

A hand with a tattoo of an eye and a flower reaches towards a crystal ball on a brass stand. Next to it is a glass vase with orange ranunculus flowers. The scene is set on a white cloth-covered table with some petals scattered around. The background is a soft, out-of-focus white fabric.

**the
Source**

Winter 2023

**Looking
backward**

**Looking
forward**



R Ross
Organic

Happy New Year to our dedicated Ross newsletter readers!

Can you believe it's already February of 2023? We hope you had a wonderful holiday season and are back and ready to see what's in store for us this year. We are hopping in our time machine to look back at 2022 and forward to 2023...and beyond. *Hold on tight!*

This issue of "the Source" includes the following:

- 2022 trends
- Predicted 2023 trends
- 2022 ingredient launches
- 2022 Ross Organic highlights
- Formulas from the "Dice are Loaded" kit
- Ringing in the new year, Ross style



Product launches in 2022

Probiolift - INCI Maltodextrin (and) Lactobacillus: Probiolift's live probiotic cells are able to rejuvenate skin: Supporting the appearance of lifted skin, reducing the appearance of wrinkles and supporting skin's defense. [Learn more >>](#)

Postbiolift - INCI Maltodextrin (and) Lactobacillus Ferment: A new and unique postbiotic ingredient containing beneficial metabolites secreted by Lactobacillus crispatus. It helps to stimulate the synthesis of elastin and its partners, while slowing down the frequency of subcutaneous cells' contraction and decreasing melanin synthesis. It contributes to an improvement in the mechanical properties of the skin to help make it more elastic, smooth the appearance of wrinkles around the eyes and create an even complexion. [Learn more >>](#)

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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Beauté by Roquette DE 006 - INCI Dextrin: 100% plant-based soothing ingredient that also preserves the diversity of the skin microbiome. It is the perfect ally for fragilized and sensitive skin and scalps. COSMOS & NaTrue approved along with Halal & Kosher certified. [Learn more >>](#)

Flamenco Summit Orange O80D - INCI Mica, Titanium Dioxide (CI 77891), Silica: The brightest orange interference pigment on natural mica with shimmering effects. Ideal for bright peach to warm orange shades with glowing radiance and shimmer. [Learn more >>](#)

Reflecks Dimensions Metallic Orange GO90D - INCI Calcium Sodium Borosilicate, Titanium Dioxide (CI77891), Iron Oxides (CI 77491), Silica: rich orange metallic shade with sparkling effects on borosilicate. Ideal for bold shades of orange with sparking to glittering effects. [Learn more >>](#)

SolaFresh - INCI Diethylhexyl 2,6-Naphthalate: A multifunctional emollient with excellent solvency, skin emollience, high polarity and triplet quenching properties for photostabilization. In addition, Solafresh has numerous user-friendly physical properties including low viscosity, odorless, good solvency for solid UV filters and high compatibility with commonly used emollients. [Learn more >>](#)

SolaPure Glo - INCI Vegetable Oil (and) Simmondsia Chinensis (Jojoba) Seed Oil (and) Curcuma Longa (Turmeric) Root Extract: All-natural multi-functional emollient leveraging tumeric's wellness benefits to enhance sun protection efficacy and promote skin well-being. [Learn more >>](#)

Polycare Frizz Therapy - INCI: Poly Methacrylamido propyl trimonium Chloride: Polycare® Frizz Therapy is a synthetic low-viscosity cationic polymer. For maximum efficacy, this polymer is ideally suited for preventative leave-in treatments and creams before the use of hot tools or styling instruments. This ingredient is supplied under a liquid concentrated form (active matter 32-34%) and is readily soluble in water, alcohols, glycols and other common solvents. [Learn more >>](#)

The Beauty Pie 2023 Trends Report

Beauty Pie analyzed millions of data points amongst platforms including Tik Tok, Instagram, Pinterest, and Google to develop the trends that took the world by storm in 2022 and what's predicted to dominate in 2023.

