



the Source

Spring 2021

**"Blossom by
blossom the
spring begins."**

– Algernon Charles Swinburne



"Blossom by blossom the spring begins."

For many of us, Spring is a season that symbolizes hope and new beginnings. Fresh flowers start to bloom, temperatures start to rise, closets get cleaned out, and there is a general feeling of optimism about what is to come. This year more than ever that sentiment feels true. A year ago, at this time we were just getting used to working from home and the new quarantine lifestyle due to the COVID-19 pandemic. Now we are seeing lower case counts, the rollout of vaccines, and a potential light at the end of the tunnel of this pandemic.

Although consumers are starting to resume their daily activities pre-COVID, their priorities and decision factors when purchasing products have changed. According to a Mintel trends report, the new purchase drivers are focused on product quality, convenience, and overall purchase impact, along with an emphasis on environmental & ethical considerations. In this issue of the Source we highlight some of our eco-conscious products & suppliers, and the ways they are driving innovation while also focusing on giving back to the environment & their communities.

We are hopeful for what is to come this year, and look forward to reconnecting with our customers as we enter this new season of life!

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

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**the
Source**

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Promoting Partnerships with the Communities who Provide our Natural Ingredients

Across the globe, millions of people make a living off the cultivation of products and crops such as palm. When corporations neglect to understand the impact of commandeering crops, local farmers become displaced with no work, resources, or other viable skills.

Working with the local people who pick and process crops in responsible manners is important to the environment and overall sustainable story for our customers. [Celluloscubs™](#) from LesSonia and [Argan](#) and [Rambutan](#) from BASF are examples of products obtained through these sustainable methods. In addition, 40% of BASF palm-based products are obtained from [smallholder farmers](#) worldwide and are [RSPO Mass Balance certified](#).

Beraca also developed initiatives to educate and advance locals for [all products derived from Brazil](#). The local community harvests renewable components of [Acai](#), [Andiroba](#) and [Copaiba](#) trees such as the fruit, seeds and resin (instead of the trunks) for heart of palm and wood. This harvesting method gains longer sustained earnings without killing off their local habitats. Working with companies that strive to maintain local community infrastructures and habitats demonstrates the sustainable impact a product has on the customer and beyond.

BASF Colors & Effects Entire Pigment Line is Now RSPO Certified

In February 2021, BASF Colors & Effects completed the RSPO certification of their pigment portfolio with the addition of the Cellini®, Timica® Terra, and Chroma-Lite® lines. These pigment families joined Mearlmica® Treated SVA and Chione™ M-SVA, which achieved certification in 2020. Per BASF Colors & Effects, the remaining products in the portfolio do not use palm oil or its derivatives.

Diane Jansson, global business manager of cosmetics for BASF Colors & Effects commented, "We are proud to complete the RSPO certification after working towards it for many years. This has been a sustainability target for both us and our customers."



To view our entire RSPO product offering, check out our RSPO filter under green criteria on our website.

RSPO Products >>

Additional "green criteria" filters include *vegan*, *biodegradable*, *GMO-free* and more!

