

Pore Reduction with
Refine Ginger

Schülke's
euxyl® K900

Awaken Your Inner
Sleeping Beauty

BASF Names Ross
Distributor of the Year



the Source

Spring 2017

A Ross Organic Specialty Sales, Inc. Publication

Beauty in Bloom

Ross Organic
& Azelis Americas
Spring Forward



Ross Organic & Azelis Americas Spring Forward

A Q&A with Stephanie Leshney, President & CEO, Ross Organic



In January, Ross Organic became part of a bigger, stronger family by joining forces with the team at Azelis Americas. After a swift and simple winter of integration, the two companies head into spring ready to blossom. Stephanie Leshney, President & CEO of Ross Organic, helps to shed some light on the deal, what it has meant to the team and what the future looks like (spoiler alert: beauty is blooming!)

What were the factors that went into your decision to sell Ross Organic?

With record consolidation going on in all aspects the industry - at the customer level, the supplier level and the distributor level - it was clear to me that, should we ever be interested in selling, the timing may be right. The Azelis Americas strategy of buying best in class distributors and allowing them to continue to operate independently was one that I felt put our company in the best position moving forward.

What has the new ownership brought to Ross Organic's business?

The partnership with Azelis has immediately given our team the ability to scale far more quickly and gives us the enhanced stability of a larger organization. Beyond that, the beauty of this transaction is that we continue to have the freedom and creativity to run the business as we have always run it. The business continues to operate independently however being part of a larger, stronger family is comforting. I've always liked big families!!

What impact has the new ownership had on the team - both on a practical and personal level?

The only person in the company that has a direct line into Azelis is me. I report to Tim Dooling, President Care & HI&I, Azelis. Both Tim and I are very fortunate in that we have very similar philosophies and approaches to how we lead our teams. Personally, I have found the relationship and partnership to be refreshing and challenging.



Ross Organic Headquarters gets the Azelis logo signage added to the building.

BASF Names Ross Organic Distributor of the Year



At the annual BASF Personal Care Dinner for North American Distribution partners, it was announced that Ross Organic was the Platinum Distributor of the Year award winner for 2016. It was also the first time BASF has ever had the award go to the same company two years in a row.

"I'm really proud of our entire team and want to especially thank Jesse Kreider, head of sales and strategy, because his leadership is a key reason we are in this position two years in a row", remarked Stephanie Leshney, President.

Jesse Kreider added "Being together with such a strong group of Distributor partners in a social setting and being thanked is really nice. While awards aren't necessary, they are certainly appreciated. It feels good for our team to be recognized".



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What operations and employee benefits have changed as a result of the acquisition?

The best companies execute acquisition integrations swiftly and seamlessly. In the case of Azelis and Ross Organic that really meant getting our HR and Finances synchronized in the first 90 days. Being a part of a larger organization is a real positive for our employees, especially when it comes to health care and benefits. The team was quite happy about the HR changes. Our financial management practices were already quite similar so that was another easy transition.

What challenges does new ownership bring?

Before the sale, my sole focus was on the 32 people that I was responsible for. Now, there is someone "above" me who is top of mind as well. The challenge is to make sure everyone is pleased, and in sync. In addition to this, I'm quite focused on making sure our customers and suppliers understand the new partnership, and helping them navigate through the transition.

What new opportunities has Azelis Americas bought Ross Organic?

With Azelis, we have the breadth and scope and the strength of their balance sheet behind us. This could help us expand more rapidly into adjacent lines, take more bets on emerging markets, and further expand our service offering, such as our laboratory capabilities.

Why do you think this has been such a smooth transition?

The combination of strong leadership and a clear and swift strategy for integration have made this transition very smooth. It also comes down to the fact that we had a shared vision from the start. The synergies are very clear. The customer and supplier benefits are very clear. When the ink on the deal was dry, we had essentially already achieved a successful partnership. The trust and clarity was there from the beginning.



(L-R Frank Bergonzi, President & CEO Azelis Americas, Erin Coulter, COO, Ross Organic, Bill Ross, Founder, Ross Organic, Stephanie Leshney, President & CEO, Ross Organic, Tim Dooling, Managing Director, Personal Care & HI&I)

Schulke's euxyl® K 900

Like butterflies assist with pollen dispersal for flowers, euxyl® K 900 contains a multifunctional preservative booster to increase the microbiological stability of your formulations. This new product is a versatile, cost-effective solution for your leave-on, wet wipe and sensitive formulas.

euxyl K 900 contains a common fragrance component that exhibits antimicrobial activity. This activity is boosted by the addition of ethylhexylglycerin. The combination can be used to provide antimicrobial stability to a variety of cosmetic formulations. Challenge tests performed on a variety of cosmetic formulations show euxyl K 900 to be an effective antimicrobial stabilizer at a use level of 0.5-1.1%.

