



**the
Source**

Winter 2022

**Celebrating
Black History
Month &
Multicultural
Beauty**



Celebrating Black History Month & Multicultural Beauty

In this issue of 'The Source' we pay homage to black history month by featuring ingredients and product applications from our supplier partners that are geared towards ethnic skin care and hair care.

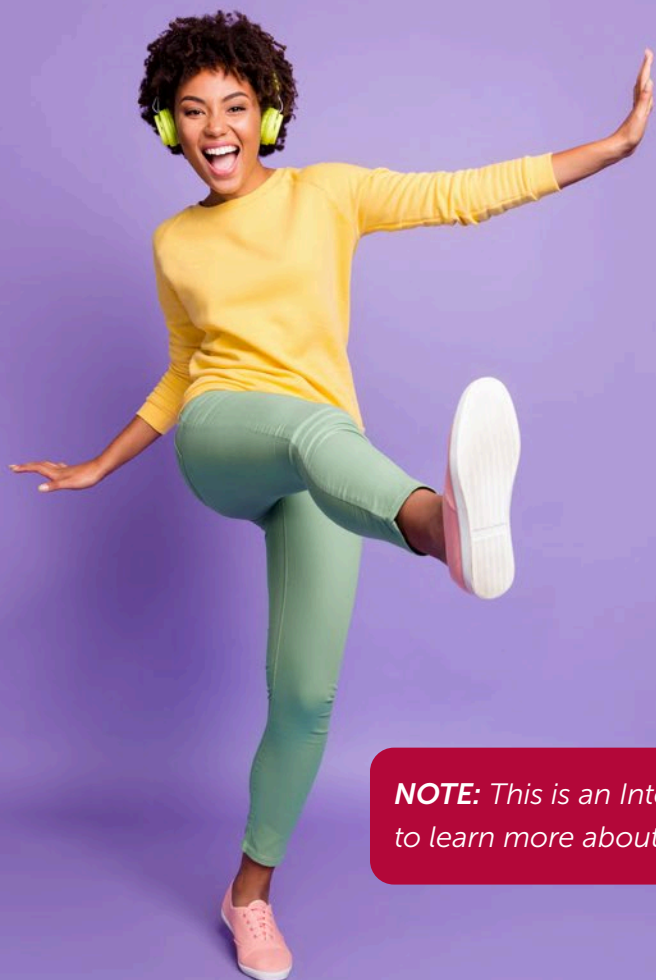


Visit the links to view all our applicable products and formulations:

[Ethnic Hair Care >>](#)

[Ethnic Skin Care>>](#)

[Learn More about Black History Month >>](#)



Curl, I'm Not Playing with You

There is a pride that is being reinvigorated for those who welcome back a natural curly style. What makes it more difficult to formulate and market to an ever-diversifying population is understanding that not all curls are the same. The curl type and density of the hair are important when determining a routine that works for an individual's style.

Check out our "State of a Hairs" article covering our collection of ingredients that can help tame your curly mane. We offer solutions to help you incorporate ingredients that address curls, frizz, parched strands, oily roots, and scalp health overall, in easy-to-use formats.

[Read Article>>](#)

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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Source

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Ross Organic


Azelis

Moisture and Mattification for Melanated Skin



Inclusive beauty took off in 2017 when Rihanna launched her skin care brand, Fenty Beauty, with 40 shades of foundation aimed to compliment people of all skin tones. The brand was enormously successful and deemed “the Fenty Effect”. After Fenty was launched, large brands such as L’Oreal, NARS, tarte and many others wanted to make their mark and join the inclusive beauty trend. People began paying more attention to the need of ingredients targeted towards melanated skin.

Black skin has specific physiological properties that impact its health and appearance. It tends to have higher levels of sebum and lower levels of ceramides which creates an environment that causes the skin to be simultaneously shiny (from over-production of sebum) and dry from moisture loss (caused by lower levels of ceramides).

BASF acknowledged this need and created a combination of Hydagen® Aquaporin and Mat-XS™ Bright, mixed in just the right proportion that helps keep the black skin instantly hydrated with minimal shine.

Hydagen® Aquaporin provides immediate moisturization that lasts for 24 hours – outperforming glycerin and is particularly suited to dry, damaged skin.

Mat-XS™ Bright is BASF’s solution for better mattification – that is, reduced shininess and oiliness in the skin.

The formulation combining both ingredients, was tested for efficacy on consumers who self-identify as Black. Their clinical study showed a 36% reduction in sebum, a 12% reduction in shine and a 10% improvement in hydration after 14 days.

