

Summer 2012

# R the Source

A Ross Organic Specialty Sales, Inc. Publication



Thinking  
Beyond  
Betaine

Plus  
Formulas,  
News, &  
Contests

## Thinking Beyond Betaine

Why are Betaines so widely used today? The answer is quite simple - formulator familiarity and pricing. Betaines are a well-known & widely used chemistry. As any company in our technology-driven, marketing-driven consumer "label-reading"- driven industry knows, a reliance on "the old way of doing things" isn't the best strategy when it comes to ingredient selection. Since their introduction to the industry in the 1960's, Betaines have been used in virtually all kinds of cleansing systems from bubble baths & body washes to facial cleansers & shampoos.

When Betaines were first launched, they provided formulators a way to improve the mildness of their surfactant formulations over traditional sulfate systems. The time has come to think beyond technology from the 1960's. We must look towards newer, more efficient technologies and ROSS Organic has just the answer to thinking beyond Betaines: SULTAINES!

Cocoamidopropyl Hydroxysultaines are almost 50% more concentrated than Betaines. They are higher active (50% solids), biodegradable surfactants that are self-preserved. Much like Betaines, they can reduce irritation in surfactant systems. However, Sultaines offer superior foam quality and quantity over Betaines, especially in the presence of soil and hard water. Sultaines are compatible with anionic, cationic and non-ionic and surfactants over a wide pH range. Additionally, they are excellent lime soap dispersants.

### Cocoamidopropyl Hydroxysultaine products

ROSS Organic's partner, Rhodia (Solvay), is the largest producer of Sultaines in the United States, and a major producer globally. Rhodia's Sultaines are marketed under the MACKAM® and MIRATAINE® trade names. Listed below, is a sampling of a few of the products currently offered;

- **MACKAM® CBS 50G:** This is the standard grade recommended as a replacement for Cocamidopropyl Betaine to reduce formulation costs and boost foaming performance. This grade of sultaine is made from coconut oil and contains Glycerin.
- **MACKAM® 50 SB & MIRATAINE® CBS:** These Glycerin free grades of Sultaine are made from a high grade hydrogenated coco fatty acid . Mackam® 50 SB offers the formulator excellent performance with low color and low odor with enhanced viscosity building.
- **Mackam® LSB 50:** This Glycerin free grade of Sultaine is made from high grade Lauric acid. Mackam® LSB 50 provides the highest level of foam enhancement, flash foam and viscosity build, even in presence of soil and hard water conditions.
- **Mackam® LHS:** Lauryl Hydroxy Sultaine is has a multiple cleanser applications, and is ideally suited for acne facial washes.

Sultaines offer many logistical advantages, have a low cost in use, and are recommended for use in virtually any rinse off, cleansing applications where enhanced foaming properties, low irritation, broad pH stability and low color & low odor are required. We have a plethora of starting formulations and formulation tips for the Mackam® and Mirataine® Sultaines.

Please contact your ROSS Technical Sales Representative or [info@rossorg.com](mailto:info@rossorg.com) for further information.



## 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 Myrna Acacio, (R&D Chemist, Vivitone), winner of the Spring 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)



## Transparent Fragrance Stick

A clever alternative to liquid perfume is a fragrance stick. Arizona Chemical has published the formula below to demonstrate the use of the Sylvaclear™ polymers in this application. The Sylvaclear™ polymers help to create a clear, soft gel and long-lasting fragrance stick. The hardness of the stick depends on the concentration of polymer. High fragrance loadings are possible with Sylvaclear™ polymers. Additionally, they can suspend particles or glitter if desired.

