



**the
Source**

Summer 2022

Inclusionary Beauty



R Ross
Organic

Inclusionary Beauty Goes Beyond What You Probably Consider

Inclusionary Beauty is becoming more prevalent in the personal care space. With America's ever-changing demographics and self-expression, the landscape of personal care is quickly shifting and with greater reason to be more inclusionary than ever. The increasing discussion around inclusionary beauty is to confront the division in the beauty space and reject the stereotypes.

This shift unearths what beautiful means for entire groups of people who have felt ostracized, including people with disabilities, those over a certain size or age, people of varying colors and nationalities, as well as those not conforming to gender and orientation conventions. In particular, Mintel highlights that 48% of consumers are passionate about opposing racial injustices.

[Learn More about Inclusionary Beauty >>](#)



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



Taking Pride in Expressing True Self

During the month of June, we watched as many celebrated Pride Month, a time of celebration where the world's LGBTQIA+ communities come together and celebrate the freedom to be themselves. The growth of this community has more than doubled to 7.1%, since the decade before, as diversity and acceptance have become a larger part of common communication, but these numbers are still suspected to be wildly underreported. What is more, that roughly 21% of Generation Z Americans who have reached adulthood identify as LGBTQIA+. The Millennial generation is second at just over 10% and GenX at just over 4% according to a poll published by Gallup.

Who we are and what we are about can most often be defined by what we are part of, or more exclusively not part of. When we compartmentalize people by standards such as how we identify, we create separation beyond the needs of belonging, and furthermore esteem. It is a continued effort to make sure our approaches and language are inclusive and built around acceptance. With diversity and inclusion trends continuing to grow in the personal care market, there is a focus on gender-neutral makeup and skin care, according to Mintel. Consumers are looking for brands that feature diverse beauty and meet the skincare requirements of different groups.

Follow the link for more information and ideas on how to foster a brand that promotes individuality, uniqueness, and equality.

[Learn More >>](#)

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Ross Organic



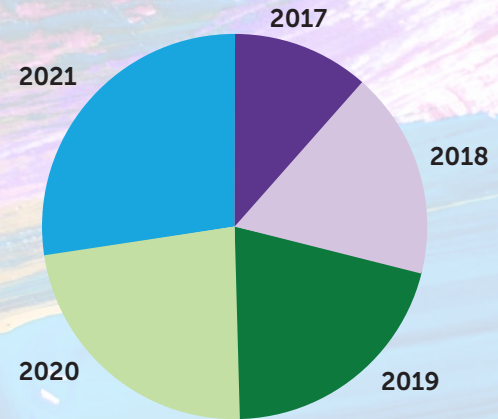
Dewy Skin Looks Inspired by Korean Beauty

From a beautiful glass skin ("Chok Chok") look to lustrous eye makeup, Korean Beauty continues to be all the rage in the industry. It has impacted the way that we view our skincare and makeup routines & products. A beauty routine with multiple steps, the objective of K-Beauty (Korean Beauty) is to get radiant, reflective skin that is smooth in both appearance and touch while also having visibility intense hydration.

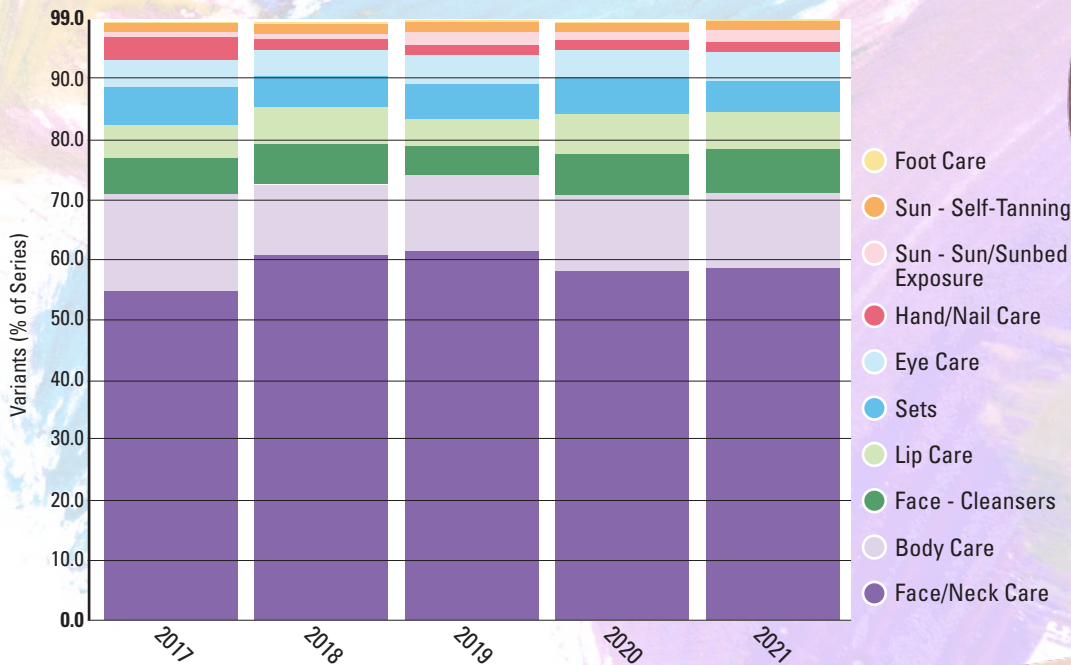
The origins of K-Beauty is based on a regime of 8 key steps:

