



the
Source

Fall 2020

Covering the Emerging Skincare Trends



Skin Health, Emerging Trends, & New Product Launches

2020 has shifted our lifestyles which includes our beauty routines. Skin health under masks has become a top concern, and maskne, the irritation and acne caused by the continuous wear of a face covering, has been a breakout search term on Google since the beginning of May. Improving overall health and wellness as well as salon closures have led to self-care and pampering at home.

Clean beauty has become a beauty buzzword as people look for clean labels that translate to transparency and authenticity. The “less is more” trend is growing as we juggle new lifestyles and routines during the pandemic. Clean beauty products also address this minimalistic demand since they have simple, shorter ingredient lists and many can be used for multiple applications.

This newsletter features ingredients and formulation concepts that improve skin health as well as inspiration for the emerging trends in minimalism and clean beauty. We're also excited to announce many new product launches from our supplier partners.



Note: Since we kept this issue digital, we have hyperlinked several of the products and formulations to our website. Click on the links to learn more about the featured ingredients or to request samples.



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Ross Organic


azelis

Flexible Formulas to Meet the Less is More Demand

As people reorganize their lives, more are looking to also reorganize their skincare routine. New trends such as “skip care” and “skin fasting” are creating an interest to give the skin a “break” from using multiple products.

To address the more minimalistic demand to pack multiple claims in one convenient package, BASF designed the “Flexible Formulas” concept. They created 8 chassis formulations that can easily be personalized by mixing and matching multifunctional ingredients based on desired skincare claims and aesthetics. Some examples of multifunctional ingredients include:

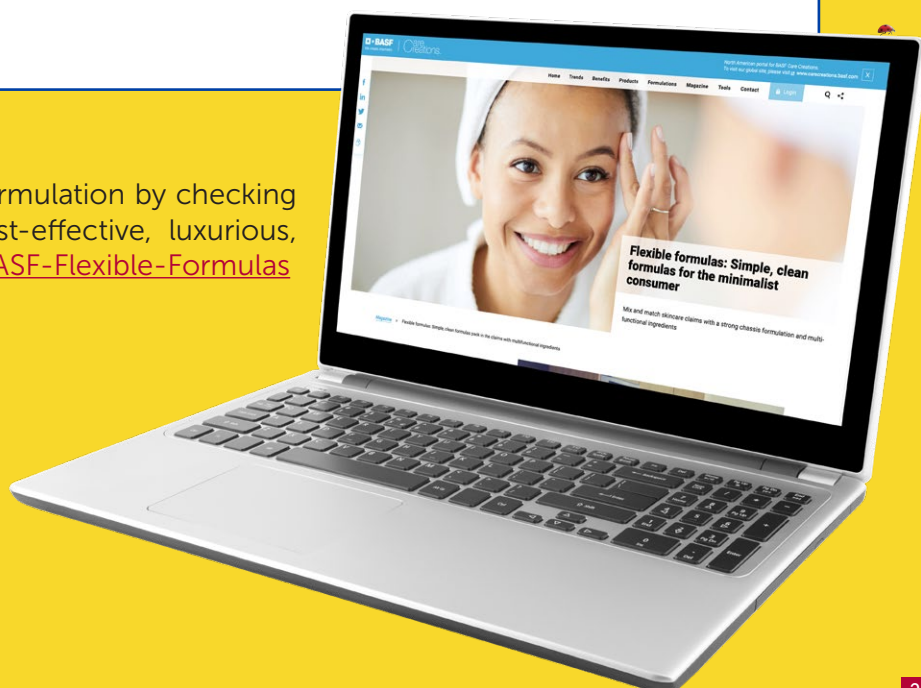
Hydrasensyl® Glucan Green (INCI: Water (and) Beta-Glucan) Purified, crystal-clear solution of a native Beta-Glucan, providing short-term, long-term and persistent hydration, smoothing the skin and quickly reducing erythema. Hydrasensyl Glucan Green merges the beneficial properties of hyaluronic acid and collagen.

Hydagen® 558 P (INCI: Algin) is an algae-based, natural rheology modifier that has demonstrated hydrating effects. In a consumer study, consumers tested the feel of a formula with 1% Algin compared to a formula with 3% glycerin. After 15 minutes, they preferred the algin based formula for hydration, suppleness and radiance.

