

A woman with dark hair tied back, wearing a green jumpsuit, is sitting in a meditative pose on a brown woven rug. Her hands are pressed together in a prayer position (Anjali Mudra) at her chest level, and her eyes are closed. The background shows a bright, airy living room with white walls, several round woven wall hangings, a white sofa with brown and white pillows, and a potted plant on the left.

**the  
Source**

*Winter 2021*

# Quest for Total Wellness



## Quest for Total Wellness

There is no doubt that the pandemic has shifted consumers' beauty and personal care routines. According to a recent Mintel trends report, the concept of total wellness has become integral to beauty routines. As stress and mental health have moved to the forefront of conversation, consumers are looking to their daily self-care routines to provide relaxation and relieve stress. As they look for ways to improve overall wellbeing, they're also looking for ways to feel more connected and valued while making eco-ethical considerations in their beauty purchases. This newsletter highlights several ingredients and formulations to help focus on your overall wellbeing in 2021.

[Check out this article highlighting the trends report >>](#)

*NOTE: This is an Interactive PDF newsletter. Click on the links & buttons to learn more about the featured ingredients or to request samples, etc.*



## A Good Hair Day from Hallstar

**HALLSTAR**  
B E A U T Y

In every global region, economic period and age group, hair care remains an essential aspect of most consumer's beauty routines. Attractive and healthy hair continues to be important in this beauty sector and leaves room for great innovation. Consumers are on an ongoing quest to find the right products to reach their hair goals and they're willing to try multiple shampoos and hair treatments until they find the ultimate solution. Skin health goals are increasingly being adopted into hair care "with popular skin care, sun protection and anti-pollution claims being increasingly featured by hair care players," (Euromonitor International, October 2019).

Hallstar recently created 9 new formulations to provide inspiration for the hair care space. In curating this collection, they focused on key trends such as convenience & multifunctionality, water efficiency, scalp health, and hair-loss protection.

Contact your Ross Organic Technical Sales Representative for samples.

**View the  
Formulations**



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9770 Bell Ranch Drive  
Santa Fe Springs, CA  
90670  
Phone: (562)236-5700  
[info@rossorg.com](mailto:info@rossorg.com)

**R**  
Ross Organic





## Featured New Ingredients

To help in your pursuit of total wellness, we have highlighted some of the latest ingredient launches from our supplier partners that are recommended for self-care and stress-relief.

Contact your Ross Organic Technical Sales Representative for samples or more information!

### Scalposine™ (Glycerin (and) Water (and) Sarcosine)

A new detox ritual for healthy hair and scalp. Scalposine contains a naturally occurring amino acid able to reset the scalp microbial ecosystem. Scalposine effectively aids in the reduction of an oily scalp. It helps to reduce flakes on the scalp and assists in rebalancing the microbiome. In addition, Scalposine aids in the scalp microbiomes fight against stress, pollution, and product build-up. It also provides scalp comfort improvement (both an immediate and a long-lasting effect).



### Beracare CBA (Copaifera Officinalis (Balsam Copaiba) Resin (and) Passiflora Edulis Seed Oil)



Beracare CBA is an ingredient with wellness and de-stressing properties. It promotes various skin benefits such as calming, improved healing activity and providing comfort as a whole. This product can be used as a natural, alternative approach to CBD.

### BIOME Oleoactif® (Simmondsia Chinensis Seed Oil (and) Avena Sativa Kernel Oil (and) Bacillus Ferment)



Balances the skin microbiota and maintains integrity of the epidermal barrier while providing a prebiotic and postbiotic effect. It exhibits moisturizing, restructuring, soothing and emollient properties. It is a fermentation-derived, oil-based active that is produced by a wild extremophile microorganism. It can regulate the skin microbiota and reinforces skin barrier function. BIOME Oléoactif® can be combined with all types of ingredients to create a holistic system that promotes healthy, youthful & beautiful skin.

### Tremel+ HA (Tremella Fuciformis Polysaccharide)



Go further than Hyaluronic Acid with Tremel+HA. Originally from China, the Tremella mushroom, also known as the "snow fungus" is considered a gift of nature. With its translucent color and gelatinous texture, Tremella Fuciformis is traditionally used in Chinese medicine to improve the beauty of women and stimulate the brain. Tremella Fuciformis is used for its antioxidant, anti-aging properties and powerful moisturizing assets which go further than Hyaluronic Acid. This water-soluble powder requires a low use level (0.1%) to significantly improve skin hydration, and also can form a hydrophobic film on both skin & hair.