1. Double cleanse (oil-based cleanser followed by water-based foaming cleanser is the most popular)
2. Exfoliate
3. Alcohol-free toner
4. Essence or mist
5. Serum or oil
6. Moisturizer
7. SPF
8. Mask

The number of launches that deliver hydration and moisturization and promote "Dewy", "Glow", "Glaze", "Glossy", "Glass" has nearly tripled since K-Beauty broke on the scene in the western world. (Reference pie chart to the right)



The majority of launches by far remains face care, which means there is plenty of opportunity for body care, color cosmetics and sun care even! Consider breaking into Active Beauty! (Reference graph below)



[Learn More about K-Beauty >>](#)



Say Hello to Flamenco® Platinum – A New Stunning Silver



Flamenco® Platinum is the latest innovation utilizing patented technology to create a striking, blackened silver metallic-like effect pigment. With an embedded colorant, it offers high coverage, bright reflectivity in a sleek silver metallic-like effect pigment based on 100% USA natural mica.

Features:

- Unique, blackened metallic-like effect
- Patented technology with embedded D&C Black 2
- High coverage and bright reflectivity
- Unmatched sourcing and transparency
- Less skin staining vs. blending with absorption colorants
- Simplified formulations with built-in background color

[Request Samples >>](#)

Good Vibes Only: Introducing ComfortBD™ from BASF



Science shows cannabidiol (CBD) can have a comforting, calming and even mattifying effect on the skin, giving it plenty of applications in personal care. When cultivated, produced and tested responsibly, it can be an incredible asset for formulators looking to create products based on plants and botanical ingredients.

In a world still recovering from the reverberations of a pandemic, it is even more important to offer customers soothing, stress-relieving products they can trust to yield results. (source: <https://carecreations.basf.us/stories/comfortbd-gives-tlc-in-skincare>)

ComfortBD™, an ingredient recently developed by BASF Care Creations, is a strong example of a CBD product grown and developed in accordance with all applicable U.S. laws. A full-spectrum CBD ingredient, ComfortBD contains minute amounts of THC – 0.2% or less.

Extracted using a solvent-free subcritical CO2 method from industrial hemp grown in America using organic farming practices with high quality standards, each batch of ComfortBD is rigorously tested before it reaches our customers.

This ingredient has undergone extensive testing to ensure it is not only safe & consistent, but also offers clinical benefits. After one week, clinical tests with ComfortBD showed significant improvement in the look of redness on the skin versus placebo. After four weeks, the look of shininess and oiliness was also significantly reduced.

Key Benefits:

- High Quality, High-Purity, full-spectrum CBD
- $\geq 80\%$ CBD and $\leq 0.2\%$ THC
- Extracted by methods replacing organic solvents
- Locally Sourced in the United States
- Provides visible improvement in mattification, redness, and irritation on the skin
- Preservative-free
- Oil-Soluble



[Request Samples >>](#)

Serene Skin Sage from Naolys – For an Active Skin Barrier

Sage is a small herbaceous perennial from the dry regions around the Mediterranean. It is an aromatic plant that has been well-known since antiquity for its medicinal properties. Its name comes from the verb to save (salvare in Latin). It is said to be antiseptic, tonic, antiperspirant, soothing for the mucous membranes and to improve digestion.

Naolys recently launched this ingredient that acts as a skin barrier in perpetual renewal. Serene Skin Sage is made of whole plant cells of *salvia officinalis* that will strengthen three aspects of the skin barrier: the physical barrier, by reinforcing the corneous layer; the chemical barrier by rebalancing the antimicrobial arsenal, and the immune-modulatory barrier by reducing pro-inflammatory cytokines. Clinical studies show a more uniform, radiant complexion after 28 days.