[Read Full Story>>](#)

Request Samples:

[Hydagen® Aquaporin](#)

[Mat-XS™ Bright](#)



Pequi Oil from Beraca



Curly hair tends to be drier because of its spiral-shaped format, making it more difficult to hydrate, and therefore requiring a lot of attention. To facilitate combing curly hair and to keep curls hydrated and defined even when dried, Beraca presents RAIN FOREST 05910 (REFINED PEQUI OIL) as a hair product with proven efficacy to define the curls and reduce frizz.

With its light conditioning, it helps prevent static while defining curls and reducing frizz. Additionally, this can be added for a scalp and curl product as it moisturizes the scalp as well for a multi-purpose ingredient that really delivers!

[Check out one of Beraca's formulations featuring Pequi Oil in our Formulations section>>](#)

[Learn More & Request Samples](#)

[Watch Our Video from the Archives](#)

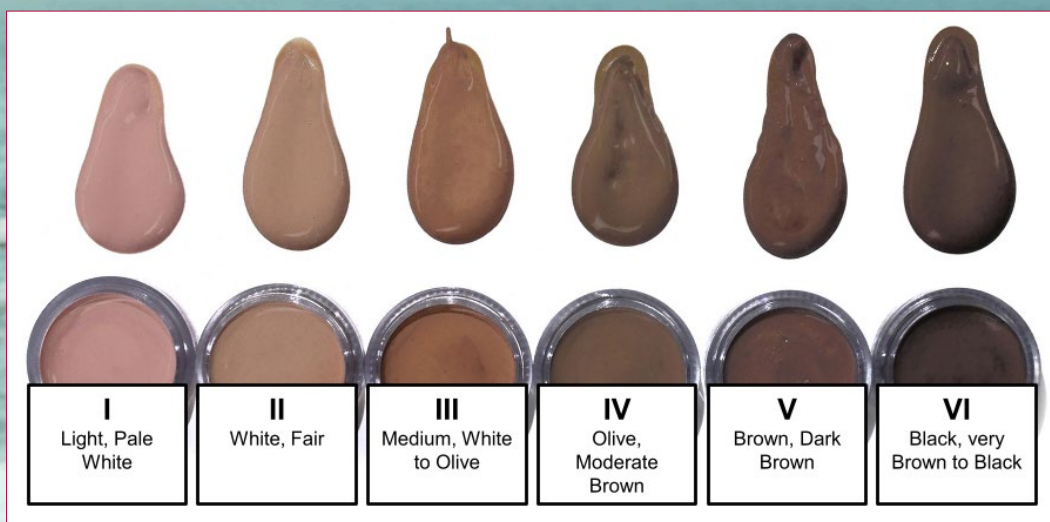
Every Day, Everywhere, Everyone – Pigments in Suncare from Sun Chemical



Sun care products are evolving with the movements of beauty. Dabbling in adjacent segments, like color, offers new opportunities for innovation. Incorporating effect pigments into sun care products adds shimmering effects and color to create multi-functional products for daily use. From casual outdoor dining to city adventures to relaxing beach vacations, sun care is for every day, everywhere, and everyone.

The Fitzpatrick scale is a classification of skin types that predicts the risk of sun burn based on the presence of melanin. Using this classification and effect pigments, you can create shades matching types I-VI in your formulations (see below). Sun chemical created 5 different formulations around utilizing effect pigments in sun care based on the Fitzpatrick scale.

To view the formulations and request samples, visit the links below:



[Bi-Coastal Daily Tinted Sunscreen](#)

[Tinted Glowtion](#)

[Seafoam Take Me Out soothing After Sun Aloe Gel](#)

[Sunrise Shimmer Stick](#)

[Purple Champagne Glittering Sunscreen](#)

Exclusively HerCare from BASF

With more than 60% of the world's population having wavy, curly, and coily hair, it's clear that brands must provide solutions that support healthy, textured hair care. That is why BASF developed 'Exclusively HerCare': hair care routines for curly, coily, & textured locks.

Textured hair often requires more products for maintenance and styling than straight hair. On average, natural hair consumers purchase six times more hair care products than other groups. Textured hair is no longer just a trend, it's a lifestyle. BASF developed five formulations backed by new testing methods and consumer and salon studies, to present solutions for enhanced performance, styling, conditioning, and repair for healthier and stronger curls and coils.