### InnerRenewal [CC+AA] (Centaurea cyanus callus extract)



New active plant shell based on Cornflower cells delivering vitamin C (1%) to help key skin cells maintain their functions for longer, especially keeping the skin naturally firm. Cornflowers are a wild herbaceous plant that often grows near grains and attracts pollinating insects. Inner Renewal [CC+AA] improves fibroblast function by protecting them from physiological oxidative stress and by stimulating their multiplication. It also relaunches the proliferation of keratinocytes, essential for the skin's density and surface hydration. Use this plant-based active ingredient to help decrease the appearance of wrinkles and fine lines, especially crow's feet.

## Coming Soon from our Lab: SUSTAIN-A-BEAUTY Concept

In response to the increasing popularity of simplicity and holistic health & wellness, our lab is working on SUSTAIN-A-BEAUTY, a concept that includes sustainable formulations with 15 ingredients or less. The prototype kit features three skin care and three hair care formulation bases that can be used alone or customized further. Keep an eye out for updates in the coming months!



| Phase | Trade Name                                 | INCI Name  | Wt, % | Supplier      |
|-------|--|--|-------|---------------|
| A     | DI Water                                   | Water (Aqua)   | 61.80 | —             |
|       | <a href="#">Euxyl PE 9010</a>              | Phenoxyethanol (and) Ethylhexylglycerin  | 1.0   | Schülke/Ross  |
|       | <a href="#">Beauté by Roquette PO 500</a>  | Isosorbide   | 2.0   | Roquette/Ross |
|       | <a href="#">Hydagen 558 P</a>              | Algin  | 0.70  | BASF/Ross     |
|       | <a href="#">Rheocare XGN</a>               | Xanthan gum  | 1.20  | BASF/Ross     |
|       | Glycerin                                   | Glycerin   | 3.0   | —             |
|       | <a href="#">Texapon SFA</a>                | Disodium 2-Sulfolaurate  | 20.0  | BASF/Ross     |
|       | <a href="#">Plantaren 818 UP</a>           | Coco-Glucoside   | 5.0   | BASF/Ross     |
|       | <a href="#">Lamesoft PO 65</a>             | Coco-Glucoside (and) Glyceryl Oleate   | 2.0   | BASF/Ross     |
|       | <a href="#">Lamesoft TM Benz</a>           | Glycol Distearate (and) Coco-Glucoside (and) Glyceryl Oleate (and) Glyceryl Stearate | 3.0   | BASF/Ross     |
|       | <a href="#">Full Spectrum Hemp Extract</a> | Cannabis sativa (hemp) flower/leaf/stem extract                                      | 0.1   | Klersun/Ross  |
|       | Moisture Elixir                            | Fragrance (Perfume)  | 0.2   | —             |
|       | Sodium Hydroxide, 40% solution             | Water and Sodium Hydroxide   | QS    | —             |

### PROCEDURE

1. Add Items 1-6 one by one, mixing well after each addition (premixing Items 4-6 is recommended). Start heating to 65-70°C.
2. Add remaining Phase A ingredients. Mix until uniform.
3. Cool down the batch to <40°C. Add Phase B ingredients one by one in the order listed. Mix until uniform.
4. Adjust the pH to 5.0 – 6.0 using Sodium Hydroxide solution if necessary.

### HOW TO USE

Wet skin, apply small amount to fingers or facial sponge, lather, and rinse thoroughly.

### SPECIFICATIONS

pH: 5.0 – 6.0  
 viscosity: 4,000 – 8,000 cPs  
 (LV 4 @ 30 rpm)  
 appearance: pearlized viscous liquid  
 color: light yellow to off white

### FEATURES AND BENEFITS

Wash up and wind down with Stress-Relief CBD Cleanser. Contains mild cleansers and Full Spectrum Hemp Oil which is known for its ability to calm and relieve skin from environmental stressors. Leave skin feeling healthy and stress-free.

