

Spring 2014

R Source

A Ross Organic Specialty Sales, Inc. Publication

Introducing Intelligent Ingredients™ by Ross Organic



Introducing Intelligent Ingredients™ by Ross Organic

Instead of asking what it costs... ask what it saves.

Whether you are in marketing, product development, sourcing or in the laboratory, Intelligent Ingredients® makes it easier for you to make the wisest ingredient choices for your company.

With the largest portfolio of sustainable solutions for our client base, it is only natural that we create a new platform of ingredients appropriately called Intelligent Ingredients™. These are the products that possess the highest "IQ" per se. Intelligent Ingredients™ offer the following core benefits:



Core Benefits of Intelligent Ingredients™

- Sustainable: We define sustainable ingredients as sustainably sourced and sustainably produced.
- Significant Value-Add: These ingredients possess multiple function and performance benefits.
- Solutions-based: These ingredients solve a problem that currently exists in cosmetic and personal care formulas.
- Earth friendly / Biodegradable: These ingredients are environmentally friendly and have biodegradability profiles readily available.
- Natural Sourcing or 100% Natural: All ingredients are either naturally sourced and are a hybrid natural/synthetic or are genuinely 100% natural.
- Consumer Perceptible Benefits: The consumer can tell these ingredients are in the formula through seeing or feeling the difference.
- Claim substantiation data: The promise that these ingredients come power-packed with data to prove their performance - clinical testing (in-vivo, in-vitro and consumer panel testing in some cases)

Intelligent Ingredients™ are simply put, smart choices for cosmetic and personal care marketers, product developers and sourcing specialists.

We invite you to check out the portfolio of products online at www.rossorg.com/intelligent-ingredients



Join us on Twitter & Facebook



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 Twitter and Facebook pages. Please follow us on our Twitter account: **@rossorganic** and Facebook: **facebook/rossorganic** for all the latest news.

Ross Website!!!

If you want to know what is happening at Ross Organic in real-time, check out our website, www.rossorg.com. We update it weekly with new product launch information and company happenings.



New Blooms from our Supplier Network

Spring is in full bloom here at Ross Organic. The products below represent a small snapshot of some of the newest product launches from our supplier partners:



Plantasil® Micro (from BASF) 100% naturally derived, environmentally friendly, easy to formulate, economical alternative to silicone - at a 3% use level, improves wet combing by over 40%!



Lime Pearl™ (from Lucas Meyer) An exfoliating agent extracted from caviar lime, a precious fruit naturally rich in AHA's. By stimulating TRPV3 channels, it offers a new mechanism to gently promote skin exfoliation.



Celluloscrub™ (from Lessonia) A 100% renewable and biodegradable modified cellulose designed to replace Polyethylene beads. With the same high performances as PE beads, cost-effective and is worldwide approved (including China).



Formula Spotlight – Naturally Hydrating Hand Wash

For purely nourished hands, discover Naturally Hydrating Hand Wash. The all-natural formula gently cleanses and replenishes lost moisture.

Trade Name	INCI Name	%	Function
A. Glycerin	Glycerin	3.00	Moisturizer
Rheocare XG* ¹	Xanthan Gum	1.00	Thickener
Deionized Water	Water	q.s.	Diluent
B. Plantapon® LGC sorb ¹	Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside	20.00	Surfactant
Plantapon® ACG HC ¹	Sodium Cocoyl Glutamate	12.00	Surfactant
Lamesoft® PO 65 ¹	Coco-Glucoside (and) Glyceryl Oleate	3.00	Lipid Layer Enhancer
C. Eumulgin® VL 75 ¹	Lauryl Glucoside (and) Polyglyceryl-2 Dipolyhydroxystearate (and) Glycerin	0.76	Emulsifier
Mandrin Ginger Lily M6489 ²	Fragrance	0.24	Fragrance
Preservatives		q.s.	Preservatives
Citric Acid (50% Aqueous Solution)	Citric Acid (and) Water	q.s.	pH Adjuster

Suppliers

1 BASF | 2 Carrubba, Inc.



*Not available in North America

Did you Know?

Global preservative leader, schülke, has offered challenge testing to their customer base for many years. schülke makes it both easy and cost effective to consider switching or moving to one of the increasingly popular schülke preservatives (i.e sensiva® PA 30/40, euxyl® PE 9010). The company does not simply sell preservatives - they help personal care manufacturers launch safe and effective products.



Welcome to Steve Finley, CFO



We are pleased to announce the appointment of Steve Finley as Chief Financial Officer. Finley brings more than 20 years of experience to Ross Organic, including extensive operational and financial experience with global publicly and privately-held companies.

Finley was most recently CFO for Quality Forming LLC, a private equity aerospace manufacturer with \$28 million in revenue and 130 employees. Finley brings additional financial leadership experience from companies including technical furniture manufacturer Russ Basset Corp, a \$25 million technical furniture manufacturer and Parker Hannifin Corp., a 10 billion multi-industry manufacturer where he served as Accounting Manager.