Here are the trends that took the world by storm in 2022:

2022 trends

1.	Wolf cut	1,901,338,504*
2.	Graphic eyeliner	1,600,300,338
3.	Mewing	1,500,265,231
4.	Skin barrier	1,500,225,656
5.	Brow lamination	1,303,579,028
6.	Mermaid hair color	771,705,913
7.	Niacinamide	655,606,020
8.	Slugging	493,556,963
9.	Lash serum	418,555,028
10.	Copper hair	356,147,706

*# of engagements



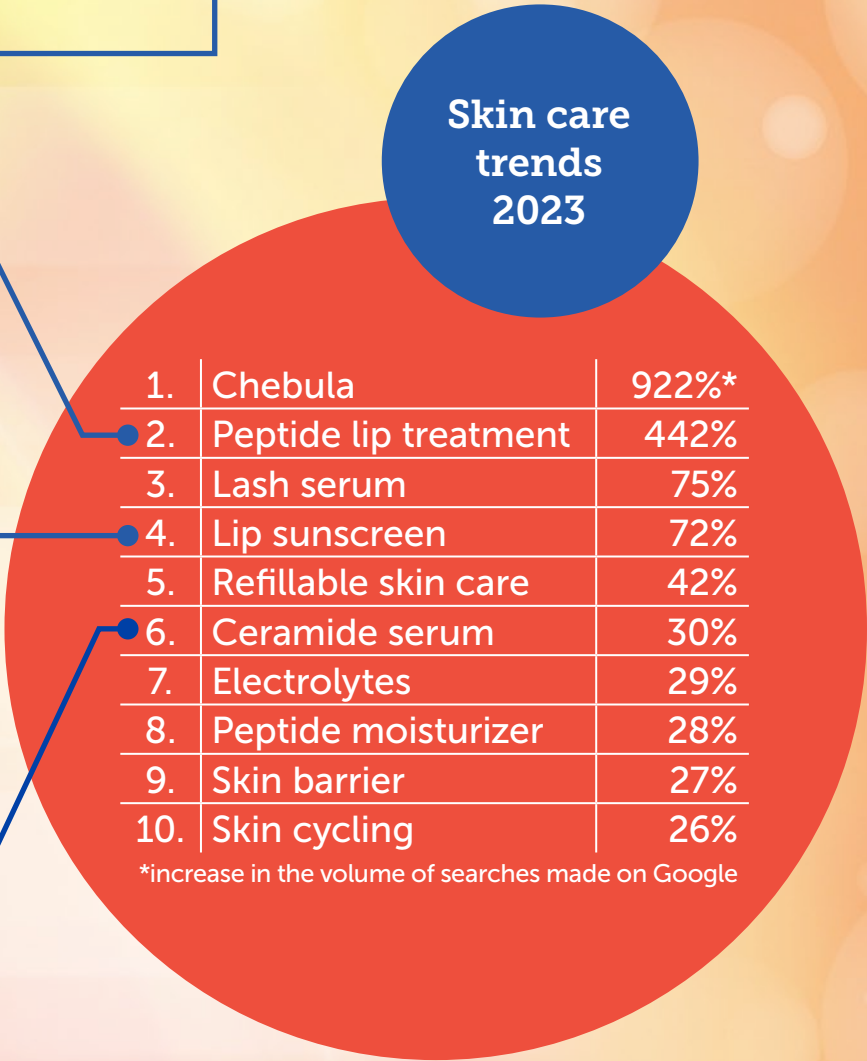
Looking towards the future, the following are the predicted 2023 trends in skin care and makeup.