### FORMULA CLAIMS

- Calming
- CBD
- Mild Cleansing

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# Stress-Relief CBD Moisturizer

#RO2102

| Phase | Trade Name  | INCI Name   | Wt, % | Supplier                 |
|-------|---|---|-------|--------------------------|
| A     | DI Water  | Water (Aqua)  | 74.5  | —                        |
|       | <a href="#">Beauté by Roquette PO 070</a>             | Sorbitol  | 3.0   | Roquette/Ross            |
|       | <a href="#">Euxyl K 900</a>                           | Benzyl Alcohol (and) Ethylhexylglycerin (and) Tocopherol                              | 1.0   | Schülke/Ross             |
|       | <a href="#">Beauté by Roquette DS 112</a>             | Starch acetate; Hydroxyethylcellulose; Xanthan gum                                    | 3.0   | Roquette/Ross            |
|       | <a href="#">Olivem VS Feel</a>                        | Cetearyl Alcohol (and) Cetyl Palmitate (and) Sorbitan Palmitate (and) Sorbitan Oleate | 3.0   | Hallstar/Ross            |
|       | <a href="#">Eumulgin SG</a>                           | Sodium Stearoyl Glutamate   | 1.0   | BASF/Ross                |
|       | <a href="#">Cetiol MM</a>                             | Myristyl Myristate  | 3.0   | BASF/Ross                |
|       | <a href="#">Cetiol RLF</a>                            | Caprylyl Caprylate/Caprates   | 3.0   | BASF/Ross                |
|       | <a href="#">Rain Forest Passion Fruit Oil Refined</a> | Passiflora Edulis Seed Oil (and) Tocopherol   | 2.0   | Beraca/Ross              |
|       | <a href="#">Floramac 10</a>                           | Ethyl Macadamiate   | 3.0   | Floratech/Ross           |
|       | <a href="#">CBD Isolate</a>                           | Cannabidiol   | 1.0   | Klersun/Ross             |
|       | <a href="#">Covi-ox T 70 C</a>                        | Tocopherol  | 0.8   | BASF/Ross                |
|       | <a href="#">CP Oat Avenanthramide Extract</a>         | Avena sativa (Oat) Kernel Extract, Water, Glycerin, Potassium Sorbate                 | 1.0   | Ceapro/Ross              |
|       | <a href="#">InnerRenewal [CC+AA] S-Gly</a>            | Glycerin and Centaurea cyanus callus extract  | 0.5   | Naolys/Ross              |
|       | <a href="#">BioScent Lavender 40/42</a>               | Lavandula Angustifolia (Lavender) Oil   | 0.2   | BioOrganic Concepts/Ross |
|       | Citric acid, 50% solution                             | Citric acid and water   | QS    | —                        |

## PROCEDURE

1. Add Phase A ingredients one by one. Mix well after each addition. Heat to 75-80°C.
2. Premix Phase B ingredients. Heat to 75°C. Add to phase A and mix well. Homogenize until smooth and uniform. Slowly cool down.
3. At 40°C, add phase C ingredients one by one. Mix well after each addition.
4. Adjust the pH to 5.0 – 6.0 using Citric Acid solution if necessary.

## HOW TO USE

Use as the last step of your skincare routine. Gently massage onto face and neck day or night

## SPECIFICATIONS

pH: 5.0 – 6.0  
 viscosity: 40,000 – 80,000 cPs  
 (LVT-E 4 @ 6 rpm)  
 appearance: opaque viscous cream  
 color: light yellow to off white

## FEATURES AND BENEFITS

Packed with CBD, lavender oil and emollients to calm and soothe the skin. Stress is melted away and your skin is left feeling soothed and moisturized.

## FORMULA CLAIMS

- CBD
- Natural
- Soothing



# Year of the Ox



February 12, 2021 marks the start of the Year of the Ox according to the traditional Chinese calendar. According to astrology, the Ox represents hard work, positivity, and honesty. While we can all celebrate surviving 2020, we want to look forward to the new year and the opportunities it may bring. Here we have selected a few of our ingredients that tie into these Chinese New Year themes.



### Chione™ Electric Sunset and Chione™ Galactic Gold from BASF Colors & Effects

Red, the color for luck and prosperity, is believed to scare away spirits of bad fortune. Fiery spirit, an intense red featuring Chione™ Electric Sunset SK90D, represents good fortune and happiness. When combined with precious golden sparkles of Chione™ Galactic Gold S232U, it symbolizes wealth. Enjoy the magic of the festival and welcome the Year of the Ox with make-up inspired by the color of good fortune.

