Thinking Beyond Betaine

Plus Formulas, News, & Contests
Thinking Beyond Betaine

Why are Betaines so widely used today? The answer is quite simple - formulator familiarity and pricing. Betaines are a well-known & widely used chemistry. As any company in our technology-driven, marketing-driven consumer “label-reading”- driven industry knows, a reliance on “the old way of doing things” isn’t the best strategy when it comes to ingredient selection. Since their introduction to the industry in the 1960’s, Betaines have been used in virtually all kinds of cleansing systems from bubble baths & body washes to facial cleansers & shampoos.

When Betaines were first launched, they provided formulators a way to improve the mildness of their surfactant formulations over traditional sulfate systems. The time has come to think beyond technology from the 1960’s. We must look towards newer, more efficient technologies and ROSS Organic has just the answer to thinking beyond Betaines: SULTAINES!

Cocoamidopropyl Hydroxysultaines are almost 50% more concentrated than Betaines. They are higher active (50% solids), biodegradable surfactants that are self-preserved. Much like Betaines, they can reduce irritation in surfactant systems. However, Sultaines offer superior foam quality and quantity over Betaines, especially in the presence of soil and hard water. Sultaines are compatible with anionic, cationic and non-ionic and surfactants over a wide pH range. Additionally, they are excellent lime soap dispersants.

Cocoamidopropyl Hydroxysultaine products

ROSS Organic’s partner, Rhodia (Solvay), is the largest producer of Sultaines in the United States, and a major producer globally. Rhodia’s Sultaines are marketed under the MACKAM® and MIRATAINE® trade names. Listed below, is a sampling of a few of the products currently offered;

- **MACKAM® CBS 50G**: This is the standard grade recommended as a replacement for Cocamidopropyl Betaine to reduce formulation costs and boost foaming performance. This grade of sultaine is made from coconut oil and contains Glycerin.

- **MACKAM® 50 SB & MIRATAINE® CBS**: These Glycerin free grades of Sultaine are made from a high grade hydrogenated coco fatty acid. Mackam® 50 SB offers the formulator excellent performance with low color and low odor with enhanced viscosity building.

- **Mackam® LSB 50**: This Glycerin free grade of Sultaine is made from high grade Lauric acid. Mackam® LSB 50 provides the highest level of foam enhancement, flash foam and viscosity build, even in presence of soil and hard water conditions.

- **Mackam® LHS**: Lauryl Hydroxy Sultaine is has a multiple cleanser applications, and is ideally suited for acne facial washes.

Sultaines offer many logistical advantages, have a low cost in use, and are recommended for use in virtually any rinse off, cleansing applications where enhanced foaming properties, low irritation, broad pH stability and low color & low odor are required. We have a plethora of starting formulations and formulation tips for the Mackam® and Mirataine® Sultaines.

Please contact your ROSS Technical Sales Representative or info@rossorg.com for further information.

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**Newsletter Contest:**

**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).

Congratulations to Myrna Acacio, (R&D Chemist, Vivitone), winner of the Spring Newsletter Ladybug contest.
Arizona Chemical's Sylvaclear™ Polymers - Fresh Ideas for Fragrance Delivery

Transparent Fragrance Stick

A clever alternative to liquid perfume is a fragrance stick. Arizona Chemical has published the formula below to demonstrate the use of the Sylvaclear™ polymers in this application. The Sylvaclear™ polymers help to create a clear, soft gel and long-lasting fragrance stick. The hardness of the stick depends on the concentration of polymer. High fragrance loadings are possible with Sylvaclear™ polymers. Additionally, they can suspend particles or glitter if desired.

<table>
<thead>
<tr>
<th>No.</th>
<th>Phase</th>
<th>Ingredient</th>
<th>CAS Number</th>
<th>Supplier</th>
<th>Weight Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A</td>
<td>SYLVGEL™ LP</td>
<td>951153-32-5</td>
<td>Arizona Chemical</td>
<td>50.00</td>
</tr>
<tr>
<td>2</td>
<td>A</td>
<td>Non-polar Fragrance Mixture</td>
<td></td>
<td>Various</td>
<td>40.00</td>
</tr>
<tr>
<td>3</td>
<td>A</td>
<td>Liponate IPM</td>
<td>110-27-0</td>
<td>LIPO Chemicals</td>
<td>10.00</td>
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<tr>
<td>4</td>
<td>A</td>
<td>PELEMOL® 89</td>
<td>Ethylhexyl Isononanoate</td>
<td>Phoenix Chemical</td>
<td>31.00</td>
</tr>
<tr>
<td>5</td>
<td>B</td>
<td>Fragrance*</td>
<td></td>
<td>Various</td>
<td>4.00</td>
</tr>
</tbody>
</table>

