

Karmyn™ Protein

Nutrilan® Keratin W PP

Floraesters K20W & K100

BioChemica Argan Shine

Fall 2017

R the Source

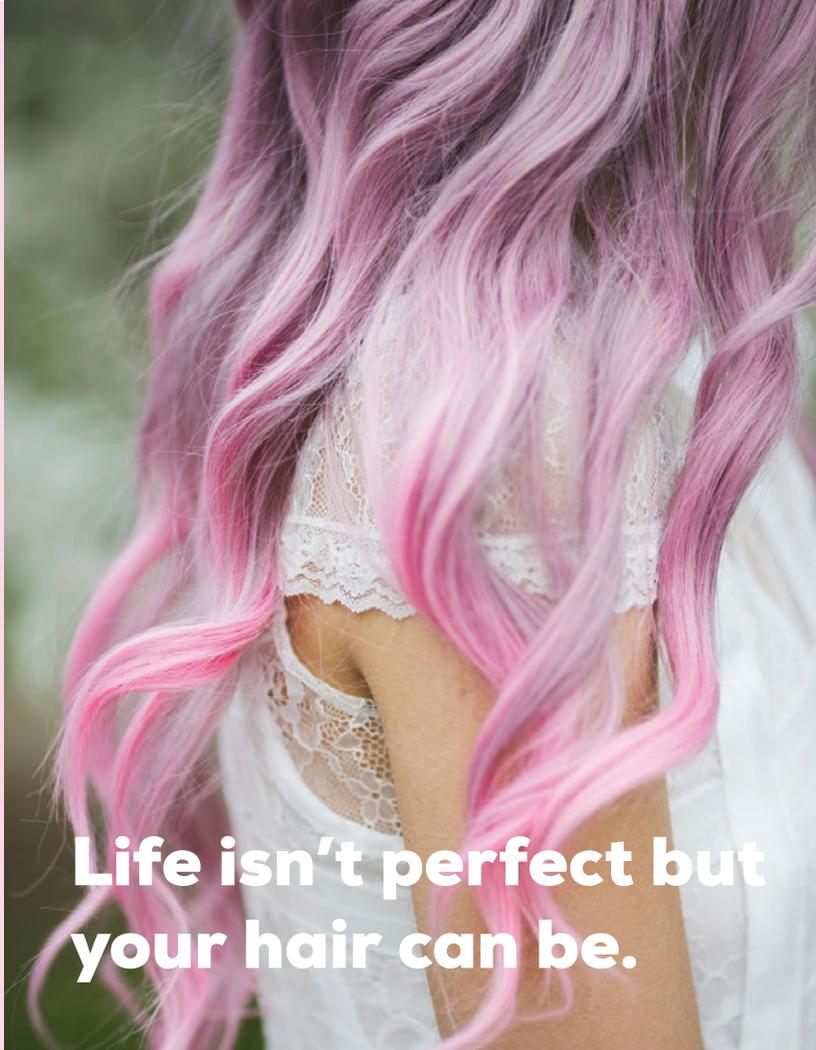
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THE HAIR ISSUE

**Advances
in Hair Care**

Advances in Hair Care

In this issue of *The Source* we've assembled a few of the latest and greatest ingredients for hair care, all either 100% natural or naturally sourced and sustainably processed. With so many breakthroughs in ingredient technology, our suppliers are making it easier than ever to develop truly unique products. With consumers more interested in ingredients than we've ever seen before, the sourcing and stories of these raw materials have become increasingly important. In addition to these new oils and actives, we have many new launches of polymers and surfactants that can help formulators and product developers create the most mild, effective hair care products. Please don't hesitate to reach out to one of our technical sales reps or info@rossorg.com so we can help with your next hair care launch.



**Life isn't perfect but
your hair can be.**

Karmyn™ Protein

New Safflower Seed Protein from Botaneco

INCI Proposed: Carmin (Carthamus Tinctorius) Protein



Karmyn protein has natural protective qualities that help the skin and scalp to counter stressful and dry environmental conditions. It helps provide body and shine to the hair, enhancing stylability and manageability, especially in a low humidity environment, by smoothing down the hair fibers and delivering long term protective benefits. In addition, it mitigates harsh drying effects with frequently applied surfactants, as proven by a recent Body Wash formulation test.

Using a unique disassembly technique, Karmyn™ protein is extracted in its whole undamaged form without chemically or enzymatically modifying it, harnessing the protein's natural integrity to provide a promising, non-allergenic, plant-based, sustainable alternative to formulators and cosmetic scientists in the personal care industry.