To request more information or samples, contact your Ross Organic Technical Sales Representative.



[Watch the Video >>](#)

First Light Luminous Kit Launching Soon!

Keep your eyes peeled for upcoming announcements and ask your Technical Sales Representative for more information about this innovative kit.

Check out the formulations on the following pages for a sneak peek...



FORMULATIONS

In our last newsletter, we provided the first teaser of the **First Light Luminous Kit** created from our lab. In the coming weeks, we will be officially launching the full kit. To keep you on your toes, take a peek at two of the formulas that will be included.

Hydrating Water Cream

#DWLA2103

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Water	Water (Aqua)	QS	—
	Beauté by Roquette® PO 070	Sorbitol	2.00	Roquette (Ross)
	Cosmedia® SP	Sodium Polyacrylate	1.50	BASF (Ross)
	Beauté by Roquette® PO 500	Isosorbide	2.00	Roquette (Ross)
	Lamesoft® PO 65	Coco-Glucoside (and) Glyceryl Oleate	3.00	BASF (Ross)
	Miracare® OMG	Cetyl Betaine (and) Glycerin (and) Hydroxypropyl Guar	2.00	Solvay (Ross)
	HydraSourcing [AM+PS] S-Gly	Glycerin (and) Argemone Mexicana Callus Extract	1.00	Naolys (Ross)
		Glycerin (and) Aqua (and) Salix Alba (Willow) Bark Extract	1.00	—
	Preservative	Phenoxyethanol (and) Caprylyl glycol	1.00	—
	Fragrance	Fragrance (Perfume)	QS	—

- PROCEDURE**
1. Add each ingredient one by one, mixing well upon addition.
 2. Adjust pH to 5.0 – 6.0 with Citric Acid solution if needed.

SPECIFICATIONS

pH @ 25°C: 5.5-6.0
Viscosity @ 25°C: 80,000-85,000 cps
(LVT Spindle T-F @3 rpm, 1 min)
Appearance: Slightly opaque viscous gel

FEATURES AND BENEFITS

This cream delivers instant hydration in an ultra-lightweight texture. Featuring HydraSourcing [AM+PS], this formulation provides moisturization and protection for the skin with additional soothing properties.

HIGHLIGHTED INGREDIENTS

Beauté by Roquette® PO 500 (Isosorbide)

COSMOS approved, pure isosorbide solution that can be used as a microbiota-balancing active as well as a strong humectant that provide long-lasting skin hydration.

Miracare® OMG (Cetyl Betaine (and) Glycerin (and) Hydroxypropyl Guar)

A highly efficient emulsifier for creating transparent, high internal phase oil-in-water emulsions. It is suitable for the emulsification of non-polar oils and combinations of a wide variety of esters, non-polar oils, and polar oils for use in skin care applications.

HydraSourcing [AM+PS] (Argemone Mexicana Callus Extract)

An active ingredient derived from Mexican poppy cells and polysaccharides that provides moisturization and protection to the skin by maintaining water in the epidermis.

HOW TO USE Apply to clean face in the morning and/or evening.

Face and Body Foaming Polish Powder

#DWLA2102

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Water	Water (Aqua)	QS	—
	Plantaren® 810 UP	Caprylyl/Capryl Glucoside	16.00	BASF (Ross)
	Biochemica® Jojoba Oil Gold	Simmondsia Chinensis (Jojoba) Seed Oil	3.00	Hallstar (Ross)
	Preservative	Benzyl Alcohol (and) Salicylic Acid (and) Glycerin (and) Sorbic Acid	1.00	—
	Fragrance	Fragrance (Perfume)	0.50	—
	Citric Acid, 50% solution	Citric Acid (and) Water	QS	—
B	Beauté by Roquette® ST 005	Zea Mays Starch	18.00	Roquette (Ross)
	—	Hydrated Silica	23.00	—
C	—	Hydrated Silica	2.00	—
	Cloisonne® Vibrant Raspberry F90H	Mica (and) Titanium Dioxide (CI 77891) (and) Iron Oxides (CI 77491) (and) Silica	0.30	Sun Chemical (Ross)

- PROCEDURE**
1. Premix A and B in separate vessels.
 2. Adjust pH of water phase to 5-6.
 3. Add phase A to phase B while mixing moderately. Do not over shear.
 4. Mix until a uniform particle size is achieved using rotor stator system or high shear mixer. (Pulse a few times with a blender).
 5. Add phase C ingredients.

SPECIFICATIONS

Appearance: Light pink powder

FEATURES AND BENEFITS

A powder-to-foam, water-activated, exfoliating cleanser that gently buffs away dead skin cells for a healthier glow. Two-in-one exfoliating and cleansing action is the way to go.