BASF created a short video featuring these pigments: [WATCH NOW>>](#)



### Pure Light Chinese Peony from Naolys

The Chinese peony is a famous symbol for peace and prosperity, and traditional Chinese medicine deems that it has so many properties - its roots - that it is one of the most used medicine plants in China. Pure Light Chinese Peony acts on different levels of epidermis before and after the phenomena of sebum surproduction by the sebaceous glands, thereby regulating the main processes involved in hyper seborrhea and helping oily skin to rebalance. This ingredient has clinical efficacy for both a mattifying and hydrating effect on the skin.

**NAOLYS**  
NATURE EXPANDED



## Welcome Jacqueline Tran

Please join us in welcoming Jacqueline Tran to the Ross Organic sales team as Inside Sales Representative!

Jacqueline comes to Ross most recently from HCT Packaging where she worked for 3+ years as their PD Raw Materials Manager. Prior to HCT she worked at Botanx as Lab Manager. Jacqueline has a strong technical background and is eager to learn about the value Ross Organic brings to our customers.

Jacqueline has a love of photography, music & dance and occasionally photographs weddings, plays piano and has some expertise in percussion. She was also a founding member of the Tiger Crane Lion Dance Co, now retired. We are confident that her personality and drive will be a positive addition to our Ross Organic culture.

In the bottom photo, she is wearing a traditional Vietnamese dress called an "Ao Dai" that is worn during special events like Lunar New Year & weddings! [Learn more about Jacqueline on the website >>](#)



## Happy Anniversary Louie Rojas

Happy 10 Year Anniversary at Ross Organic to Louie Rojas! Louie has been an essential part of Ross Organic's success over the past 10 years. As warehouse supervisor, his leadership has helped our team continue to be effective and provide uninterrupted service to our customers while the rest of our team is working remotely during the pandemic. Louie always greets people with a smile and his energy is such a positive addition to our team. He is also someone to watch out for during our holiday baking contest! Congratulations on this milestone and thank you Louie for all you do for Ross!!



## 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).





# Celebrating Our Women in Science

On December 22, 2015, the General Assembly decided to establish an annual International Day to recognize the critical role women and girls play in science and technology. The International Day of Women and Girls in Science, celebrated on February 11th, is implemented by UNESCO and UN-Women, in collaboration with institutions and civil society partners that aim to promote women and girls in science. In honor of this day, we wanted to take a moment to recognize some of our amazing women at Ross and highlight why they decided to pursue careers in STEM.

*"I fell in love with Chemistry because it was a 1,000 piece puzzle that could be made beautiful in many different configurations. That remains the same today – there are many different solutions to one problem and I love finding the best one."*



**Kandarpa McGinty**  
Technical Sales  
Representative



**Emily Tung**  
SHEQ Team Lead

*"It is rare for me to shy away from something new. A profession in STEM has provided me endless opportunities to learn from different perspectives, disrupt outdated routines, and showcase my creativity in solving problems. Anyone can contribute their skills to STEM and I encourage everyone to further explore the sciences regardless of your career path."*



**Daniela Gozalez**  
SHEQ Support

*"I believe what drew me to STEM was the mission of always evolving and working to better the world around us. Science is constantly changing and improving and that has always pushed me to progress with it. I am thankful to be a part of the field's strive for a better future."*



**Annie Diep Ngo**  
Sr. R&D Chemist

*"Everything around us can be explained by chemistry and it's the reason that I joined the STEM field. I love being a formulation chemist and learning how each ingredient works in a cosmetic formula. I also love that my daughter, Katelynn, is interested in science and likes to work with me on experiments at home."*

*"Math and science were always my favorite classes when I was younger, so I always pictured myself working in a lab somewhere. When I got into the personal care industry right after college, I thought it was the coolest job ever to be able to formulate skin and hair care products and then be able to see the final product out in the market. I am very grateful to have gotten into the Personal Care space where I get to work along side so many amazing, smart, and innovative women."*



**Heidi Elrahib**  
Technical Sales  
Representative



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Treated Pigments



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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



Sarcosinate &  
Glutamate Surfactants



Preservatives and  
Multifunctional Additives



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and UV Filters

Innovation  
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