Cegesoft® VP (INCI: Vegetable Oil (and) Hydrogenated Vegetable Oil (and) Euphorbia Cerifera (Candelilla) Wax|Vegetable Oil (and) Hydrogenated Vegetable Oil (and) Euphorbia Cerifera (Candelilla) Wax) is a COSMOS-approved blend of natural waxes that behaves similarly to petrolatum, offering structure to the formula, smooth consistency and a plush feel.

Plantaren® 818 UP (INCI: Coco-Glucoside) is part of BASF’s market-leading alkyl polyglucoside (APG) surfactants range. It is naturally-derived, has demonstrated mildness for skin and hair and excellent foaming properties.

Get a head start on your next formulation by checking out these naturally derived, cost-effective, luxurious, flexible formulas at <http://bit.ly/BASF-Flexible-Formulas>





Improve & Protect Skin Health Under Masks

People are looking for ways to not only treat, but also prevent the effects of Maskne. The American Academy of Dermatology has addressed skin problems caused by wearing a mask, including irritation that happens behind the ears. Help consumers avoid painful discomfort and restore skin to its healthy state with ingredients that reduce irritation and help protect the skin.

Epi-On™ (INCI: Azelamidopropyl Dimethyl Amine (and) Water (and) Butylene Glycol)

Non-irritating active that helps reduce skin imperfections, does not clog pores, and helps control sebum production. Accelerates skin repair and healing by increasing cell migration, and growth factor secretions resulting in a strengthened skin barrier and reduced inflammation.



Floratech L22® (INCI: Jojoba Oil/Macadamia Seed Oil Esters (and) Squalene (and) Phytosteryl Macadamiate (and) Phytosterols)

L22 is Floratech's patented formula of botanically sourced lipids developed specifically to deliver the skin-lipid profile of a healthy 22-year-old. L22 is composed of a variety of lipid types which are carefully combined in the same ratio as those found on healthy young skin.



CLEAR Oléoactif® (INCI: Camelina Sativa Seed Oil (and) Thymus Vulgaris (Thyme) Flower/Leaf/Stem Extract)

Clear Oléoactif is an active ingredient based on the sustainable use of a French plant called the thyme. Clear Oléoactif is dedicated to blemished and acne-prone skin. It has a clinically proven efficacy on women, men, teenagers and adults.



Beauté by Roquette® SA 130 (INCI: Succinic acid)

A less aggressive alternative to salicylic acid that inhibits bacteria proliferation and helps to maintain healthy skin & restore the pH. Beauté by Roquette® SA 130 is your perfect safe ally for acne-prone and oily skin.



Bix'Activ® (INCI: Maltodextrin (and) Bixa Orellana Seed Extract)

A natural ingredient for matte and refined skin. Obtained from Bixa Orellana seeds through a nature-friendly extraction process, this product helps to decrease sebaceous gland activity, pore size, and skin imperfections while maintaining skin hydration and mattifying the skin.

Watch the
Bix' Activ
Video



Make a Statement with Cloisonné® Vibrant Raspberry

Cloisonné Vibrant Raspberry is a sustainably sourced and traceable natural mica that allows you to express yourself in eye-catching effects and make a bold, conscious living statement. This new effect pigment delivers a unique, chromatic magenta color without carmine or synthetic organic colorants, making it a globally compliant pigment across all applications for face, eye, lip, nail and body. It is fully stable in all cosmetic formulation systems and allows formulators to create applications that do not fade, bleed, or stain in a range of hues for products with clean, natural, and vegan claims.

Distributor of
COLORS & EFFECTS
pigments provided by BASF

**Request a
Product Sample**



Genevieve Lee

Associate marketing manager,
BASF Colors & Effects

In a recent podcast with Cosmetics & Toiletries Magazine, Genevieve Lee from BASF Colors & Effects describes the development and unique benefits of this pigment, along with how it fits many of today's market mandates.