The euxyl K 900 has quickly become a "go to" product at Ross Organic. If you'd like to incorporate euxyl K 900 into your next formulation, please contact your Ross Organic Technical Sales Rep or info@rossorg.com as we may be able to assist with challenge testing.



schulke →

Schulke – Did you Know?

In 1889, the company Schulke & Mayr GmbH was founded by Rudolf Schulke and Julius Mayr in Hamburg. The cornerstone of the company's success was laid with the first branded disinfectant lysol® that brought victory over the cholera epidemic in Hamburg in 1892.

FORMULATIONS Detox Shower Oil

Formulation #R0-016-20-A

	Trade Name	INCI Name	%	Supplier
A	Plantapon AF	mipa-laureth sulfate, laureth-3, laureth-7 citrate	QS	BASF
	Cetiol RLF	caprylyl-caprylate/caprinate	8.50	BASF
	Cetiol OE	dicaprylyl ether	5.00	BASF
	Corum 5014	lauryl/myristyl benzoate	5.00	CORUM
	Floramac 10	ethyl macadamiate	11.00	FLORATECH
	GEM EHP	ethylhexyl palmitate	5.00	EASTMAN
	Campo South Pacific True Monoi Oil	plumeria acutifolia flower extract	3.00	BIOORGANIC CONCEPTS
	Rainforest Acai Oil - Refined	euterpe oleracea fruit oil, tocopherol	2.00	BERACA
B	Eumulgin VL 75	lauryl glucoside, polyglyceryl-2 dipolyhydroxystearate, glycerin	3.00	BASF
	Water	water	10.00	-
	Biocol SCS 100-N	sodium coco sulfate	2.00	BIOORGANIC CONCEPTS
C	Full Detox Eucalyptus (S-CCT)	capric/caprylic triglyceride, eucalyptus punctatata leaf cell extract	1.00	NAOLYS
	Tinogard TL	benzotriazolyl dodecyl p-cresol	0.05	BASF
	Euxyl PE 9010	phenoxyethanol, ethylhexylglycerin	0.50	SCHÜLKE
	BioScent Peppermint Oil	mentha piperita (peppermint) oil	0.40	BIOORGANIC CONCEPTS
	BioScent Eucalyptus Oil	eucalyptus globulus leaf oil	0.20	BIOORGANIC CONCEPTS
	Siddha Medico Indra Neelam Yenai	melia azadirachta leaf extract, azadirachta flower extract, amino-esters-1, coccinia indica leaf extract, solanum melongena (eggplant) fruit extract, aloe barbadensis flower extract, simmondsia chinensis (jojoba) seed oil, ocimum sanctum leaf extract, ocimum basilicum (basil) flower/leaf extract, curcuma longa (turmeric) root extract, corallina officinalis extract	0.06	BIOORGANIC CONCEPTS

SPECIFICATIONS

pH:	5.0-5.5
viscosity:	40-80 cPs (Brookfield LVT, Spindle 2, 12 rpm)
appearance:	transparent, non-viscous liquid
color:	moss green
odor:	characteristic/fresh

FEATURES AT A GLANCE

- #SkinConditioning
- #Fresh
- #NaturallyColored
- #Antioxidant
- #GentleCleansing

PROCEDURE

- 1) Heat A to 45 C under mixing.
- 2) Heat B in a separate tank to 45C under mixing until homogeneous.
- 3) Add B to A. Cool.
- 4) At room temperature, add C one ingredient at a time under mixing.

FEATURES AND BENEFITS

This decadent Detox Shower Oil is rich in emollients to deliver gentle cleansing to the skin. **Plantapon AF**, a soft & mild emulsifier, allows to infuse high amounts of emollients – roughly 40% in this formula – while providing foam. It imparts pleasant skin feel after use & helps to maintain skin moisture balance. The emollients used in this shower oil is also eco-friendly & effective: **Cetiol RLF** is a light, NPA approved ester that is suitable for sensitive skin; **Floramac 10** provides skin feel that is similar to silicones in addition to being naturally derived; **GEM EHP** is an ethylhexyl palmitate that is sustainably manufactured by using enzymes; **Rainforest Acai Oil – Refined** is environmentally friendly as its harvest helps the preservation of native biodiversity in the Amazon. It also contains essential fatty acids (omega 6 & 9) and vitamins A&C, which allows it to act as a strong antioxidant and provide ample moisturization. **Full Detox Eucalyptus**, an extract of whole Eucalyptus leaf cells, helps to detox the skin. The unique moss green color of the shower oil is due to the blend of natural plant extracts – **Siddha Medico Indra Neelam Yenai**.