**Process Details:**
1. Heat phase A to 80°C and agitate until uniform.
2. Cool to 75°C and add phase B.
3. Agitate until uniform while maintaining temperature.
4. Pour into containers at 75°C.

**Properties:**
No. Ingredient CAS Number Supplier Weight Percent
1 SYLVGEL™ HP5 1093268-37-1 Arizona Chemical 50.00
2 Water 7732-18-5 Local 50.00
3 Polyglycol P-425 25322-69-4 Dow Chemical 20.00
4 Fragrance* | Various | 10.00 |

**Water-Based Air Freshener**

This gel air freshener slowly and continuously releases fragrance over an approximate time span of one month. This formula is suitable for small spaces at ambient temperatures.

<table>
<thead>
<tr>
<th>No.</th>
<th>Ingredient</th>
<th>CAS Number</th>
<th>Supplier</th>
<th>Weight Percent</th>
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<tbody>
<tr>
<td>1</td>
<td>SYLVGEL™ HP5</td>
<td>1093268-37-1</td>
<td>Arizona Chemical</td>
<td>20.00</td>
</tr>
<tr>
<td>2</td>
<td>Water</td>
<td>7732-18-5</td>
<td>Local</td>
<td>50.00</td>
</tr>
<tr>
<td>3</td>
<td>Polyglycol P-425</td>
<td>25322-69-4</td>
<td>Dow Chemical</td>
<td>20.00</td>
</tr>
<tr>
<td>4</td>
<td>Fragrance*</td>
<td></td>
<td>Various</td>
<td>10.00</td>
</tr>
</tbody>
</table>

**Properties:**
Yields gel stable up to 40°C.
Lifetime of gel is largely determined by the fragrance used.

**Process Details:**
1. Combine SYLVGEL™ HP5, water and Polypropylene glycol and heat to 75 - 85°C.
2. Mix until uniform.
3. Cool mixture to 65 - 75°C and pour into molds.
4. Cover molds to prevent fragrance loss.

**Properties:**
Yields clear gel stable up to 60°C.
Dyes can be added for color.
Fragrance loading 35-50%. Lifetime of gel is largely determined by the fragrance used.
HydrePure Retinol

Botaneco has launched a new technology platform using oleosomes as a carrier for oil-soluble active ingredients. The first offering is HydrePure Retinol, an all-natural, exceptionally mild delivery system for retinol offering better stability, extended delivery time, and reduced irritation potential for next-generation mass market anti-aging products. Please contact your ROSS Technical Sales Rep or info@rossorg.com if you would like to be one of the first to receive a sample of the new HydrePure Retinol.
Natural Finish BB Cream with PUHP500 (SGBBN-500)

