Winter 2014

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A Ross Organic Specialty Sales, Inc. Publication



BASF Names Ross Organic Exclusive West Coast Distributor

Year in Review

"To Infinity and Beyond", Buzz Lightyear's famous line from Toy Story, conjures up feelings that all things are possible and there are no limits. Who doesn't want to believe that?!

We chose our superhero cover photo two months ago when we used it in an email and print campaign to announce our newfound exclusive distribution relationship with BASF. And now, as we distribute the world's largest most comprehensive personal care product line, we are filled with feelings of infinite possibilities for growth.

You may have heard the story about San Francisco's BatKid last year - the little boy that received his wish to be a superhero for the day from the Make A Wish Foundation. The Foundation, together with city officials, policeman and citizens all worked together to make the little superhero's dream come true and captured the hearts of millions of people around the world. Subsequently, donations to Make A Wish are at an all-time high, which will allow them to reach more children and perhaps raise the bar for what a "wish" might look like moving forward.

As I read about the story, it captured my heart and reminded me of the beauty and innocence of children's imaginations and also reminded me why we, as a company, need to tap into our collective inner-child and keep dreaming big. Successful companies don't see hurdles or limits, or rest on their laurels. Successful companies see boundless opportunities for growth and subscribe to the philosophy that "if you believe it, it will come true".

Looking back at some of 2013's highlights, we experienced another year of solid growth, welcomed three new employees, Stephanie Barnes, Sample Coordinator, Jason Costa, Technical Sales Representative, Ozzie Zavala, Warehouseman and had seven babies born to our employees this year! Out of 27 employees, six had babies in 2013 (yes, that means one had twins). If you plan a visit to our offices in 2014 you may want to avoid drinking out of the water cooler as clearly something is going on!

I want to close by extending our sincerest thanks to our loyal customers, our world-class supplier partners and of course all of our employees for their tireless effort in 2013. The dedication, creativity and perseverance you all show inspires us on a daily basis. Together, we took our business to new heights and made great memories along the way. To infinity and beyond indeed.







BASF Names Ross Organic West Coast Distributor for Care Chemicals Business

BASF Corporation and Ross Organic have entered into an exclusive agreement for the distribution of BASF's personal care business in California, Oregon, Washington, Nevada, Utah, Arizona, Idaho, Montana, and Wyoming. The products that are included in the agreement are:

Arlypon, Avanel®, Bisabolol, Bronidox®, Cegesoft®, Cetiol®, Cibafast®, Comperlan®, Copherol®, Cosmedia®, Covi-ox®, Covitol®, Cremophor®, Cutina®, Dehydol®, Dehymuls®, Dehydon®, Edeta, Emulgade®, Eumulgin®, Euperlan®, Eutanol®, Generol®, Gluadin®, Hispagel, Irgacare®, Irgasan®, Jordapon®, Lameform, Lamepon®, Lamesoft®, Lantrol®, Lantrol®, Luviflex, Luvigel, Luvimer®, Luviguat, Luviset®, Luviskol®, Luvitol, Monomuls, Myritol®, Neutrol®, Nutrilan®, Phytol, Plantacare®, Plantapon®, Plantaren®, Plantasil®, Pluracare®, RetiSTAR®, Rheocare®, Salcare®, Sulfopon®, Texapon®, Tinogard®, Tinosorb®, Tinovis®, Ultrahold®, Uvinul®, and Z-Cote®.

"We look forward to servicing the western region with the BASF product line", said Stephanie Leshney, Ross Organic President & CEO. "It's an honor to be aligned with the largest, most comprehensive specialty ingredients manufacturer in the personal care industry".

"The selection was made based on the distributor's strength in the west coast region as well as its expertise in the personal care market segment. We are very pleased with this new agreement and look forward to working closely with Ross Organic," said Eduardo Padilla, Director Corporate Distribution BASF North America.

Please contact your ROSS Technical Sales Representative or info@rossorg.com for further information.

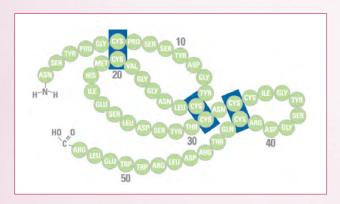


Exclusive to Ross Organic: USA Manufactured EGF & KGF

Epidermal Growth Factors (EGF & KGF) are changing the way we think about Anti-Aging skin & hair care products. Traditional Anti-Aging products have focused on peeling the skin or thinning the skin. The new wave of thinking is just the opposite. Now, instead of peeling the skin, products are designed to regenerate damaged skin and encourage the growth of new healthy cells at a cellular level by activation of cellular proliferation and differentiation, which gives the skin a clearer more youthful complexion.

In order to regenerate and heal skin it is important that the growth factors be identical to human skin. Epidermal Growth Factors are not new but the introduction of highly purified and refined growth factors produced in a USA lab are changing the way that formulators incorporate growth factors into Anti-Aging products.

For information about our Dermatein® EGF and KGF, please contact you ROSS Technical Sales Representative or info@rossorg.com.



EGF Diagram



KGF Diagram

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.

EMPLOYEE SPOTIGHT

Robyn Bowlby Sales Support

Where were you born? Long Beach, California

What were your favorite subjects in grade school? Reading and Science

As a child, what did you want to be when you grew up? Either a wildlife biolog a zoologist

Favorite Hobbies? Reading, dancing, cooking, and yoga

Favorite Book? This is hard! I've enjoyed many but I have to go with J.R.R. Tolkien's "Lord of the Rings", I've read it over 50 times.

Do you collect anything? Books, I suppose - though that's less of a conscious decision and more of a consequence. I'm trying to cut back, though!

On the weekend, you will most likely be found... Rushing to and from various studios, grocery shopping and cooking for the week, curling up with a good book and/or watching a dance performance.

Word that best describes you. Focused

What was your last vacation? I relaxed at home

The last time you laughed out loud. Yesterday

If you could have a super-power what would it be? The abilityto manipulate time. What I couldn't do with my own personal time loop!

What is your favorite quote? "He who fails to plan is planning to fail". - Winston Churchill

Something most people don't know about you. I was homeschooled until high school.

What is your New Year's Resolution? I don't make them. Why wait for New Year's when you can do it now?







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).





Create Fashionable, Fresh, Cutting-edge Formulas



Surfactants, Emulsifiers, Polymers, Emollients & UV filters



Bio-Actives



100% Natural Surfactants











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Innovative Esters