No.	Phase	Ingredient	INCI Designation	Supplier	Weight Percent
1	A	FINSOLV® TN	C12-15 Alkyl Benzoate	Innospec	35.00
2	A	SYLVACLEAR® A200V	Ethylenediamine/Hydrogenated Dimer Dilinoleate Copolymer Bis-Di-C14-18 Alkyl Amide	Arizona Chemical	21.00
3	A	SYLVACLEAR® A2614V	Ethylenediamine/Hydrogenated Dimer Dilinoleate Copolymer Bis-Di-C14-18 Alkyl Amide	Arizona Chemical	9.00
4	A	PELEMOL® 89	Ethylhexyl Isononanoate	Phoenix Chemical	31.00
5	B	Fragrance*	Fragrance	Various	4.00
					100.00

### Process Details:

1. Heat phase A to 80°C and agitate until uniform.
2. Cool to 75°C and add phase B.
3. Agitate until uniform while maintaining temperature.
4. Pour into containers at 75°C.

**Note:** Prior to filling, the inside wall and shaft of lip balm tubes should be treated by lightly coating with Dow Corning Fluid 345. Test lip balm tubes before filling to insure they fully extend and return to their lowest position. Fill tubes while in the lowest position. Wait for fragrance stick to come to room temperature before extending from lip balm tube. Recommended tubes are 0.095oz., white polypropylene mini lip balm tubes which can be purchased from SKS Bottle & Pkg. (Stock # 0805-04).

### Properties:

Clear stick with excellent pay-out and fragrance delivery.  
\*Hyacinth fragrance (FN301649) supplied by Ascent Aromatics.

## Clear Gel Air Freshener

This gel air freshener formula slowly and continuously releases fragrance over an approximate time span of one month. This formula is suitable for small spaces at ambient temperatures

No.	Ingredient	CAS Number	Supplier	Weight Percent
1	SYLVGEL™ LP	951153-32-5	Arizona Chemical	50.00
2	Non-polar Fragrance	Mixture	Various	40.00
3	Liponate IPM	110-27-0	LIPO Chemicals	10.00
				100.00

### Process Details:

1. Combine all ingredients.
2. Heat to 75 - 85°C and mix until uniform.
3. Cool to 65 - 75°C and pour into molds.
4. Cover molds to prevent fragrance loss.

### Properties:

Yields clear gel stable up to 60°C.  
Dyes can be added for color.  
Fragrance loading 35-50%. Lifetime of gel is largely determined by the fragrance used.

## Water-Based Air Freshener

This gel air freshener slowly and continuously releases fragrance up to one month. It is suitable for small rooms in homes with ambient temperatures. These gels are surfactant-free.

No.	Ingredient	CAS Number	Supplier	Weight Percent
1	SYLVGEL™ HP5	1093268-37-1	Arizona Chemical	20.00
2	Water	7732-18-5	Local	50.00
3	Polyglycol P-425	25322-69-4	Dow Chemical	20.00
4	Fragrance*		Various	10.00
				100.00

### Process Details:

1. Combine SYLVGEL™ HP5, water and Polypropylene glycol and heat to 75 - 85°C.
2. Mix until uniform.
3. Cool mixture to 65 - 75°C.
4. Heat Fragrance to 55°C.
5. Add Fragrance to mixture. Cover and mix until uniform.
6. Once uniform, pour into molds.
7. Cover molds to prevent fragrance loss.

### Properties:

Yields gel stable up to 40°C.

Lifetime of gel is largely determined by the fragrance used.

\*Fresh and Pure Fragrance from Belmay or Downy Waterlily Jasmine from Wellington Fragrance.

## BB Creams Gaining Popularity

When the Wall Street Journal takes notice of a cosmetic trend, one has to think that it might be a trend worth following. On May 24th, Elizabeth Holmes' article "'Beauty Balm' Makes Quite An Entrance In Makeup Aisle" created quite a buzz within our office and chances are that it did the same in yours. Indeed, BB Creams are taking the USA cosmetic aisle by storm. The craze that started in Asia appears to be officially here. With dozens of brands launching this year, dozens more in the pipeline, and consumer awareness ripening, BB Creams appear to be here to stay.

