

Spring 2013



# the Source

A Ross Organic Specialty Sales, Inc. Publication



It's Spring and  
Look Who's  
Blooming

## It's Spring and Look Who's Blooming

The poet Rumi said, "This outward Spring and garden are a reflection of the inward garden."

Spring is upon us - the sweet, fresh smell of the breeze, the sound of birds chirping and the first sight of blooming flowers (at least here in California). From a business standpoint, it's the time when we catch our stride, implement the plans set forth during annual planning and begin to see the fruits of our labor. In this issue of The Source, you will see that much is in bloom here at Ross Organic.

We continually look inward to improve our business - we hope that the exterior result is something that can be seen, heard and most importantly felt by our customers and suppliers. Happy Spring everyone!



### People on the Move



**Susan Smith** to  
Operations Manager



**Louie Rojas** to  
Warehouse Coordinator

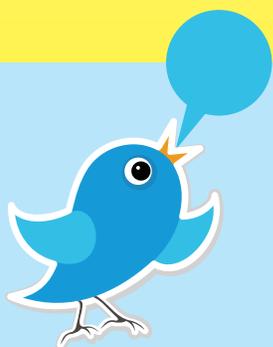


**Amber Burgos** to  
Supplier Relations

### Ross Organic Expands Distribution Capabilities

Innovative, value-added specialty ingredients should not have to come with the added challenge of "special delivery". At Ross Organic, we want to make it easier for our customers to use our ingredients and take away the challenges often related to sourcing specialty products- long lead times and delivery cost. To address this issue, we are pleased to announce that we have expanded our distribution capabilities to include warehouses in Salt Lake City, UT and Dallas, TX.

The new warehouses are approved by NACD (National Assoc. of Chemical Distributors) and operate similarly to our facility in Santa Fe Springs, CA. Inventory is managed by customer forecast and usage history. Same day and next day shipments are possible. "Our business was built by providing technical sales expertise and the added benefit of local sourcing. As we've expanded with Technical Sales Reps in Salt Lake and Dallas, it was only natural that we expand our warehouse capabilities as well", remarked Erin Coulter, COO.



### Now on Twitter

In addition to our website which is updated regularly with new product launches and company happenings, we've recently launched a Twitter account and have been tweeting regularly. Please follow us on our Twitter account **@rossorganic** for all the latest news.

### eNewsletter – Sign Up

It's easy to be informed. Sign up for ROSS Organic's "The Informer" eNewsletter by visiting [www.rossorganic.com](http://www.rossorganic.com)



## New Product Highlights

**Dermatein EGF:** BioOrganic Concepts has launched Dermatein® EGF, an epidermal growth factor [sH-Oligopeptide-1]. Growth factors have been researched for decades. They are naturally found in our body and their purpose has been known for a long time. When applied to the skin, epidermal growth factor accelerates healing and increases the rate of skin renewal on aging skin. The concept of using EGF in skin care is not a something that needed to be invented, it is just common sense.

**Sensiva® PA 30:** Nature Inspired Preservation

Half natural, half nature-identical, Schulke's sensiva® PA 30 is the perfect protection for your formulation. This synergistic blend combines the antimicrobial activity of two nature-identical fragrance ingredients, phenethyl alcohol and undecyl alcohol, with the boosting and skin care properties of naturally derived propanediol.

**Elix-IR®:** Sun Protection Active

Lucas Meyer has launched Elix-IR®, the elixir of youth to fight Infra'Aging™. For many years, sun-induced aging, also called photoaging, was attributed only to ultraviolet rays (UV), but infrared (IR) rays and the heat they generate also largely contribute to the loss of skin firmness and elasticity leading to the appearance of premature wrinkles. Lucas Meyer Cosmetics named this novel concept Infra'Aging™ (IR-induced aging), this concept also underlines thermal aging (heat-induced aging) which greatly worsens skin aging.

Please contact [info@rossorg.com](mailto:info@rossorg.com) for product literature and/or samples.



**schulke** →



## Natural Substitutes for Polyethylene Beads

Recently Unilever publicly announced that they were committed to removing all plastic micro beads (polyethylene) from their formulations by 2015. This announcement will likely tip the scales in the favor of more natural exfoliators throughout the industry. As a company that supplies natural exfoliators, through suppliers BioOrganic Concepts & Lessonia Ingredients, we couldn't be more pleased about this movement.

For years, we've offered natural substitutes to polyethylene beads: Bamboo and Rice are the most popular and cost effective solutions. Additionally, we offer Corindon and Rhyolite. All products are available in a variety of mesh sizes - 200, 500, 1000, 2000 depending on desired scrubbing effect.

Please contact [info@rossorg.com](mailto:info@rossorg.com) for further information and/or samples.



## Solvay Expands Distribution Agreement with Ross Organic

We are pleased to announce that Solvay (formerly Rhodia Novacare) has expanded our geography to encompass the 18 western states including Texas and the entire Pacific Northwest for the Personal Care Industry.

Ross Organic has been marketing surfactant based technology and solutions for Solvay for nearly 25 years. First we operated as a distributor for the McIntyre Group, purchased by Rhodia in 2009, and now Solvay, who purchased Rhodia last year.



"The expanded agreement with Solvay is a big win for our company," remarked Stephanie Leshney, President and CEO. " Ross Organic will be Solvay's first market-dedicated distributor in the Western Region. We see this fact as both an enormous honor and responsibility".