A full coverage “honey colored” BB cream with matte finish

<table>
<thead>
<tr>
<th>Phase</th>
<th>Trade Name</th>
<th>INCI Name</th>
<th>Suppliers</th>
<th>% (w/w)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Abil EM90</td>
<td>Cetyl PEG/PPG-10/1 Dimethicone</td>
<td>EVONIK Goldschmidt</td>
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<tr>
<td></td>
<td>LAMEFORM® TGI</td>
<td>Polyglyceryl-3 Disostearate</td>
<td>Cognis</td>
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<tr>
<td></td>
<td>LIPONATE TDS</td>
<td>Tridecyl Stearate</td>
<td>LIPO</td>
<td>8.0</td>
</tr>
<tr>
<td></td>
<td>LIPONATE TDTM</td>
<td>Tridecyl Trimellitate</td>
<td>LIPO</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>LIPOVOL GTB</td>
<td>Tribehenin</td>
<td>LIPO</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>Silsoft 034</td>
<td>Caprylyl methicone</td>
<td>Momentive</td>
<td>3.0</td>
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<td></td>
<td>Prinsepia Utilis Royle Extract</td>
<td>Prinsepia Utilis Royle Extract</td>
<td>Sciencoo</td>
<td>7.0</td>
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<tr>
<td></td>
<td>Magnesium Stearate</td>
<td>Magnesium Stearate</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Compounded Foundation Powder (natural finish)</td>
<td>CI 77891, CI 77718, CI 77491, CI 77492, CI 77499, N-Octyltriethoxysilane, Dimethicone</td>
<td>Sciencoo</td>
<td>10.0</td>
</tr>
<tr>
<td></td>
<td>TRÉS BN PUHP500</td>
<td>Boron Nitride</td>
<td>Saint-Gobain Ceramic Materials</td>
<td>2.0</td>
</tr>
<tr>
<td>C</td>
<td>Water</td>
<td>To100</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1, 3-Butylene Glycol</td>
<td></td>
<td></td>
<td>8.0</td>
</tr>
<tr>
<td></td>
<td>MgSO4*7H2O</td>
<td></td>
<td></td>
<td>0.7</td>
</tr>
<tr>
<td></td>
<td>Glycerin</td>
<td></td>
<td></td>
<td>5.0</td>
</tr>
<tr>
<td>D</td>
<td>Preservative</td>
<td>q.s.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Perfume</td>
<td>q.s.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Procedure
Heat both phases A and C to 75-80°C
Add phase B to A one by one, stir well and homogenize for 30 second
Add phase C to AB slowly under fast stirring (about 500 r/min), then homogenize (about 10000 r/min) for 1 minute
Cool down to 45°C add phase D

Formulation by Shanghai Sciencoo Biotechnology Ltd.

Remarkable Results for Hair Color Fastness

Ceapro Inc., has released results to show that CP Sweet Blue Lupin Peptides (CP SBLP) has remarkable properties in retaining hair color fastness, as well as improving strength and flexibility. Recent tests demonstrate that this Ecocert-certified natural ingredient keeps colour vibrant for up to 30 washes, and is also capable of reinforcing the disulphide bonds in damaged hair maintaining shine and condition.

The tests involved treated two tresses, one with 1% active solution of CP SBLP and the other with water. The tresses were then washed with clarifying shampoo and rinsed with tap water. Each tress was measured for colour intensity in five different places. It was noted the CP SBLP was equivalent to the best synthetic alternatives showing 24% improvement in color control over the water after ten washes, and 13% after thirty.

During the extraction process CP SBLP has been precisely filtered to ensure a narrow range of peptide molecular weights, which ensures no film build up after continuous applications giving the hair a healthy feel.

CP SBLP was also shown to be capable of penetrating the hair thereby increasing shaft strength and flexibility.

In recognition of formulation flexibility, CP SBLP is prepared from a purified protein source with low amino acid activity. This ensures that formulators have an ingredient which exhibits good shelf life and efficacy, as well as being easy to use.

Please contact info@rossorg.com for further information.
Solution for Oily Skin - Pure Light Chinese Peony from Naolys

Naolys, the industry’s premier manufacturer of active plant cells, has launched Pure Light Chinese Peony. The product is designed to rebalance oily skin and for skin conditions related to the overproduction of sebum. The Pure Light Chinese Peony will mattify and balance the skin, especially in the nose and forehead region, (i.e. The “T Zone”). Its function is found in different levels of the epidermis before and after the phenomena of sebum production by the sebaceous glands. It limits the quantity of 5 alpha-reductase, reinforces the water circuit and storing of the epidermis, and limits the release of IL-6 and substance P and improves cell respiration. Due to these activities, the Pure Light Chinese Peony gives skin back its natural balance.

The Pure Light Chinese Peony was clinically studied for its mattifying effect. An emulsion with 0.1% of Pure Light Chinese Peony was prepared. A gloss measurement was conducted on 25 female volunteers (from 20-65 years old) with oily skin (sebum assessment defined). After a single application, and only 10 minutes later shine was reduced. Additionally, the reduction in shine was demonstrated to last 6 hours. After 28 days of the same treatment, a moisturizing effect was clearly demonstrated. Additionally, the sebum rate was measured and reduced.