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Nutrilan® Keratin W PP

INCI: Hydrolyzed Keratin



Nutrilan® Keratin W PP helps fortify the hair shaft, replacing hair's natural protein to enhance strength and elasticity. This product revitalizes the hair's natural protective layer by providing support where needed. Keratin protein is known to rebuild tensile strength, return elasticity, and reduce breakage.

Hair Care Benefits:

- Revitalizes the hair's natural protective layer by providing support where needed
- Keratin protein is known to rebuild tensile strength, return elasticity, and reduce breakage
- Has been shown to greatly reduce damage from chemical treatments
- Compared to other proteins, has a high proportion of cystine



Exotic Naturals for Hair Care

Pequi & Pataua – Natural Choices for Next Generation Hair Care



- **Pequi (Caryocar brasiliense)** is found throughout the Brazilian cerrado, known as the Brazilian savanna, and is a perennial plant that procures the pequi fruit. It is used mainly in regional cuisine in different ways, and is often referred to as "cerrado's gold". Due to its rich fatty acid profile, Pequi has demonstrated efficacy in hair applications, specifically for curly or frizzy hair. In one study in particular, hair shafts were treated with Pequi and presented curl definition 31% higher in relation to hair shafts treated with placebo. In addition hair shafts treated with Pequi presented frizz reduction 23% higher in relation to hair shafts treated with placebo.
- **Pataua (Oenocarpus bataua)** is a plant native to South America, especially in the basins of the Amazon and Orenoco Rivers. The fruit is commonly eaten raw in nature and in cooking it is used because the Pataua oil is highly unsaturated and rich in aminoacids. Due to its composition, both the fruit and the oil extracted from the Pataua pulp have revitalizing properties and can be used in myriad hair care applications such as shampoos, conditioners, hair masks and products for chemically damaged hair and scalp. Beraca conducted a SEM study that demonstrated reduction of damage on the hair fiber and sensorial studies that showed reduction of flaking, promotion of moisture, reduction of rugosity of the scalp and improved texture of the scalp.



BioChemica Argan Shine

Biochemica® Argan Shine provides a new, multi-functional solution for all hair types. This innovative product exploits the healing properties of rich, non-greasy Moroccan argan tree seed oil. The result is a luxurious, carefully crafted ingredient that offers an effective way to convey the benefits of precious oils, delivering luminous shine to hair care products naturally, without using silicones.

Features & Benefits:

- Gloss/Shine Enhancement
- Hair Conditioning Agent
- Plant Derived / Vegetal Based
- Shine Enhancing Agent



Healthy Shine Lilac

From the fragrant flowers of the lilac comes a plant cell active developed specifically for hair products such as masks, serums, balms, etc. The Healthy Shine Lilac is intended for use in applications to strengthen and repair hair and scalp and can be used on any type of hair, especially damaged hair. Naolys has published in-vitro studies showing Healthy Shine Lilac has an energizing effect, a soothing effect and an antioxidant effect. Furthermore, clinical studies demonstrated hair repair and shine in 28 days with only .5% use level.

NÆOLYS
NATURE EXPANDED



Floraesters K20W & K100

For Oil-Free Hair Treatment

These multifunctional ingredients have film-forming properties that make them ideal for rinse-off products, products that require water resistance or to extend the period of residence time of a product on the hair. To demonstrate, Floratech has conducted several studies which show that the use of Floratech K20 can reduce wet comb force and help with hair dye color loss. In a conditioner, Floraesters K-100 can reduce wet comb force, frizz, and help with hair dye color loss. In addition to these claims, consumer perception studies show improved hair qualities across multiple categories. These botanically derived, eco certified, sustainable ingredients are well-suited to condition and protect hair.



South Pacific Monoi Oil

Through a unique supercritical CO2 extraction technique, Campo Research has developed a quick penetrating and very light oil (similar to volatile silicones). The South Pacific Monoi Oil is a 100% natural, 100% sustainable extract from Plumeria flower. It is rich in Omega 3, 6 and 9, phytosterols and essential fatty acids. The refractive index of this ingredient is 1.55, making it ideal for delivering shine to hair care formulations.



Campo Research



Lissa Clarke Joins Ross Organic

We are pleased to announce the newest addition to the Ross Organic team- Lissa Clarke, Sales Coordinator. Prior to joining ROSS, Lissa spent the last four years working for The HallStar Company. Most recently, she was the Account Manager for Personal Care and prior to that, she spent two years as a Production Engineer. Lissa attended Bucknell University and graduated with a degree in Chemical Engineering.