Dan O'Keefe, Distribution Manager for Solvay, commented "We are proud to be associated with the good people at Ross Organic, and have very high expectations for their ability to introduce our products and capabilities to the Personal Care community. Ross Organic's experience in formulating, technical acumen and their ability to bring new business to Solvay, is at the heart of our decision to expand our relationship."

While our coverage will overlap with other regional/national distributors in some areas, the additional territory presents a significant opportunity for growth for both organizations and we are looking forward to the challenges ahead in the market.

### My First CEW Meeting

By Jennifer Hurtikant, Technical Sales Representative



On March 21st, I attended my first CEW (Cosmetic Executive Women) meeting and enjoyed it immensely. The guest panel was truly enlightening. Hearing Frederick Fekkai confess that he has made more mistakes than he would like to admit, yet wouldn't change anything was truly inspirational. Listening to Sally Hershberger talk about her 'a-ha moment' when she was at a newsstand and realized that she had done hair for all of the magazine covers from Vogue to W that month was astonishing. Ouidad, the Queen of Curls proudly shared that she has filled the void that her customers have longed for. They desperately wanted someone to help make their curly, unruly hair look desirable and glamorous. All three successful hair care icons admit to 'just do what they do'. They are truly passionate about their careers and continue to succeed by doing what they love. I left the meeting truly inspired and... as a new member of CEW.

For more information about CEW, visit [www.cew.org](http://www.cew.org)

### Trade Name Scramble

As if learning all the various trade names isn't already difficult enough!

Test your knowledge of some of Ross Organic's most popular ingredients by trying to decode the scrambled names below.

Your Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email Address: \_\_\_\_\_

**ROXYCLU** \_\_\_\_\_

Hint: Essential Ingredients revolutionized the use of BPO when they introduced this product.

**MEREORH 33** \_\_\_\_\_

Hint: Solvay's rheology-modifying polymer, aka Polyacrylate-33, for personal cleansing solutions

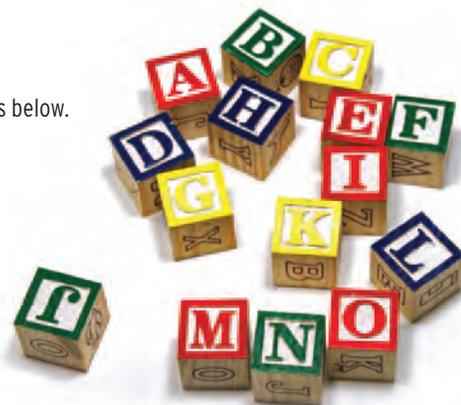
**YOLTAASS 1-S** \_\_\_\_\_

Hint: Visit [www.hallstar.com](http://www.hallstar.com) and you should be able to figure this one out.

**WIHET-B** \_\_\_\_\_

Hint: This ingredient from Lucas Meyer should be considered for any skin brightening products.

Please scan and email to [info@rossorg.com](mailto:info@rossorg.com) or fax your entries to 562.236.5736. All correct entries will receive a \$5.00 Starbucks Gift Card.



**MGE-E2PH** \_\_\_\_\_

Hint: Eastman says "why not be sustainable?"

**VASSENI AP 03** \_\_\_\_\_

Hint: Schulke would be thrilled if you use this product to help preserve your next formula.

**TUOXHFL** \_\_\_\_\_

Hint: Corum doesn't recommend using this product neat - too hot!

## Jared Johnson, Technical Sales Representative

Where were you born? **Moorhead, MN**

What was your favorite subject in grade school? **Biology and Gym!**

As a child, what did you want to be when you grew up? **Pro Baseball Player**

Favorite Hobbies? **Golf, Fishing, Movies**

Favorite Book? **The Art of War**

Favorite Movie? **The Princess Bride**

Do you collect anything? **Baseball Hats**

On the weekend, you will most likely be found...**With the kids or at a game of some kind**

Word that best describes you: **Friendly**

What is the most adventurous thing you've ever done? **Drove from Minnesota to California**

What was your last vacation? **Fishing at the lakes in Minnesota**

The last time you laughed out loud: **Watching SNL with JT**

If you could have a super-power what would it be? **Time travel**

What is your favorite quote? **Show me a good loser, and I'll show you a loser! - Vince Lombardi**

What are you most proud of? **2 Wonderful kids**

Something most people don't know about you: **I love to cook**

Favorite thing about Spring: **Beginning of Baseball Season**



## You Be the Chemist

This year our company has stepped up to the plate again in support of the Chemical Educational Foundation's (CEF) program entitled, You Be the Chemist (YBTC) by sponsoring a local Long Beach school in this competition.

This competition is exciting and structured like a spelling bee, but with chemistry facts. Our sponsored school, Bethany Lutheran, held its Local Challenge on Thursday, March 14th. There were 24 students participating. At the end we had 4 winners who will progress to the State Challenge, which will be held in May at the Discovery Science Center in Orange County. After the state challenge, the winners will proceed to the National Challenge, which will be held in June in Philadelphia. Regardless of the future success of our participants, they are ALL winners for taking part in this exciting program.

This is a volunteer program for the sake of promoting chemistry education, which is such a vital part of today's world. Not only do we all touch and use a multitude of chemicals in our daily lives, but 8 out of 10 jobs in the next decade will require a science and/or math background. We at Ross Organic will be cheering on our participants in the State Challenge, and we invite anybody who would like to get involved with this program to contact us.





Ross Organic  
 9770 Bell Ranch Drive  
 Santa Fe Springs, California  
 90670

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PH: 562.236.5700 • www.rossorg.com