Top 10 skin care trends of 2023:

Peptides are amino acids that make up certain proteins needed by the skin. They send signals telling the cells to produce collagen and elastin which can help plump the skin and lips reducing wrinkles. Take a look at our peptide offerings for your next peptide-related formula: [Learn more>>](#)

Sun care remains a prevalent trend in beauty and the top driver in the skin care category. Brands are responding by creating new SPF and makeup hybrids. People often forget about those precious lips, but they are just as important as the rest of the skin on our body. We've got ingredients to support sun and lip care from UV filters to luscious butters to keep those lips hydrated: [Learn more>>](#)

Ceramides are fats or lipids that are found in skin cells. They make up 30% to 40% of your outer skin layer, or epidermis. Ceramides are important for retaining your skin's moisture and preventing the entry of germs into your body. Check out our offerings for ceramide related ingredients for your next serum: [Learn more>>](#)



Top 10 makeup trends of 2023:

In 2021, Sun Chemical launched their 2023 Global Cosmetic Trends Program “Intuitive Nature” which highlighted 2 color palettes, one which consisted of joyful vibrant colorful moments, and a second which channeled nature inspired pigments highlighting the serenity of simplicity while encompassing the power of conscious everyday choices. In addition, WGSN+Coloro added the comeback of saturated and stimulating colors that align with the growing virtual reality space we are finding ourselves in providing continued space for self-expression ([source](#)).

Take a look at the predicted 2023 makeup search trends:

Makeup trends 2023

1.	Coquette makeup	1,690%*
2.	Doe eye makeup	122%
3.	Lip stain	53%
4.	Avril Lavigne makeup	39%
5.	Refillable lipstick	29%
6.	Stick-on gems	27%
7.	Glam grunge makeup	25%
8.	Skin tint	23%
9.	Popsicle lips	15%
10.	Barbie makeup	11%

*increase in the volume of searches made on Google



Top 10 hairstyles & hair care trends of 2023:

A new year means that new trends are on the horizon and 9 out of 10 are hair style-related. With most of these latest crazes, various products are required to keep them looking their best all day long. One very versatile ingredient that we recommend is Verdessence™ natural styling biopolymers. These are extremely multifaceted as they support low to high-viscosity formulas as well as provide different levels of styling hold to your finished product.

Hair trends 2023

1.	Butterfly haircut	12,432%*
2.	Octopus haircut	6,104%
3.	Jellyfish haircut	1,185%
4.	Spiky bun	257%
5.	Wolf cut	135%
6.	Twist knot bun	89%
7.	Scalp serum	47%
8.	Frame haircut	24%
9.	Loop braids	19%
10.	Barbie hair	3%

*increase in the volume of searches made on Google

Founder & CEO of the hair care brand *Better Not Younger* supports the idea of skinification of hair, getting healthy hair using hero skincare ingredients in your shampoos, conditioners, treatments, and styling products which aligns with this predicted trend in 2023. She states "in the past couple of years, we have seen the emergence of many scalp serums, offering the promise that a better scalp will lead to better hair. But just like skin, there are many types of scalps, and products in the future will be tailored to address different scalp and hair issues. [\(reference source\)](#) With this trend in mind, check out our blog on "Help the scalp" to see what products we offer that will support your next scalp treatment formulation. [Learn more>>](#)

Curious what's headed our way in 2024?

Take a look at Sun Chemical's 2024 Global Cosmetic Trends Program, Youtopia

[Spring/Summer 2024 trends>>](#)

[Fall and winter 2024 trends>>](#)

[Color of the year>>](#)



Don't forget!

We are the exclusive distributor for Sun Chemical so please reach out to us with all of your pigment needs.

FORMULATIONS



We are featuring two more formulas from our *Dice are Loaded* prototype kit. These were created to restore the balance to consumers' skin and hair regimens. The inclusion of adaptogens, prebiotics, & probiotics fits with the consumer driver of homeostatic and holistic approaches to match current lifestyles. [Learn more about this release and a refresher on the First Light Luminous Kit>>](#)