To view the formulations and request samples, visit the links below:

[Twist it Out Styling Butter](#)

[Curls on Lock Gel Styler](#)

[Leave it In and Let it Work Conditioner](#)

[Restoring Moisture Plus Conditioning Mask](#)

[Restoring Moisture Plus Strengthening Mask](#)

 **BASF**
We create chemistry

No More Bad Hair Days featuring Satiagel™ VPC 508 P – Cargill Beauty

Unique in appearance and structure, ethnic hair is especially fragile and prone to damage and injury. The primary reason ethnic hair is sensitive to breakage is a lack of moisture. Dry hair breaks easily, and as ethnic hair is susceptible to dryness, it is also prone to breakage. That's why protecting your hair by locking in moisture is key.

Cargill Beauty developed a nourishing rinse-off hair mask based on ingredients from a natural origin, bringing all the goodness from nature to your scalp. One of the featured ingredients is Satiagel™ VPC 508 P, a sustainable and biodegradable gelling agent made from red seaweed, which gives body to the mask formulation.

When to use Satiagel™ VPC 508P?

- When looking for gelling, elastic agent
- When transparency is needed
- When looking for a fresh sensory feeling
- When needing to improve the film forming effect

To request samples please contact your Ross Organic Technical Sales Representative.

[To view the full formulation for the rinse-off hair mask, visit our formulations section>>](#)

Reduce Frizz & Increase Shine with Floraesters K-100 Jojoba

Floraesters® K-100 Jojoba is a multifunctional ingredient comprised of hydrolyzed jojoba esters and jojoba esters. This jojoba oil-derived emollient has film-forming properties that are suitable for leave-on and rinse-off product applications. Overall, it enhances skin barrier function and leaves hair soft & smooth.

Floratech has performed several clinical studies demonstrating the ability of Floraesters K-100 to reduce frizz & wet comb force, while also increasing shine in textured hair. They have also performed a study showing its ability to increase moisturization while also promoting an overall evenness in skin tone for ethnic skin.

[Learn More & Request Samples](#)

View the substantiated claims for use with textured hair & ethnic skin:

[Claim Sheet #1](#)

[Claim Sheet #2](#)

[Claim Sheet #3](#)

[Claim Sheet #4](#)



No More Bad Hair Days Mask

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Demineralized water	Aqua	76.72	—
B	Satiagel™ VPC 508 P	Carrageenan	1.00	Cargill (Ross)
	StarDesign™ Care	Hydroxypropyl Starch Phosphate	4.00	Cargill (Ross)
C	Olivem 1000	Cetearyl Olivatate (and) Sorbitan Olivatate	1.00	Hallstar (Ross)
		Cocos Nucifera Oil	3.00	—
	Refined White Cocoa Butter	Theobroma Cacao Seed Butter	5.00	—
D	Demineralized water	Aqua	2.00	—
	preBIULIN FOS	Inulin (and) Fructose	2.00	—
E		Coco Glucoside	1.00	—
		Panthenol (and) Aqua (and) Citric acid	1.00	—
		Parfum	1.00	—
		Benzyl Alcohol & Salicylic Acid & Glycerin & Sorbic Acid	1.00	—
	Natpure COL Brown LC817	Caramel	1.14	—
F		Sodium Hydroxide 20%	0.14	—

PROCEDURE

1. Preheat Refined White Cocoa Butter in the oven at 50° C.
2. Premix preBIULIN FOS in water (IKA, propeller stirrer) and leave it aside (Phase D).
3. Prepare a premix of 5% Natpure COL Brown LC817 in water and leave it aside.
4. Mix powders Satiagel VPC 508 P and Star Design Care with a spatula (Phase B).
5. Heat water Phase A up to 50-60° C and add Phase B into Phase A while mixing with Rotor/Stator 10000 rpm 5 min (IKA Ultra Turrax T25, S 25N-25G).
6. Heat Phase (A+B) and C up to 65-75° C.
7. Add Phase C to Phase (A+B) while mixing with Rotor/Stator 10000 rpm 2 min (IKA Ultra Turrax T25, S 25N-25G).
8. Cool down to <40° C while stirring (IKA, propeller stirrer).
9. Add Phase D and E while stirring (IKA, propeller stirrer).
10. Adjust pH to 5.0-5.5 while stirring (IKA, propeller stirrer).

HOW TO USE

The mask is best used on freshly washed hair that is nearly dry. Apply the product and evenly spread the mask over the damp hair using a comb. Leave the mask on for 5 to 10 minutes before rinsing it off with warm water. Gently dry the hair with a towel.