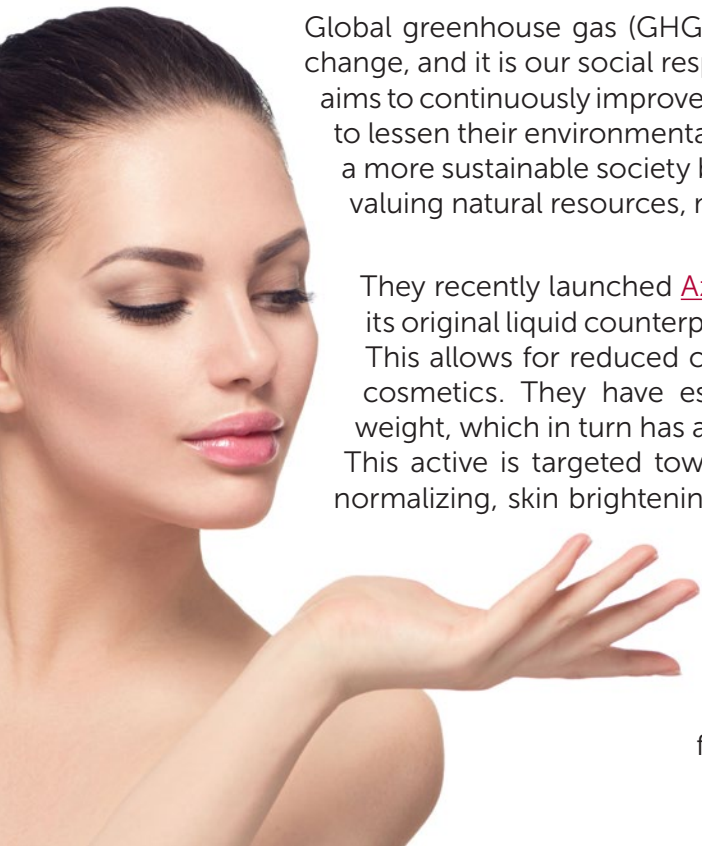


Corum Launches A New Green Product- AZECLAIR™ P

Global greenhouse gas (GHG) emissions have reached record levels, causing serious climate change, and it is our social responsibility to do what we can to protect the environment. Corum aims to continuously improve their product lines through operational excellence and innovation to lessen their environmental impacts. They are working to amplify their contributions toward a more sustainable society by focusing on reducing CO2 emissions upstream & downstream, valuing natural resources, minimizing waste and following the principles of green chemistry.

They recently launched Azeclair™ P (INCI: Potassium Azeloyl Diglycinate), an upgrade from its original liquid counterpart through the removal of water to become 70% lighter in weight. This allows for reduced carbon footprint in the transportation and production of finished cosmetics. They have estimated that this product has a 33% decrease transportation weight, which in turn has an 11-15% reduction of CO2 emissions from the previous product. This active is targeted towards oily and acne-prone skin, with proven efficacy for sebum normalizing, skin brightening & moisturization, and anti-pollution, making it an ideal choice to help prevent maskne. Azeclair P comes in powder form with much higher purity and is free of preservatives. It is highly water-soluble and is recommended in both clear and waterless beauty solutions for pore cleansing and dull skin treatments.

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



Re-explore Beauty with Lessonia's Sustainable Alternatives & Upcycled Cosmetic Ingredients

Lessonia is committed to a global sustainable approach to reduce environmental impact and stimulate our circular economy. The "Rexplore Beauty" concept is a return to basics, for more simplicity, naturalness, transparency, and sustainability.

Rexplore Beauty features simple and natural cosmetic formulations that use Lessonia's sustainable alternatives and upcycled cosmetic ingredients. The concept features the following formulations and includes customization ideas: Dry Exfoliating Cleanser, Cleansing Paste, Tooth Powder, Nutrition Milk, Styling Hair Lotion, and Hair Mask.



Learn more about Lessonia's "Rexplore Beauty" concept:

[Rexplore Beauty](#)





Water Conservation in Beauty Products

Water conservation in beauty products' manufacturing and usage has entered the clean beauty conversation and will be one of the key trends impacting the industry going forward. 90% of US consumers believe it is important to take concrete steps to reduce environmental impact when it comes to reducing water usage. This comes two-fold. First in the household, and second by manufacturers. Creating concepts that allow consumers to utilize less water when using products is one avenue to take. Advantageously, these types of product concepts are highly regarded by active lifestyle consumers. The second approach is to create waterless formats that are especially useful for traveling consumers. Both have their purpose and allow you, the formulator, to be quite novel in your formulating and excite consumers to try new products in applications that have been stagnant in development like oral care and hair cleansing, for example. Think of sticks, bars, tablets, and powders.

Get some inspiration here:

**What Water Conservation
Actually Means to Consumers**

**Waterless
Cleansing Formulas**

Waterless Wave from Hallstar

To meet the demands of innovative, effective products that are less dependent on water resources, Hallstar created **The Waterless Wave Concept**, a new collection of nine water-wise formulations.

Like so many efforts to be transparent and environmentally friendly, these formulations can't be all or nothing. Sometimes it's not possible to remove water altogether but significant steps can be taken to provide meaningful solutions to consumers. Examples include products that require no rinsing or enable shorter showers and using minimal, biodegradable packaging that helps reduce pollution.



Although water-free formulating can be challenging, it presents several advantages. Replacing water with plant extracts and/or oils such as the Oléoactif® ingredients adds vitamins and antioxidants to the product. Anhydrous formulas also provide a more ideal environment for water-unstable actives such as retinol. Finally, water-free formulations are travel-friendly, easy to carry, and economical. For example, cleansing powders have a much longer shelf life than liquid cleansers and less product is needed to be effective.

To learn more about this concept and how Hallstar ingredients are the perfect building blocks for water-wise formulations, please visit the link.

The Waterless Wave

HALLSTAR
BEAUTY

Harnessing the Power of AI to Develop a Natural Solution for Inflammation

With the increasing rate of digitalization and technology-driven innovation in the personal care space, it was only a matter of time before artificial intelligence (AI) made its way into the ingredient development space. Recently, BASF harnessed the power of AI to develop a naturally sourced ingredient for skin and scalp inflammation. Using predictive discovery through AI, BASF specialists were able to search numerous bioactive molecules with specific parameters, which in turn allowed them to increase success factors and find solutions faster.