HIGHLIGHTED INGREDIENTS

Beauté by Roquette® ST 005 (Zea Mays Starch)

100% natural alternative to mineral powder used in dry powders to creamy lotions. It provides a soft touch and dry feel after application.

Plantaren® 810 UP (Caprylyl/Capryl Glucoside)

A non-ionic surfactant made from 100% natural, renewable, plant-derived feedstocks. Plantaren® 810 UP provides gentle and effective cleansing with excellent foaming properties.

Biochemica® Jojoba Oil Gold (Simmondsia Chinensis (Jojoba) Seed Oil)

Biochemica® Jojoba Oil Gold is a cold pressed array of wax esters from the seeds of the desert shrub Simmondsia chinensis. It has very good effects on the skin, acting as a moisturizer and emollient agent to improve skin elasticity and suppleness.

HOW TO USE

Shake a small amount into wet palms and activate by rubbing hands together to foam. Gently massage into skin while avoiding eye area. Rinse thoroughly. Use on face and body.

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2021 Azelis Sustainability Report

We are proud to share the Azelis Sustainability Report for 2021 which includes Ross Organic and all of the other amazing companies that fall under the Azelis umbrella.

- The gender diversity ratio in senior management grew to 23,5% (vs. 21,9% in 2020).
- 55,8% of our revenue was covered with ESG assessed suppliers (vs. 52% in 2020).
- We reduced our carbon intensity to 3.58 tCO₂e/€mn sales (vs. 3.75 in 2020).
- We had 0 material breaches in laws and regulations.



Have a look at the video to learn more about our 2021 highlights and dive into our report to discover how we have become the only global specialty chemicals distributor to have been rated EcoVadis Platinum.

[Download the Report >>](#)

[Watch the Video >>](#)

Mandate Extension with Sun Chemical



We are pleased to announce that effective immediately, Ross Organic, an Azelis company, will extend the offering of Sun Chemical Color Materials in the Western States which includes Alaska, Arizona, California Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah & Washington.

Sun Chemical Color Materials offers a broad portfolio of pigments, including classical, high performance, inorganic, metallic, organic, pearlescent, preparations, and synthetic mica pearls. Sun Chemical provides solutions tailor-made for the requirements and consumer demands in the cosmetics markets.

The range now available to you is in addition to the legacy line of Color & Effects pigments and includes Intenza, Pearlite, Soft-TEX, SpectraFlex, SunCroma, SunPuro, SunShine, SynMica tradenames!

Your Technical Sales Representative is available to answer any of your ingredient inquiries and provide hands-on formulating guidance with this new line extension! Alternatively, you can reach out to info@rossorg.com.

More information to come September 1st!



Ross Welcomes New Distribution Center (DC) Manager

"Welcome Tom Eby, the new Distribution Center Manager for Ross Organic."

Tom joins us with 24 years of warehouse distribution leader experience. In his role, he will be responsible for managing the Ross warehouse team. Tom enjoys helping his teammates be successful at what they are doing. He has a 16-year-old son and outside of work enjoys collecting pennies and outdoor activities.

We are very excited to welcome Tom onboard!

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).



Azelis Expands into South America and Latin America with acquisition of Rocsa

We are happy to announce that we have successfully completed the acquisition of ROCSA Colombia.

ROCSA is one of the leading specialty chemical distributors in Colombia, active in the life sciences market, primarily in Food & Nutrition, Personal Care, and Home Care & Industrial Cleaning, as well as in industrial chemicals, with a strong presence in CASE (coatings, adhesives, sealants, elastomers) and Plastic Additives.

[Learn More about the Aquisition >>](#)

BASF Symposium Recap

BASF and **Ross Organic** recently put on a special one-day event, bringing 'Care Creations On the Road' to California to highlight exciting new innovations in sustainability and inclusive beauty.

Topics included:

- Sustainable & upcycled ingredients
- Beauty trends & growth drivers from Mintel & the NPD group
- Textured hair care ingredients & solutions
- Novel natural textures & styling ingredients
- Innovations in rinse-off products & technology
- Several exciting new product launches



Sad you missed out? Take a look at what was featured >>

[Full Event Recap >>](#)

For anything that piqued your interest, or you would like more information on, contact your Ross Organic Technical Sales Representative today!





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Natural Botanical
Extracts, Oils, and
Preservatives



Natural Oat-based
Active Ingredients



Active Ingredients



a **Cargill** company

Jojoba, 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



Surfactants, and natural &
synthetic polymers



Effect pigments



Microencapsulated Active
Ingredients, Pigments,
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