In addition to the findings above, the Pure Light Chinese Peony was extensively tested in-vitro. The mattifying, cell respiration, soothing, relaxing and moisturizing effects were all demonstrated. Pure Light Chinese Peony would be an ideal choice for color cosmetic or skin care products designed for oily skin.

About Naolys
Naolys, located in France, is the premier manufacturer of active plant cells. While some manufactures claim to have “plant stem cells”, essentially they sell a “weak tea”. Naolys provides their clients genuine live active plant cells. ROSS Organic, a marketer and seller of ingredients in the Western USA, is the first company in the United States to offer active plant cells.

Lucas Meyer Wins Gold
Lucas Meyer Cosmetics won the prestigious innovation award at the In-Cosmetics Barcelona this past April. They won Gold for their two newest active ingredient launches – Adipofill™ and Progeline™

Progeline™, a three amino-acid peptide biomimetic of an Elafin, which helps fight the aging process. Adipofill™, a new anti-aging ingredient derived from vegetable glucose.

Isabelle Lacasse, Lucas Meyer, said “Having been up against some tough competition, we’re thrilled to have won this coveted award. It has been a busy year for us, so to receive such recognition is terrific.”

The award recognizes the development of a novel active or functional ingredient that demonstrates new benefits to manufacturers and end-users.

Lucas Meyer Technical Seminar
Lucas Meyer Cosmetics held a technical seminar in Pasadena, CA on June 21st. They unveiled their award-winning active ingredients, Adipofill™ and Progeline™ as well as presented new data on their lecithin-based emulsifiers and delivery systems.
Pam Ward
Where were you born? Fremont, CA
What was your favorite subject in grade school? English
As a child, what did you want to be when you grew up? An artist
Favorite Hobbies? Reading, going to concerts, relaxing
Favorite Book? Anything by Richard Laymon
Favorite Movie? Nightmare on Elm Street 1 & 3

On the weekend, you will most likely be found... At home or out somewhere fun with my husband and son
Word that best describes you. Loyal

What is the most adventurous thing you’ve ever done? Went to Egypt on my honeymoon
What was your last vacation? We took my 1 year old son to Disneyland for the first time!
The last time you laughed out loud. This morning
What is your favorite quote? “It matters not who you love, where you love, why you love, when you love or how you love, it matters only that you love” ~ John Lennon

What are you most proud of? My relationships with friends and family and my son Lennon.
Something most people don’t know about you. I love scary movies.
Favorite thing about summer. Playing outside!

Summertime at ROSS
In keeping with the ROSS tradition of allowing our employees to observe summer hours, our office and warehouse will be open from 8:00am – 1:00pm on Fridays throughout the summer. We will observe normal business hours Monday through Thursday. The summer hours began Memorial Day weekend and will end Labor Day weekend.
Create Fashionable, Fresh, Cutting-edge Formulas

- **ARCLAY**
  - Bioavailable Mineral Suspensions
- **BioOrganic Concepts**
  - Natural Butters, Oils, Exfoliators, Bio-Actives
- **Gelest PCS**
  - Silicone & Silane Specialties
- **schützke +**
  - Global Preservative Blends & Alternative Preservatives
- **Schill-Seilacher**
  - Sarcosinate Surfactants for Enhanced Performance
- **Southern Cross Botanicals**
  - Bio-Active Essential Oils from Australia
- **zenitech**
  - Organically Modified Polycastor Derivatives and Blends
- **Lucas Meyer Cosmetics**
  - High Quality Active Ingredients
- **BOTANECO**
  - Natural Emulsifier and Delivery Systems
- **naolys**
  - Active Plant Cells
- **B&T Company**
  - Olive Oil Based Emulsifiers, Surfactants, Emollients & Actives
- **Essential Ingredients**
  - Benzoyl Peroxide, Salicylic Acid & Specialties
- **Phodia**
  - Rhodia Novacare Personal Care Solutions
- **CORUM**
  - Active Ingredients & Innovative Esters
- **Saint-Gobain**
  - TRÊS BN® Boron Nitride cosmetic powders
- **BERACA Ingredients**
  - Bio-Active Oils, Extracts, Butters, Scrubs & Actives from the Amazon
- **Desert King International**
  - 100% Natural Surfactants
- **Arizona Chemical**
  - Bio-based Specialty Polymers

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