**Listen to the
Podcast**



Safe & Effective Natural Preservatives

schülke ➔

Protect your natural products with natural, clean, green, safe and effective preservatives. Schülke recently launched euxyl® ECO 910 and effisin® LA Natural to add to their wide range of natural preservative options. Both preservatives are EcoCert verified and COSMOS approved.

euxyl® ECO 910 (Benzyl Alcohol Cymbopogon Flexuosus Herb Oil Tocopherol)

An EcoCert verified and COSMOS approved preservative blend with strong broad-spectrum efficacy. It is perfect for certified-natural cosmetics and effective in anionic, cationic and nonionic systems. Its fresh, citrus scent is a bonus for leave-on and rinse-off applications. euxyl® ECO 910 is biodegradable and is effective up to pH 8, well above the pH where of many other natural preservatives lose efficacy.

effisin® LA Natural (Levulinic Acid, Water)

A multifunctional cosmetic ingredient with good bactericidal efficacy in water-based products. It contains a well-known skin conditioning agent and is sourced from non-GMO corn. effisin® LA natural is highly water soluble and biodegradable and can be used to mask unwanted odors of other formulation components.

FORMULATIONS

Hair, Scalp & Skin Power Serum

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Water	Water	QS	—
	Euxyl K 903	Benzyl alcohol (and) Benzoic acid (and) Dehydroacetic acid (and) Tocopherol	1.2	Schülke/Ross
	Karmyn	Carthamus tinctorius (safflower) seed extract	0.5	Botaneco/Ross
	Beauté by Roquette PO 070	Sorbitol	3.0	Roquette/Ross
	Cosmedia Triple C	Polyquaternium-37 (and) Dicaprylyl Carbonate (and) Lauryl Glucoside	2.0	BASF/Ross
	Beracare ARS Body System	Passiflora Edulis Seed Oil (and) Oriza Sativa Rice Bran Oil (and) Euterpe Oleracea Pulp Oil (and) Orbignya Oleifera Seed Oil	2.0	Beraca/Ross
	Floramac 10	Ethyl Macadamiate	3.0	Floratech/Ross
	Hair Oleobooster	Cocos Nucifera Oil (and) Acacia Concinna Fruit Extract (and) Tamarindus Indica Fruit Extract	1.0	Hallstar/Ross
	Healthy Shine Lilac (S-Gly)	Glycerin (and) Syringa Vulgaris (Lilac) Leaf Cell Extract	0.5	Naolys/Ross
	CP Oat Beta Glucan Liquid	Avena Sativa (Oat) Bran Extract, Water, Sodium Benzoate, Potassium Sorbate	1.0	Ceapro/Ross
	Fragrance	Fragrance	0.3	—
	NaOH, 40%	Water and Sodium Hydroxide	QS	—

PROCEDURE

1. Add each ingredient one by one and mix well. Homogenize until smooth and uniform.
2. Adjust the pH with NaOH soln. to 5.0 – 5.5

HOW TO USE

For Hair: Massage onto clean, towel-dried hair before blow drying and styling.

For Skin: Blend a small amount with your favorite moisturizer or apply full strength. Massage a small amount onto clean dry skin until absorbed.

For Scalp: Massage on scalp prior to shampooing.

SPECIFICATIONS

pH @25°C: 5.0 - 5.5
 viscosity @25°C: 20,000 - 70,000 cps
 appearance: Opaque Viscous liquid
 color: off-white

FEATURES AND BENEFITS

Ditch the extra bottles and grab this all-in-one intensive treatment for hair, scalp & skin. This versatile formulation delivers ultimate moisture, nourishment and conditioning power.

FORMULA CLAIMS

- Multifunctional
- Nourishing
- Conditioning

Therapeutic Moisturizer Stick

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Myritol 312	Caprylic/Capric Triglyceride	53.8	BASF/Ross
	Cegesoft VP	Vegetable Oil (and) Hydrogenated Vegetable Oil (and) Euphorbia Cerifera (Candelilla) Wax	10.0	BASF/Ross
	Rain Forest Murumuru Butter Refined	Astrocaryum Murumuru Seed Butter (and) Tocopherol	3.0	Beraca/Ross
	Oliwax LC	Cetyl Palmitate (and) Sorbitan Palmitate (and) Sorbitan Olivatate	5.0	Hallstar/Ross
	Campo Neem Wax NGP200	Neem (Melia Azadirachta Linn.) Seed Oil	15.0	Campo/Ross
	Floraesters 60	Jojoba Esters	7.0	Floratech/Ross
	Floraesters 70	Jojoba Esters	5.0	Floratech/Ross
	Sensiva PA 40	Phenylpropanol (and) Propanediol (and) Caprylyl Glycol (and) Tocopherol	1.0	Schülke/Ross
	Nat. Vanilla Type Flavor VA-22953	Flavor	QS	—

PROCEDURE

Add each ingredient one by one. Heat to 75-80°C. Mix well. Slowly fill into the packaging at around 65°C – 70°C

HOW TO USE

Twist up and apply liberally on face, lips hands or body. Apply anywhere that needs a boost of energy or hydration.