After screening many peptides for their ability to help prevent the release of inflammatory mediators such as $\text{TNF}\alpha$, they narrowed the results to four multifunctional peptides derived from rice proteins (*Oryza sativa*). Their discovery led to the development of PeptAlde® 4.0, an innovative bioactive scientifically proven to help prevent dry skin, relieve discomfort and loss of firmness, all while soothing sensitive scalps that are prone to flakes.

To learn more about this active or request samples, please visit our website:

PeptAlde™ 4.0



SUSTAIN-A-BEAUTY with Ross Organic: *Sustainably Beautiful Hair & Skin Care Concept*

During Earth Week we launched our SUSTAIN-A-BEAUTY concept that includes hair and skin care formulations focusing on sustainable ingredients and formulation types. These formulations use 15 or less ingredients and feature sustainable benefits such as water-free, multi-functional and vegan, and are designed to meet many independent clean beauty requirements. Customization is a key trend and we designed these formulations to be used alone or easily customized to meet your desired product claims.

The SUSTAIN-A-BEAUTY formulations include the following face & body and hair care formulations:

- [Face & Body Foaming Polish Powder](#)
- [Hydrating Water Cream](#)
- [The Ultimate Overnight Face Mask](#)
- [Save on Water Shampoo & Conditioner](#)
 - [Dry Shampoo Paste](#)
 - [MultiReflections™ Leave-In Gel Conditioner](#)
- [Hair & Scalp Detox Mask](#)

To learn more about the formulations and how to customize further, please contact your Ross Organic Technical Sales Representative or follow the link:

SUSTAIN-A-BEAUTY



FORMULATIONS

The Ultimate Overnight Face Mask

#RO2106

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Distilled Water	Water	QS	—
	Beauté by Roquette® DS 112	Starch Acetate (and) Hydroxyethylcellulose (and) Xanthan Gum	3.0	Roquette (Ross)
	Glycerin	Glycerin	2.0	—
B	Emulgade® Sucro Plus	Sucrose Polystearate (and) Cetyl Palmitate	2.0	BASF (Ross)
	Cutina® HVG	Hydrogenated Vegetable Glycerides	2.0	BASF (Ross)
	Cetiol® C 5	Coco-Caprylate	5.0	BASF (Ross)
C	Cetiol® Ultimate	Undecane (and) Tridecane	3.0	BASF (Ross)
D	euxyl® K 712	Sodium Benzoate (and) Potassium Sorbate	1.5	schülke (Ross)
	Skin Tea-rapy	Fragrance	0.4	Sozio
	Citric Acid, 50% Solution	Citric Acid and Water	QS	—

PROCEDURE

1. Add water to main vessel and begin stirring to create vortex. Start heating the batch to 75-80°C.
2. Premix Items 2-3 and add to the batch. Mix until uniform.
3. In a separate vessel, premix Phase B and heat to 75-80°C.
4. Increase mixing of Phase A and slowly add Phase B into A. Homogenize until uniform.
5. Cool down to 60°C. Add Phase C and mix until uniform.
6. Cool down to 40°C. Add Phase D and mix until uniform.
7. Adjust the pH with citric acid as necessary to pH 5-6.

HOW TO USE

Apply a generous layer onto damp, cleansed skin before bed. Leave on overnight. Use nightly as the final step of your skincare ritual.

SPECIFICATIONS

pH: 5.0 – 6.0
 viscosity: 150,000 – 250,000 cPs
 (LVT-E @ 1.5 rpm)
 appearance: viscous cream
 color: Off-white to white

FEATURES AND BENEFITS

A deeply hydrating treatment that promotes extra moisturized and renewed skin. Infused with Cetiol® Ultimate, this formulation provides superb sensory property. Smoother and more supple skin is a dream come true with The Ultimate Overnight Face Mask.

FORMULA CLAIMS

- Multifunctional
- Waterless application
- Coconut-derived and sugar derived ingredients
- Vegan
- Meets Several Clean Ingredient Standards

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Elixir Overnight Face Mask

#RO2110

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Distilled Water	Water	QS	—
	Beauté by Roquette® DS 112	Starch Acetate (and) Hydroxyethylcellulose (and) Xanthan Gum	3.0	Roquette (Ross)
	Glycerin	Glycerin	2.0	—
B	Emulgade® Sucro Plus	Sucrose Polystearate (and) Cetyl Palmitate	3.0	BASF (Ross)
	Cutina® HVG	Hydrogenated Vegetable Glycerides	2.0	BASF (Ross)
	Cetiol® C 5	Coco-Caprylate	5.0	BASF (Ross)
C	Cetiol® Ultimate	Undecane (and) Tridecane	3.0	BASF (Ross)
D	euxyl® K 712	Sodium Benzoate (and) Potassium Sorbate	1.5	schülke (Ross)
	Inolixir™	Glycerin (and) Water (and) Inonotus Obliquus (Mushroom) Extract	0.5	BASF (Ross)
	Skin Tea-rapy	Fragrance	0.4	Sozio
	Citric Acid, 50% Solution	Citric Acid and Water	QS	—