RELATED FORMULATIONS

BASF – Moisturizing Shower and Bath Oil
BASF – Oil Cleansing Shampoo

BASF – Face Wash with Shea Butter
Floritech – Soothing Bath Oil

View more Formulations
on our website

rossorg.com/formulas



Dermagenist™

Awaken your Inner Sleeping Beauty

Dermagenist™ is a bioactive botanical reviving aged fibroblasts resulting in a strengthened matrix and improved skin firmness. Dermagenist™, an Origanum Majorana leaf extract powder, restores balance to the skin cycle by altering the cells' epigenetic patterns to reverse the signs of aging.

Over time, intrinsic and extrinsic factors cause our skin to turn certain cellular activities on or off, which affects the performance of our cells, their network, and ultimately the appearance of our skin. Through the alteration of age-related epigenetic changes, Dermagenist™ re-activates silenced cellular functionality and restores our fibroblasts' natural ability to produce essential matrix proteins, resulting in a dynamic three-dimensional network. By rejuvenating fibroblast activity and flexibility, matrix interactions are re-activated, firmness and density are restored, and skin is able to regain its youthful appearance.



Allen Dillon - Technical Sales Representative

Where was I born? I was born in Huntington Park, CA. After that, in grade school I lived in the area now known as Paradise Valley, AZ. It was very rural back then, just ranches mostly. We then moved back to CA.

My favorite subject in grade school was... probably recess.

What did you want to be when you grew up? A Veterinarian. While living in Arizona I was exposed to horses and other ranch animals and I thought it would be fun to work with them. Plus my brother and I would try to trap desert animals (lizards, snakes, rabbits, scorpions and tarantulas) for something to do. Not always successful, but it was fun.

Favorite movie: Rob Roy – I appreciated the determination of the main character that Liam Niesen played.

Do I collect anything? I have collected some Western Art. My favorite Western Artist is Jack Terry. I also like to collect Mexican Blankets. Buy one or two every time I go to Mexico. I have quite a few. We stay warm at my house without running the heat in the winter.

On weekends where will you most likely find me: These days most weekends I am attending Swim Meets. I have two club swimmers in my house and they are very good and keep us very busy. I have also coached swimming and currently I officiate swim meets on occasion.

Word that describes me: Humorous

What was the most adventurous thing you have ever done? Well I have not climbed to the peak of any mountain or crossed any sea. I would say for me it was committing to going to Crossfit Training several years ago when I was not sure what it was. I fell in love with it and it enabled me to do many things I thought I could never do.

What was your last vacation? These days I mostly take time off to attend swim meets. Although this past week for spring break we actually went to Knott's Berry Farm, Raced at K1 Kart Racing and enjoyed the beach.

Last time you laughed out loud: Yesterday! I am still living with teenagers and at my age you have to keep your sense of humor about you. Haha!

If I could have a super power what would it be? The ability to time travel. Just think of the orders I would have gotten or will get if I had this ability.

My favorite quote: "I'll be back" Terminator

What are you most proud about? My family, they are all terrific.

Something most people do not know about you: Well probably two things. 1st I played Center position on my High School Basketball team. That doesn't make sense to most since I am only 5'9" barely. 2nd I used to be a Dental Technician. I made dentures, crowns and everything else for dental professionals. They say working with people's mouths will drive you crazy. That's what happened to me. Sorry, what can I say!

My favorite thing about spring: Well it is not the pollen that is for sure. I do like the change to daylight savings time. Gives me more time outside.



Pore Reduction with Refine Ginger

In order for our skin to function and remain healthy, our faces are covered with pores. We have about 300,000 of these openings on the skin's surface, which excrete sebum, sweat and dead skin cells, thereby allowing the skin to "breathe". At their normal size, these pores are barely visible. However, three factors can increase their diameter and make them more noticeable: oily skin type, aging skin and sun exposure which accelerates aging.

To reduce the appearance of pores and create a more uniform complexion, Naolys has introduced Refine Ginger. Refine Ginger acts on both the dermis and the epidermis, at the source of the pores and their general environment, so as to restore smoother, more uniform skin.

Clinical tests demonstrate a matifying effect and reduction in pore size in 28 days with a 0.5% use level. In addition, 80% of women reported tightened pores and 85% of women reported more refined skin texture. In-Vitro tests demonstrate the various pathways that Refine Ginger works within the skin.



NAOLYS
NATURE EXPANDED

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



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



Natural Butters, Oils, Exfoliators,
 Bio-Actives



Natural Emulsifier and
 Delivery Systems



Natural Active Ingredients



Active Ingredients &
 Innovative Esters



Alternative Preservation
 and Multi-functionals



100% Natural Surfactants



Botanically-derived Ingredients



Silicone & Silane Specialties



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



Active Plant Cells



Sarcosinate Surfactants for
 Enhanced Performance



Global Preservative Blends &
 Alternative Preservatives



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