SPECIFICATIONS

appearance: Opaque Stick/
Balm
color: Off-white
odor: Light Vanilla

FEATURES AND BENEFITS

Therapeutic Moisturizer Stick is designed to energize and hydrate tired, dry skin on-the-go. This mess-free, concentrated balm melts on contact with skin and delivers moisture from head to toe. Customize further by adding your favorite active ingredient.

FORMULA CLAIMS

- Hydrate
- Mess-free
- Therapeutic

Company News & Notes

Since we haven't been able to see our customers or get together in the office, we thought we'd share some good news and updates from our sales team over the past few months:



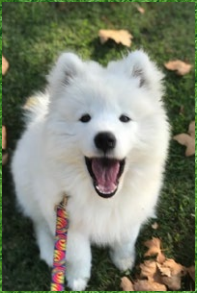
Congratulations to **Kandarpa McGinty** on the birth of her twins Everett and Ramona in July! While we miss seeing her, we've heard that everyone is healthy and that her son is adjusting well to being a big brother.



Despite the pandemic, **Heidi Elrahib** was still able to move forward with her wedding. Her and her husband David tied the knot in September at the beach. We wish them a lifetime of happiness and love!

Puppy Fever at Ross Organic!

Several of our team members have added furry friends to their family during quarantine. Check out the pictures below for all the adorable additions.



Luna (Darrell Zehner): We adopted her from a family in central Wisconsin right after Labor Day. She's almost 3 months old, and of course, eating all the furniture!!



Jack (Tim Murdock): Although it is really hard to tell, he is a Morkie (maltese-yorkie) but has mostly Maltese features. He's such a joy to our family, the kids just love him. He is teething and seriously can't stop chewing on everything. But the pups sure love playing together, wrestling, fighting, destroying shoes and clothing, etc.



Togo (Annie Diep Ngo)



Rumi (Ray Sullivan)

Work Anniversaries:

Congrats to three of our team members who just celebrated their 5-year anniversaries with Ross. Our people are our strength and it's important to us to celebrate their milestones as we grow together.



Darrell Zehner, VP of Sales



Jana Holley, Inside Sales



Pamela Stokes, Customer Service Manager

James Earnest - Technical Sales Representative



Where was I born? Houston, Texas

My favorite subject in grade school was... Math: boy did that change

What did you want to be when your grew up? Captain Kirk

Favorite hobbies: Crossword puzzles, watching football and UFC

Favorite book: Any Nero Wolfe mystery

Favorite movie: Road Warrior

Do I collect anything?: No

On weekends where will you most likely find me: Working out or relaxing at home

Word that describes me: I'll invent one: "half-dork"

What was the most adventurous thing you have ever done? Swam in the Trevi Fountain

What was your last vacation? New York City

Last time you laughed out loud: Something my sister said probably

If I could have a super power what would it be? Flying

My favorite quote: "I'm your Huckleberry"

What are you most proud of? Paying off my student loans!

Something most people do not know about you: I lived in Saudi Arabia when I was a kid

My favorite thing about Fall: #1 it's not hot and #2 Halloween



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).





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Create Fashionable, Fresh, Cutting-edge Formulas



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Botanicals & Actives
from the Amazon



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Campo Research

Natural Botanical
Extracts, Oils, and
Preservatives



Natural Oat-based Active Ingredients



Active Ingredients



Jajoba, Macadamia, and
Sunflower Seed Oil Derived
Botanical Ingredients



Siloxane Hybrid Fluids and Surface
Treated Pigments



Olive-oil Derived Functional
Ingredients, Butters, Oils, Sun Care
Ingredients, and Natural Oil-based
Bioactive Complexes



Natural Exfoliants &
PE Bead Alternatives



Active Plant Cells



Natural Starches, Polyols,
and Multifunctionals



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