PROCEDURE

1. Add water to main vessel and begin stirring to create vortex. Start heating the batch to 75-80°C.
2. Premix Items 2-3 and add to the batch. Mix until uniform.
3. In a separate vessel, premix Phase B and heat to 75-80°C.
4. Increase mixing of Phase A and slowly add Phase B into A. Homogenize until uniform.
5. Cool down to 60°C. Add Phase C and mix until uniform.
6. Cool down to 40°C. Add Phase D and mix until uniform.
7. Adjust the pH with citric acid as necessary to pH 5-6.

HOW TO USE

Apply a generous layer onto damp, cleansed skin before bed. Leave on overnight. Use nightly as the final step of your skincare ritual.

SPECIFICATIONS

pH: 5.0 – 6.0
 viscosity: 150,000 – 250,000 cPs
 (LVT-E @ 1.5 rpm)
 appearance: viscous cream
 color: Off-white to white

FEATURES AND BENEFITS

A customization of The Ultimate Overnight Face Mask SUSTAIN-A-BEAUTY formulation. For tired and sensitive skin, this formulation features Inolixir™, a superfood ingredient obtained from the chaga mushroom. With its antioxidant and anti-inflammatory properties, it fortifies the skin's natural protection system by strengthening barrier function and helps skin return to a healthier condition with visible results on fine lines, dark-circles and redness.

FORMULA CLAIMS

- Multifunctional
- Waterless application
- Coconut-derived and sugar derived ingredients
- Vegan
- Meets Several Clean Ingredient Standards

Chemists Celebrate Earth Week Recap

We had a great time celebrating **Chemists Celebrate Earth Week** last month sharing content about sustainable products and sustainability from our partners and within our industry. We ended the week with a donation to the **Rainforest Alliance** whose work we admire and support. See you next year...April 17–23, 2022.

[CCEW Facebook](#)



Happy Anniversary & Congrats Kim Corey

Kim has been the Warehouse Coordinator at Ross Organic for the last 5 years. She has continued to evolve her role within the company during these past years: from processing daily orders by communicating with Customer Service and the warehouse, to receiving our incoming shipments into our ERP system, and by managing our cycle count program that provides us with accurate inventory numbers to ensure orders ship with no delays. Always willing to help any other department in need and during the pandemic, Kim has been playing a key role as the main go-to person between Customer Service that works remotely and the warehouse team that is working on site.

We are pleased to announce that Kim has recently accepted a new role as Customer Service Representative. We know that Kim's experience over the past five years and knowledge of our company & products will serve her well in this new role. Outside of work, Kim is a huge Angels baseball fan and a big animal lover, especially to her three cats: Taz, Kiki and Gigi.



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).



Cielo Roth - Customer Service Representative



Where was I born?
Hollywood, CA

My favorite subject in grade
school was... art

What did you want to be when
your grew up? A teacher

Favorite hobbies: yoga,
photography, reading

Favorite book: Breakfast at Tiffany's

Favorite movie: Rushmore

Do I collect anything?: Old Cameras

On weekends where will you most likely find
me: with my family or photographing other families

Word that describes me: enthusiastic

What was the most adventurous thing you have ever done?
Flown in one of those helicopters with no doors over Kauai.

What was your last vacation? Oahu, Hawaii 5 years ago. Hmm I need a vacation!

Last time you laughed out loud: I laugh out loud everyday!

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

My favorite quote: "It is more important to click with people than to click the
shutter." – Alfred Eisenstaedt

What are you most proud of? My kids – Sam and Harriette

Something most people
do not know about you:
I worked at the concession
stand at the Hearst Castle
(and met my husband there)

My favorite thing about
Spring: growth and renewal





Ross Organic

An Azelis Company

9770 Bell Ranch Drive

Santa Fe Springs, California

90670



Create Fashionable, Fresh, Cutting-edge Formulas



Surfactants, Emulsifiers,
Polymers, Emollients, Actives,
Effect Pigments & UV Filters



Botanicals & Actives
from the Amazon



Oleosome Technology



Campo Research

Natural Botanical
Extracts, Oils, and
Preservatives



Natural Oat-based Active Ingredients



Active Ingredients



Jajoba, Macadamia, and
Sunflower Seed Oil Derived
Botanical Ingredients



A Group Company of MITSUBISHI
CHEMICAL
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



Sarcosinate &
Glutamate Surfactants



Preservatives and
Multifunctional Additives



Microencapsulated Active
Ingredients, Pigments,
and UV Filters

Innovation
through
formulation



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