SPECIFICATIONS

pH: 5.0 – 5.5
viscosity: 17000 – 20,000 mPas
(RV DV 2T, spdl RV6,
speed 20 rpm 2 min)

FEATURES AND BENEFITS

The formulation consists of three key elements. A rich combination of coconut oil and refined white cocoa butter acts as a powerful conditioning agent. These sustainably sourced emollients nourish the hair and help to create that long-lasting hydration. StarDesign™ Care, a starch based texturizer made from waxy corn, adds structure and creaminess to the product. Last but not least, Satiagel™ VPC508, a sustainable and biodegradable gelling agent made from red seaweed, gives body to the mask formulation.

Curls on the Go from Beraca

#CAP 108-0521

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Water	Aqua	Up to 100%	—
	Glycerin	Glycerin	5.00	—
		Cetrimonium Chloride	0.80	—
A1		Guar Hydroxypropyltrimonium Chloride	0.50	—
B	Olivem 1000	Cetearyl Olivatate (and) Sorbitan Olivatate	3.00	Hallstar (Ross)
		Cetyl alcohol	2.00	—
		Stearic Acid	0.50	—
	Refined Pequi Oil	Caryocar brasiliense fruit oil	2.00	Beraca (Ross)
		Behentrimonium Methosulfate	3.00	—
	Refined Murumuru Butter	Astrocaryum murumuru seed butter	1.00	Beraca (Ross)
		Isoamyl laurate	0.50	—
		Tocopherol	0.50	—
C		Hydrolyzed Quinoa	1.00	—
D		Sorbitan Caprylate (and) Benzyl Alcohol	1.50	—
		Fragrance	0.20	—

PROCEDURE

1. Mix the ingredients of phase (A) and homogenize.
2. Add phase (A1) into (A) under stirring and homogenize until form the gel.
3. Heat the phase (A+A1) until 75° C - 80° C.
4. In an auxiliary Becker add phase (B) and heat to 75° C - 80° C.
5. Add phase (B) into the phase (A+A1) while stirring.
6. Start to cool down under medium stirring. Add phases (C and D) below 35° C.
7. Check the pH and if necessary, adjust to 4.0 - 4.5.



[Watch the Video >>](#)

FEATURES AND BENEFITS

Curls On-the-go is a leave-in made especially to keep the look of natural curls. With a light appearance and silky touch, this leave-in features Pequi Oil, which helps to define curls, in addition to reducing frizz and promoting shine. The practicality you need in your daily routine!

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20-Years of 'The Source'

This Winter 2022 edition marks the 20th anniversary of The Source. The first edition was released in Winter 2001-2002. While many of the names, faces, and ingredients may have changed over the years, we are still following the original format of featuring new product & supplier information, as well as team pictures & stories.

Thank you to our readers for encouraging us to continue this newsletter. As the year goes on, we will highlight some of the past editions to take a look back and see how far we've come.

Check out a few of our favorite covers from over the years....



The cover from our first ever edition.



Ross Organic wins Distributor of the Year from BASF

We are excited to announce that Ross Organic was announced as Distributor of the Year for 2021! We want to extend a huge thank you to our team and customers for making this happen.

"This was truly a team effort and a lot of hard work on behalf of Customer Service, Supply Chain, Warehouse/Shipping/Receiving, the Sample Dept. our Lab/Innovation team, SHEQ, Marketing and the sales staff. We could not have achieved this without all of us working together towards a common goal."

Darrell Zehner – VP of Sales at Ross Organic



Azelis XCEL Holiday Basket Drive

In December members from our Ross Organic team were able to participate in a holiday basket donation, organized by our internal community service group: Azelis XCEL (Excellence in Community, Education and Leadership).



Site Manager, Rolando Barrientos with Jean Madrid, the program coordinator for the Department of Community Services.

We were able to donate non-perishable food items, as well as gift cards for the 2021 holiday season. Through these efforts and the combined efforts of other donors, the City of Santa Fe Springs Department of Community Services was able to provide food baskets, toys, or gift-cards to over 240 low-income families in the area.

We are honored to support our local community and look forward to future opportunities!



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).





Ross Organic

An Azelis Company

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Santa Fe Springs, California

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Campo Research

Natural Botanical
Extracts, Oils, and
Preservatives



Natural Oat-based
Active Ingredients



Active Ingredients



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and Sunflower Seed
Oil Derived Botanical
Ingredients



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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



Surfactants, and natural &
synthetic polymers



Effect pigments



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