Every queen HASS to have a crown — hair & scalp serum

#DWLA2113

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Florasun 90	Helianthus Annuus (Sunflower) Seed Oil	QS	Floratech (Ross)
	Lipofructyl Argan LS 9779	Argania Spinosa Kernel Oil	10.00	BASF (Ross)
	Corum 5014	Lauryl/Myristyl Benzoate	5.00	Corum (Ross)
	Eutanol G	Octyldodecanol	8.00	BASF (Ross)
	Dermalcare LIA MB	Isoamyl Laurate	3.00	Solvay (Ross)
	Silica	Silica	1.00	—
B	HotFlux	Vanillyl Butyl Ether	0.10	Corum (Ross)
	Sqisandryl LS 9905	Schisandra Chinensis Fruit Extract	0.30	BASF (Ross)
	Campo Plantservative WMr (Jo)	Lonicera Caprifolium (Honeysuckle) Flower Extract (and) Lonicera Japonica (Honeysuckle) Flower Extract (and) Simmondsia Chinensis (Jojoba) Seed Oil	1.00	Campo (Ross)
	BioScent Lavender Oil 40/42	Lavandula Angustifolia (Lavender) Oil	0.20	BioOrganic Concepts (Ross)

PROCEDURE

1. Combine ingredients 1-5 and mix well, heat to 75-80C. Then add Silica and homogenize. Cool to 40C.
2. Once cooled, add each of the Phase B ingredients one by one mixing well.

SPECIFICATIONS

pH @ 25°C: N/A
Viscosity @ 25°C: 40-60 cps
(LVT Spindle #2 @ 3rpm)
Appearance: Yellow translucent oily liquid

FEATURES AND BENEFITS

An oil-based serum that moisturizes the scalp and revitalizes hair follicles for healthy hair.

HOW TO USE Apply a few drops into palms and massage it evenly into the scalp and/or the ends of the hair.

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Lipid is as lipid does — lipid barrier cream

#DWLA2112

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	DI Water	Water (Aqua)	QS	—
	Glycerin	Glycerin	3.00	—
	<u>Beauté by Roquette® DS 112</u>	Starch acetate (and) Hydroxyethylcellulose (and) Xanthan gum	3.00	Roquette (Ross)
B	<u>Eumulgin SG</u>	Sodium Stearoyl Glutamate	1.00	BASF (Ross)
	<u>Olivem VS Feel</u>	Cetearyl Alcohol (and) Cetyl Palmitate (and) Sorbitan Palmitate (and) Sorbitan Oleate	2.00	Hallstar (Ross)
	<u>Biochemica Tucuma Butter Refined</u>	Astrocaryum Tucuma Seed Butter	3.00	Hallstar (Ross)
	<u>Dermalcare LIA MB</u>	Isoamyl Laurate	3.00	Solvay (Ross)
	<u>Cetiol MM</u>	Myristyl Myristate	3.00	BASF (Ross)
	<u>C+eRAMIDE</u>	Triticum Vulgare (Wheat) Seed Extract	0.30	Lessonia (Ross)
	<u>Cegesoft VP</u>	Vegetable Oil (and) Hydrogenated Vegetable Oil (and) Euphorbia Cerifera (Candelilla) Wax	2.00	BASF (Ross)
	<u>Corum 5081</u>	Phytosteryl Hydroxystearate	2.00	Corum
C	Benzyl Alcohol (and) Salicylic Acid (and) Glycerin (and) Sorbic Acid	Benzyl Alcohol (and) Salicylic Acid (and) Glycerin (and) Sorbic Acid	1.00	—
	<u>Healthy Perfection (Vitis Flower) S-Gly</u>	Glycerin (and) Gossypium Arboreum (Cotton) Leaf Cell Extract	1.00	Naolys (Ross)
	Fragrance	Fragrance	0.10	—

PROCEDURE

1. Combine Phase A ingredients into a vessel and heat to 80-85C.
2. Combine Phase B ingredients in a separate vessel and heat to 80-85C. Combine Phase B to Phase A and homogenize. Cool to 40C.
3. Once at 40C, add each Phase C ingredient one by one mixing well in between. Adjust pH to 5.0-6.0.

SPECIFICATIONS

pH @ 25°C: 5.0-6.0
 Viscosity @ 25°C: 150,000-160,000 cps
 (LVT Spindle T-C @ 3rpm)
 Appearance: White opaque viscous cream

FEATURES AND BENEFITS

a nourishing daily cream that improves skin health and appearance with a unique blend of ceramides, cholesterol, and fatty acids.

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

Recap Ross 2022

Relish, re-live, and reflect on the good times!