What makes something a BB Cream? BB stands for "Beauty Balm" or "Blemish Balm" and are basically tinted moisturizers. These products are designed to "do it all" in one easy application. The secret is to formulate a product that will apply easily, feel light, give the skin a dewy appearance and at the same time provide ample coverage like a foundation would. To top it off, often times they are designed to fight acne and provide SPF as well.

Our partner, Saint-Gobain, has published formulations that can help manufacturers get to market quickly in the BB segment.



### Illuminating Finish BB Cream with PUHP500 (SGBBI-500)

A full coverage "honey" colored BB cream with subtle luminosity

Phase	Trade Name	INCI Name	Suppliers	% (w/w)
A	Abil EM90	Cetyl PEG/PPG-10/1 Dimethicone	EVONIK Goldschmidt	2.5
	LAMEFORM® TGI	Polyglyceryl-3 Diisostearate	Cognis	2.0
	LIPONATE TDS	Tridecyl Stearate	LIPO	8.0
	LIPONATE TDTM	Tridecyl Trimellitate	LIPO	2.0
	LIPOVOL GTB	Tribehenin	LIPO	1.5
	Silsoft O34	Caprylyl methicone	Momentive	3.0
	Prinsepia Utilis Royle Extract	Prinsepia Utilis Royle Extract	Sciencoc	7.0
	Magnesium Stearate	Magnesium Stearate		0.5
B	Compounded Foundation Powder (illuminating finish)	CI77891, CI77718, CI77491, CI77492, CI77499, N-Octyltriethoxysilane, Dimethicone	Sciencoc	10.0
	TRÉS BN PUHP500	Boron Nitride	Saint-Gobain Advanced Ceramics	2.0
C	Water			To100
	1, 3-Butylene Glycol			8.0
	MgSO4*7H2O			0.7
	Glycerin			5.0
D	Preservative			q.s.
	Perfume			q.s.

#### Procedure

Heat both phases A and C to 75-80°C

Add phase B to A one by one, stir well and homogenize for 30second

Add phase C to AB slowly under fast stirring (about 500 r/min), then homogenize (about 10000 r/min) for 1 minute.

Cool down to 45°C add phase D

Formulation by Shanghai Sciencoc Biotechnology Ltd.



## HydrePure Retinol

Botaneco has launched a new technology platform using oleosomes as a carrier for oil-soluble active ingredients. The first offering is HydrePure Retinol, an all-natural, exceptionally mild delivery system for retinol offering better stability, extended delivery time, and reduced irritation potential for next-generation mass market anti-aging products. Please contact your ROSS Technical Sales Rep or info@rossorg.com if you would like to be one of the first to receive a sample of the new HydrePure Retinol.



## Natural Finish BB Cream with PUHP500 (SGBBN-500)

A full coverage “honey colored” BB cream with matte finish

Phase	Trade Name	INCI Name	Suppliers	% (w/w)
A	Abil EM90	Cetyl PEG/PPG-10/1 Dimethicone	EVONIK Goldschmidt	2.5
	LAMEFORM® TGI	Polyglyceryl-3 Diisostearate	Cognis	2.0
	LIPONATE TDS	Tridecyl Stearate	LIPO	8.0
	LIPONATE TDTM	Tridecyl Trimellitate	LIPO	2.0
	LIPOVOL GTB	Tribehenin	LIPO	1.5
	Silsoft 034	Caprylyl methicone	Momentive	3.0
	Prinsepia Utilis Royle Extract	Prinsepia Utilis Royle Extract	Sciencoc	7.0
	Magnesium Stearate	Magnesium Stearate		0.5
B	Compounded Foundation Powder (natural finish)	CI 77891, CI 77718, CI 77491, CI 77492, CI 77499, N-Octyltriethoxysilane, Dimethicone	Sciencoc	10.0
	TRÉS BN PUHP500	Boron Nitride	Saint-Gobain Ceramic Materials	2.0
C	Water			To100
	1, 3-Butylene Glycol			8.0
	MgSO4*7H2O			0.7
	Glycerin			5.0
D	Preservative			q.s.
	Perfume			q.s.

