com/rossorganic) & LinkedIn: company/ross-organic-specialty-sales-inc. for all the latest news.



Use our Tool to Calculate Cost Contribution





AHCare® for Sensitive Skin



AHA's have a long history of use in cosmetics. Cleopatra is said to have bathed in spoiled milk, containing lactic acid. The known benefits of AHA preparations include exfoliation, moisturization, reduction of fine lines and wrinkles, collagen synthesis, firming and skin lightening. A negative side effect of AHA treatment, however, can be a stinging or burning sensation directly after product application, particularly on people with sensitive skin.

In order to get the same effect as from AHA's, but with less possible irritation, Amphoteric Hydroxy acid Complexes were developed. BASF's AHCare are amphoteric hydroxyl complexes, composed of an amino acid, arginine, and either lactic or glycolic acid.

AHCare has been proven to be significantly less irritating than AHA's in clinical studies. The efficacy of AHCare is similar to the efficacy of lactic acid under the same conditions of concentration and pH. For further information, please contact sales@rossorg.com.

Mica on the Mined

Modern effect pigments can trace their history to the 1960s, when muscovite mica was first used in combination with titanium dioxide to create a pearlescent appearance. A naturally abundant mineral, mica is extracted from the ground as a sheet-like rock. It is then ground and classified to the desired sizes appropriate for cosmetics. These resulting particle size fractions are then coated with a variety of cosmetic colorants to create unique appearance effects.



BASF has a nearly 50 year history of innovation using mica as a key component in effect pigments, from the earliest titanium dioxide and iron oxide coated pearlescent pigments, to more modern multi-layer specialty products. Since the 1980s, BASF has sourced high quality muscovite mica from their owned and operated mine in the U.S. Sourcing from their own mica mine in the U.S. offers BASF Care Creations the ability to closely monitor processing and quality, as well as ensuring dependable supply and responsible sourcing to best serve the cosmetics and personal care industries.

BASF's natural mica is sold under the Mearmica® performance mica trade name, while mica-based effect products include Timica®, Flamenco® and Cloisonné® pigments as well as more complex specialty products such as Gemtone®, Duochrome®, Cellini®, MultiReflections™ and Chroma-Lite® colors. For further information, please contact sales@rossorg.com.

Silky Smooth SiQube

SiQube, the latest designer silicone compound from Gelest, is a silky smooth conditioning agent for hair. It boasts the unusual combination of a light, dry feel with substantivity. The SiQube can provide long lasting moisture retention as well as perform anti-static activity.

Please contact sales@rossorg.com for samples or further information.



FORMULATIONS



Moisturizing Shampoo from Botaneco

This formulation, courtesy of our partners at Botaneco, is a cold process, moisturizing, natural shampoo that provides healthy and shiny hair. Based on Plantaren 2000 & 1200 and power-packed with Floraester K-20W, Hydresia™ SF-22 and Beracare ARS Hair System, it's no wonder this is a Ross Organic favorite!

Formulation #BC-35-7

Phase	Ingredients	Wt %
A	Water	QS
B	Glycerin	5.00
	Chondus Crispus (Carrageenan) (Genuvisco CG-131, CP Kelco)	0.40
	Xanthan Gum (Keltrol CG SFT, CP Kelco)	0.80
C	Decyl Glucoside (Plantaren 2000, BASF)	20.00
	Lauryl Glucoside (Plantaren 1200, BASF)	10.00
	Hydrogenated Jojoba Esters (Floraester K-20W, Floratech)	1.25
D	Carthamus Tinctorius (Safflower) Oleosomes + Water (Hydresia™SF2, Botaneco)	5.0
	Passiflora Edulis Seed Oil, Oriza Sativa Rice Bran Oil, Euterpe Oleracea Fruit Oil (Beracare ARS Hair System, Beraca)	1.50
	Fragrance	0.30
E	Hydrolyzed Wheat Protein, Hydrolyzed Wheat Starch (Cropeptide W, Croda)	3.00
	Preservation	QS
Total		100.00



Procedure:

- 1) Premix ingredients of Phase B and add to Phase A under strong agitation. Mix 30 minutes.
- 2) Add ingredients from Phase C in order of appearance. Mix until homogenous. Heating to 40-45°C will accelerate the process. Mix together the ingredients from phase D at 400 rpm for 20 minutes. Add to the batch.
- 3) Add ingredients from Phase E in the order and mixing well between each addition. Mix at 600 - 800 rpm for 20 minutes. Adjust the pH between 4.5 - 5.0.

Snap Shot:

A moisturizing natural shampoo that provides healthy and shiny hair

Specifications:

Viscosity: Brookfield RVF #6 @ 20 rpm: 13000 cps



It's Spring and Look Who's Blooming

Announcing new members to the Ross Organic Team



Jana Holley
Technical Sales Representative



Elsa Harrington
Sales Support Representative



Pamela Stokes
Customer Service Manager



Jim Harrington
Chief Financial Officer

Sales Team Assembles

Our sales team gathered in Park City, UT in early March to help kickoff an exciting, growth-filled year. The entire Ross Organic family is rallying behind this stellar team and rooting for the best year yet!



L-R Elsa Harrington, Jesse Kreider, Jennifer Hurtikant, Ali Witwit, Jason Costa, Aaron Peterson, Jana Holley, Allen Dillon and Robyn Bowlby

Pause... and Paint!

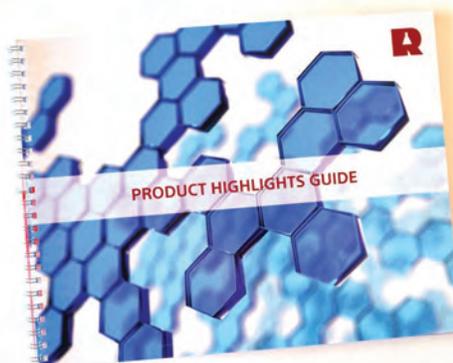
It's been a fast-paced, growth year here at Ross Organic and business is booming. With such growth, it can be hard to stop and smell the roses...so we thought...why not paint the roses?! The Ross Organic team took a "time out" in early February to relax and team-build with a group Paint Party, courtesy of Canvas Paint and Wine, Oh My!



The Ross Organic painting crew February 19th.

New Product Guide

Our Product Highlights Guide for 2015 has recently been published and is available for download on our website. In the guide, products are presented by application and by function, making it easy to locate the right product for your next formulation. To receive a hard copy, please contact sales@rossorg.com.



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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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



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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