We wanted to take time to add some pictures from events we attended in 2022 that you may have not seen. We experienced a jam-packed year of internal growth, good-times with colleagues, and opportunities to give back to the community. We look forward to achieving that and more this year!

New additions:

- Naomi Grant-Thomas – Customer Service Representative
- Renee Tam – Ross Chemist
- Tom Eby – Distribution Center Manager
- Janie Toth – Technical Service Representative
- Rolando Barrientos – Promoted from Site Manager to National Distribution Manager

SCC Involvement:

- SCC 76th Annual Scientific Meeting & Showcase
- CA SCC Scientific Seminar
- CA SCC Wine Tour Event
- NYSCC Supplier's Day
- CA SCC Monthly Meetings
- CA SCC Annual Golf Tournament

Ross Events:

- Azelis US Personal Care holiday gathering
- Stocking stuffing for Words of Comfort, Hope & Promise
- BASF Care Creations on the Road Symposium
- Breast Cancer Awareness Day
- National Customer Service Week
- Warehouse Appreciation Week
- Book Drive
- Annual Sales Meeting



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).



How did you ring in the New Year?

"It is a family tradition to eat 12 grapes at midnight for good luck. Then with friends I like to jump 12 waves at the beach!"

Heidi Elrahib Morihiro - Tech. Sales Rep.

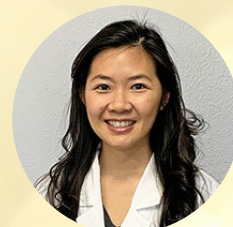


"I was in bed by 11PM on NYE, played golf with friends on New Year's Day and then watched Penn State win the Rose Bowl on the 2nd."

Jesse Kreider - Managing Director of Azelis Americas Personal Care Division

"I like to watch Christmas-themed movies during the holidays. This year, I watched Violent Night, which starred the Stranger Things actor, David Harbour, as Santa Claus."

Renee Tam - Ross Development Chemist



"My family celebrates Lunar New Year, which is on a different date every year depending on the New Moon. We celebrate by visiting relatives to gift them traditional food, presenting offering to ancestors, gifting or receiving red envelopes filled with lucky money (li xi), and eating traditional meals. We do everything symbolic of prosperity and good luck, and avoid any taboos that may bring misfortune and may deplete wealth."

Jacqueline Tran - Inside Sales Representative



"We do a lot of card games - Euchre, Hearts, plus board games like Exploding Kittens and Machikoro (whatever my sisters' kids have) while listening to my mom's old holiday albums. Lots of homemade cookies and holiday punch."

James Earnest - Tech. Sales Rep.



In other beauty news:

Modernization of Cosmetics Regulation Act (MoCRA) of 2022

On Dec. 29, 2022, President Biden signed into law the Consolidated Appropriations Act 2023, which includes the Modernization of Cosmetics Regulation Act (MoCRA) of 2022. MoCRA significantly changes the current regulatory framework for cosmetics in place since the enactment of the Federal Food, Drug, and Cosmetic Act (FD&C Act) in 1938.

Stated from Roley & Lardner LLP, a law firm that focuses on energy, health care and life sciences, innovative technology, and manufacturing sectors states, "Under MoCRA, cosmetic companies will be subject to facility registration and product listing requirements, good manufacturing practices (GMPs), serious adverse event reporting and recordkeeping, and safety substantiation. Furthermore, MoCRA grants the U.S. Food & Drug Administration (FDA or Agency) the authority to order a mandatory recall of a cosmetic product and to suspend a facility registration if FDA determines there are serious adverse health concerns."

For more information, C&T summarizes 7 implications of the Modernization Act here from Steinberg and Associates:

[More information>>](#)





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Preservative lines exclusively



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Polymers, Emollients,
Actives & UV Filters



Botanicals & Actives
from the Amazon



Oleosome Technology



Campo Research
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



Surfactants, and natural &
synthetic polymers



Effect pigments



Microencapsulated Active
Ingredients, Pigments,
and UV Filters

Innovation
through
formulation



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