### Procedure

Heat both phases A and C to 75-80°C

Add phase B to A one by one, stir well and homogenize for 30 second

Add phase C to AB slowly under fast stirring (about 500 r/min), then homogenize (about 10000 r/min) for 1 minute

Cool down to 45°C add phase D

Formulation by Shanghai Sciencoc Biotechnology Ltd.



## Remarkable Results for Hair Color Fastness

Ceapro Inc., has released results to show that CP Sweet Blue Lupin Peptides (CP SBLP) has remarkable properties in retaining hair color fastness, as well as improving strength and flexibility. Recent tests demonstrate that this Ecocert-certified natural ingredient keeps colour vibrant for up to 30 washes, and is also capable of reinforcing the disulphide bonds in damaged hair maintaining shine and condition.

The tests involved treated two tresses, one with 1% active solution of CP SBLP and the other with water. The tresses were then washed with clarifying shampoo and rinsed with tap water. Each tress was measured for colour intensity in five different places. It was noted the CP SBLP was equivalent to the best synthetic alternatives showing 24% improvement in color control over the water after ten washes, and 13% after thirty.

During the extraction process CP SBLP has been precisely filtered to ensure a narrow range of peptide molecular weights, which ensures no film build up after continuous applications giving the hair a healthy feel.

CP SBLP was also shown to be capable of penetrating the hair thereby increasing shaft strength and flexibility.

In recognition of formulation flexibility, CP SBLP is prepared from a purified protein source with low amino acid activity. This ensures that formulators have an ingredient which exhibits good shelf life and efficacy, as well as being easy to use.

Please contact [info@rossorg.com](mailto:info@rossorg.com) for further information.



## Solution for Oily Skin - Pure Light Chinese Peony from Naolys

Naolys, the industry's premier manufacturer of active plant cells, has launched Pure Light Chinese Peony. The product is designed to rebalance oily skin and for skin conditions related to the overproduction of sebum. The Pure Light Chinese Peony will mattify and balance the skin, especially in the nose and forehead region, (i.e. The "T Zone"). Its function is found in different levels of the epidermis before and after the phenomena of sebum production by the sebaceous glands. It limits the quantity of 5 alpha-reductase, reinforces the water circuit and storing of the epidermis, and limits the release of IL-6 and substance P and improves cell respiration. Due to these activities, the Pure Light Chinese Peony gives skin back its natural balance.

The Pure Light Chinese Peony was clinically studied for its mattifying effect. An emulsion with 0.1% of Pure Light Chinese Peony was prepared. A gloss measurement was conducted on 25 female volunteers (from 20-65 years old) with oily skin (sebum assessment defined). After a single application, and only 10 minutes later shine was reduced. Additionally, the reduction in shine was demonstrated to last 6 hours. After 28 days of the same treatment, a moisturizing effect was clearly demonstrated. Additionally, the sebum rate was measured and reduced.

In addition to the findings above, the Pure Light Chinese Peony was extensively tested in-vitro. The mattifying, cell respiration, soothing, relaxing and moisturizing effects were all demonstrated. Pure Light Chinese Peony would be an ideal choice for color cosmetic or skin care products designed for oily skin.

### About Naolys

Naolys, located in France, is the premier manufacturer of active plant cells. While some manufactures claim to have "plant stem cells", essentially they sell a "weak tea". Naolys provides their clients genuine live active plant cells. ROSS Organic, a marketer and seller of ingredients in the Western USA, is the first company in the United States to offer active plant cells.