As Sales Coordinator, Lissa is charged with supporting both the sales operation as well as working closely with our suppliers to facilitate our business relationships. "It's a critical role for the team at ROSS as well as our supplier partners. We're excited to have someone with supplier experience, who has a deeper understanding of the business needs," said Jesse Kreider, VP - Sales & Strategy



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Suppliers' Day 2017

October 25TH and 26TH
Long Beach Convention Center



Booth #309



FORMULATIONS

Dry Shampoo Formulation #AL-226-177-A

| | Trade Name | INCI Name | Functions | % | Supplier |
|---|--|--|---|-------|---------------------|
| A | Microzest 25 Bamboo | Bambusa Arundinacea Stem Extract | Natural Pigments/filler | 82.20 | Lessonia |
| | Microzest 25 Rice | Oryza Sativa (Rice) Powder | Natural pigment /filler | 10.00 | Lessonia |
| | Jordapon SCI Powder | Sodium Cocoyl Isethionate | Surfactant | 2.00 | BASF |
| | Andean QDP Ultra Organic | Purified Quillaja saponaria wood extract | Surfactant Extract; Foaming Agent and CO-emulsifier | 2.00 | Desert King |
| | Yucca QD / Baja YD 50 | Spray Dried Yucca Schidigera Extract | Surfactant Extract; Foaming Agent and CO-emulsifier | 2.00 | Desert King |
| | Amazonian White Clay | Kaolin | Relaxation; Skin regeneration; Hydration; Cleaning; Exfoliating agent | 1.00 | Beraca |
| | BioScent Lavender Oil 40/42 BOC10300 (1SC 02532) | Lavandula Angustifolia (Lavender) Oil | Essential Oil; Perfumary | 0.5 | BioOrganic Concepts |
| | BioScent Bergamot Oil Italian | Citrus Aurantium Bergamia Fruit Oil | Essential Oil; Perfumary | 0.3 | BioOrganic Concepts |

SPECIFICATIONS

pH: n/a
 viscosity: n/a
 appearance: powder
 color: White
 odor: Lavendar

PROCEDURE

1) Add one by one and mix well .



Flexible Hair Pomade Formulation #R0-017-21-A

| | Trade Name | INCI Name | % | Supplier |
|---|--------------------------------|--|-------|---------------------|
| A | Cremophor A 25 | ceteareth-25 | 25.00 | BASF |
| | Cetiol HE | peg-7 glyceryl cocoate | 6.0 | BASF |
| | Tinogard TT | pentaerythrityl tetra-di-t-butyl hydroxyhydrocinnamate | 0.30 | BASF |
| B | Water | water | QS | - |
| | Glycerin | glycerin | 6.00 | - |
| | Cosphaderm Propanediol natural | propanediol | 3.00 | Cosphatec |
| C | Luviskol K85 CQ Solution | PVP | 0.90 | BASF |
| | Euxyl PE 9010 | phenoxyethanol, ethylhexylglycerin | 1.00 | Schülke |
| | Siddha Medico Neer Pazchai | melia azadirachta leaf extract, coccinia indica fruit extract, water | 0.52 | BioOrganic Concepts |
| D | Cremophor RH 40 | PEG-40 hydrogenated castor oil | 2.50 | BASF |
| | Fragrance (F-172875) | fragrance | 0.50 | Intarome |

SPECIFICATIONS

pH: n/a
 viscosity: n/a
 appearance: translucent, hard pomade
 color: bright green
 odor: characteristic/masculine

PROCEDURE

1) Heat A to 85-87C.
 2) Heat B to 85-87C.
 3) Add B to A slowly.
 4) Add C at 80-83C.
 5) Premix D and add at 78-80C. Pour.

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
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Create Fashionable, Fresh, Cutting-edge Formulas



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



Bio-Active oils, Extracts, Butters,
 Scrubs & Actives from the Amazon



Natural Butters, Oils, Exfoliators,
 Bio-Actives



Natural Emulsifier and
 Delivery Systems



Natural Active Ingredients



Active Ingredients &
 Innovative Esters



Alternative Preservation
 and Multi-functionals



100% Natural Surfactants



Botanically-derived Ingredients



Silicone & Silane Specialties



B&T Olive Oil based ingredients,
 BioChemica Butters & Oils &
 Photostabilizers



Active Plant Cells



Sarcosinate Surfactants for
 Enhanced Performance



Global Preservative Blends &
 Alternative Preservatives



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