"He is an experienced financial executive with a track record of strategic leadership in both financial and operational roles," said Stephanie Leshney, president and chief executive officer of Ross Organic "His deep leadership experience will be a strong complement to our executive team and further drive our growth."

Hoffman to Sales & Marketing Coordinator

Hayley Hoffman has started in a new role as the company's Sales & Marketing Coordinator. Hoffman will manage the company's inside sales department, support the outside sales team and oversee all marketing activities. Prior to the position, Hoffman was a Ross Organic Technical Sales Representative in Texas. Hoffman's outside sales experience, technical background and her creativity and enthusiasm for the Ross Organic brand made her the perfect fit for this newly created role.



Bowlby to Technical Sales Representative

We are pleased to announce the expansion our sales team with the appointment of Robyn Bowlby to Technical Sales Representative. Bowlby will service clients in the greater Los Angeles area. Previously, Bowlby served as Inside Sales Support, where she was responsible for the company's inside sales territory for over two years. The move to outside sales was a natural progression for Bowlby - her expanded reach will undoubtedly fuel future growth for the company.



For the fourth year in a row, Ross Organic is sponsoring local grammar school, Bethany Lutheran, Long Beach, CA in the national You be The Chemist (YBTC) competition. YBTC is a program created by the Chemical Education Foundation designed to engage grade 5-8 students in chemistry through a dynamic event that partners members of the chemical industry with schools in the communities in which we operate.

The top three winners at Bethany Lutheran advance to the California State YBTC Challenge at the Discovery Science Center in Santa Ana, CA on May 3rd 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 across the country at the National YBTC Challenge in Philadelphia on June 23rd.



Congratulations to Bethany Lutheran's winners pictured L-R, Shadon Brown, Joshua Hicks and Isaac Gonzalez.

Jennifer Hurtikant
Technical Sales Representative

Where were you born? **East L.A. (really, not kidding)**

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

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

Favorite Hobbies? **Traveling, reading, watching TV**

Favorite Book? **The Alchemist**

Favorite Movie? **Celeste and Jesse Forever**

Do you collect anything? **NO, I am the extreme opposite of a collector**

On the weekend, you will most likely be found...**with my family exploring different beaches, museums, parks, plays, etc.**

Word that best describes you. **Determined**

What is the most adventurous thing you've ever done? **Repelled, body rafted, jumped off cliffs and rock climbed through a rain forest in Puerto Rico.**

What was your last vacation? **February 2013 in Playa del Carmen, Mexico**

The last time you laughed out loud. **Everyday...our kids are hilarious**

If you could have a super-power what would it be? **To multi-task more than I already do**

What is your favorite quote? **Live, Laugh, Love**

What are you most proud of? **Excelling in a career that I LOVE!**

Something most people don't know about you. **I was a very adventurous traveler...some adventures include trekking through the rain forest in Puerto Rico, hiking through a cave in Belize to an ancient sacrificial site, driving down the coast of Portugal and staying in fishing villages along the way, swimming with dolphins in the Bahamas, snowboarding all over CA and surfing in Hawaii. Now as a mother, our vacations are not as rigorous...relaxing by the pool is a true vacation.**

Favorite thing about Spring: **I love the longer days that Spring brings!**



ROSS - SPRING TRIVIA CONTEST

Visit the new "Intelligent Ingredients" page on the ROSS website and use the form in the right column to fill in your answer..

QUESTION: "One of the Intelligent Ingredients' manufacturers was recently recognized by the U.S. Environmental Protection Agency (EPA) with the 2014 ENERGY STAR® Partner of the Year - Sustained Excellence Award for continued leadership in superior energy management. Who won the award...and what Intelligent Ingredient do they manufacture?"

Answer the question correctly and you will be in the drawing to win a special prize (over 50\$ value).

www.rossorg.com/intelligent-ingredients





Ross Organic
 9770 Bell Ranch Drive
 Santa Fe Springs, California
 90670

Create Fashionable, Fresh, Cutting-edge Formulas



Surfactants, Emulsifiers,
 Polymers, Emollients & UV filters



Natural Butters, Oils, Exfoliators,
 Bio-Actives



100% Natural Surfactants



Natural Active Ingredients



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



High Quality Active Ingredients



Natural Emulsifier and
 Delivery Systems



Silicone & Silane Specialties



Sarcosinate Surfactants for
 Enhanced Performance



GEM® Technology



Benzoyl Peroxide, Salicylic
 Acid & Specialties



Active Plant Cells



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



Active Ingredients &
 Innovative Esters



Global Preservative Blends &
 Alternative Preservatives



Ross Organic

PH: 562.236.5700 • www.rossorg.com