## Lucas Meyer Wins Gold

Lucas Meyer Cosmetics won the prestigious innovation award at the In-Cosmetics Barcelona this past April. They won Gold for their two newest active ingredient launches - Adipofill™ and Progeline™

Progeline™, a three amino-acid peptide biomimetic of an Elafin, which helps fight the aging process. Adipofill™, a new anti-aging ingredient derived from vegetable glucose.

Isabelle Lacasse, Lucas Meyer, said "Having been up against some tough competition, we're thrilled to have won this coveted award. It has been a busy year for us, so to receive such recognition is terrific."

The award recognizes the development of a novel active or functional ingredient that demonstrates new benefits to manufacturers and end-users.



## Lucas Meyer Technical Seminar

Lucas Meyer Cosmetics held a technical seminar in Pasadena, CA on June 21st. They unveiled their award-winning active ingredients, Adipofill™ and Progeline™ as well as presented new data on their lecithin-based emulsifiers and delivery systems.



L-R Bill Ross, President, ROSS, Agnes Le Fur, Laboratory Director, Lucas Meyer, Richard Hersey, Director of Sales, ROSS & Alain Beaudette, North America Sales Manager, Lucas Meyer

# EMPLOYEE SPOTLIGHT

## Pam Ward

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? **An artist**

Favorite Hobbies? **Reading, going to concerts, relaxing**

Favorite Book? **Anything by Richard Laymon**

Favorite Movie? **Nightmare on Elm Street 1 & 3**

On the weekend, you will most likely be found... **At home or out somewhere fun with my husband and son**

Word that best describes you. **Loyal**

What is the most adventurous thing you've ever done? **Went to Egypt on my honeymoon**

What was your last vacation? **We took my 1 year old son to Disneyland for the first time!**

The last time you laughed out loud. **This morning**

What is your favorite quote? **"It matters not who you love, where you love, why you love, when you love or how you love, it matters only that you love"**  
*- John Lennon*

What are you most proud of? **My relationships with friends and family and my son Lennon.**

Something most people don't know about you. **I love scary movies.**

Favorite thing about summer. **Playing outside!**



## Summertime at ROSS

In keeping with the ROSS tradition of allowing our employees to observe summer hours, our office and warehouse will be open from 8:00am - 1:00pm on Fridays throughout the summer. We will observe normal business hours Monday through Thursday. The summer hours began Memorial Day weekend and will end Labor Day weekend.



Ross Organic  
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Santa Fe Springs, California  
90670

## Create Fashionable, Fresh, Cutting-edge Formulas

 **ARCLAY**<sup>LLC</sup>  
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Natural Butters, Oils, Exfoliators,  
Bio-Actives

 **Gelest**  
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Silicone & Silane Specialties

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Global Preservative Blends &  
Alternative Preservatives

 **Schill+Seilacher**   
Sarcosinate Surfactants for  
Enhanced Performance

 **LUCASMEYER**  
COSMETICS  
High Quality Active Ingredients

 **BOTANECO**  
THE OLEOSOME COMPANY  
Natural Emulsifier and  
Delivery Systems

 **naolys**  
Active Plant Cells

 **Southern Cross**  
botanicals  
Bio-Active Essential Oils from Australia

 **ZENITECH**  
A FULL SPECTRUM OF VERIFIABLE OPTICS  
Organically Modified  
Polycastor Derivatives  
and Blends

 **CEAPRO**  
Nature Enhancing Life!  
Natural Active Ingredients

 **B&T** COMPANY  
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Olive Oil Based Emulsifiers,  
Surfactants, Emollients & Actives

 **Essential**  
INGREDIENTS  
Benzoyl Peroxide, Salicylic  
Acid & Specialties

 **CORUM**  
Innovation for total solution  
Active Ingredients &  
Innovative Esters

 **Rhodia**  
Rhodia Novocare Personal  
Care Solutions

 **SAINT-GOBAIN**  
CERAMICS  
TRÈS BN® Boron Nitride  
cosmetic powders

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INTERNATIONAL  
100% Natural Surfactants

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