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Spring 2018

R the Source

A Ross Organic Specialty Sales, Inc. Publication



Visual Impact

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In this issue we explore several ingredients and formulations that can bring visual appeal to your next cosmetic and personal care product. Whether you are looking to add a shimmer, a swirl, beads or particulates, we have plenty of ideas to keep your products fresh, fashionable and on the cutting-edge.

Focus on Flowers

According to a Rutgers University behavioral research study, nature provides us with a simple way to improve emotional health – flowers. The presence of flowers triggers happy emotions, heightens feelings of life satisfaction and affects social behavior in a positive manner far beyond what is normally believed.

Highlight one of nature's beautiful flowers in your next product launch, allowing nature to be in its purest state and beautifully visible. Flower petals in bottles are starting to blossom everywhere, for good reason it seems!

Lessonia (France) offers several flower petal options including Lavender Bloom, Calendula, Rosa Damascena, Cornflower, Jasmine, Prosopis and either White or Pink Helichrysum.

Please contact your Ross Technical Sales Representative or info@rossorg.com for more details and samples.



Lavender Dry Oil

INGREDIENTS (INCI name)	WT, %
Myritol 312 (Caprylic/Capric Triglyceride)	QSP
Cetiol OE (Dicapryl Ether)	20,0%
Cetiol Ultimate (Undecane and Tridecane)	15,0%
Cranberry oil omega (Vaccinium macrocarpon seed oil)	5,0%
HE lavande 4 (Lavandula Angustifolia oil)	0,21%
Piece of Lavender blooms	0,10%

Florabeads Jojoba

In order for something to be really good, it doesn't have to be really new. Case in point, Florabeads from Floratech – these colorful beauties have been produced here in the states since the 1980's. They are biodegradable, naturally derived from jojoba and gentle yet effective exfoliators. Florabeads provide a visual effect and add a gentle exfoliating experience with residual jojoba emolliency.

What color do you prefer? With a whole host of possibilities, Floratech makes it easy and beautiful to exfoliate naturally.



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The quarterly publication of Ross Organic Specialty Sales, inc.
An Azelis Company.

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Disco Sparkle

Consumers are demanding cosmetics that display vivid sparkling effects for superior glamorous looks. Disco fever is back! BASF's Chione Celestial Series and Reflects Dimensions Brilliant series are made using enhanced technologies and can offer these intense sparkle effects.



- **Chione™ Celestial Rouge S440L:** This is a blue rouge effect pigment based on synthetic mica with high sparkle effect, strong color purity and smooth substrate texture .
- **Chione™ Celestial Gold S232L:** This is a white gold effect pigment based on synthetic mica with high sparkle effect, strong color purity and smooth substrate texture.
- **Reflects™ Dimensions Brilliant Blue GB80D:** This is a frosty blue interference effect pigment on a calcium sodium borosilicate with high sparkle, strong chroma and increased lightness.
- **Reflects™ Dimension Brilliant Gold GY80D:** This is an interference gold effect pigment on a calcium sodium borosilicate with high sparkle, strong chroma and increased lightness.



Active Mineral Colors

Beraca offers a gorgeous series of clays that offer a wide range of natural color shades containing no dyes or pigments. The colors are variations of minerals and microminerals offered by nature. Even better, several offer unique cosmetic benefits.



Liquid Crystals

Corum offers two unique blend of "liquid crystals" aka cholesteryl ester derivatives made from lanolin. The VivGlow Opal and VivGlow Iris liquid crystals can enhance the aesthetic appearance of cosmetic products with strong visual (holographic) effect of opalescence/iridescence.

One application that is very popular is holographic lip gloss. To impart iridescent effect of holographic lip gloss, dyes or pigments may be added to give a large spectrum of colors ranging from light pastel to more intense shades in color cosmetics.



FORMULATIONS

Iridescent Cleansing Balm (#RO-012-16-A)

	Trade Name	INCI Name	%	Supplier
A	Eumulgin VL 75	lauryl glucoside, polyglyceryl-2 hydroxystearate, glycerin	6.00	BASF
	Glycerin	glycerin	15.00	-
B	Myritol 312	caprylic/capric triglyceride	32.88	BASF
	Beracare ARS Body	passiflora edulis seed oil, oryza sativa (rice) bran oil, euterpe oleracea fruit oil, orbignya oleifera seed oil	0.50	BERACA
	Florasun 90	helianthus annuus (sunflower) seed oil	30.00	FLORATECH
	Rain Forest Passion Fruit Oil Refined	passiflora edulis seed oil	7.00	BERACA
	Campo South Pacific True Monoi Oil	plumeria acutifolia flower extract	5.00	CAMPO
	Vitamin E-Acetate Care	tocopheryl acetate	0.50	BASF
C	Euyl PE 9010	phenoxyethanol, ethylhexylglycerin	0.50	SCHÜLKE
	Water	water	2.00	-
	Modern Rose Fragrance (2015101415)	fragrance	0.20	COSMO INTERNATIONAL FRAGRANCES
	Chione HD Metric Violet S530V	titanium dioxide, synthetic fluorphlogopite	0.42	BASF

PROCEDURE

- 1) Mix A until homogeneous, preferably using a flat blade propeller to avoid aeration.
- 2) Add B slowly in increments. 1/10 oil weight to glycerin weight is recommended for the first 5-10 increments. Make sure the oil is completely incorporated before adding more.
- 3) Add C.

SPECIFICATIONS

pH:	n/a
viscosity:	180,000-230,000 cPs (Brookfield LVT, T-F, 0.6 rpm 1 min 40 sec)
appearance:	shiny, bright, opaque, viscous gel
color:	iridescent violet
odor:	characteristic/rosy

FEATURES AT A GLANCE

- #Sulfate-Free
- #Paraben-Free
- #GentleCleansing
- #NaturallyDerived
- #SensitiveSkinFriendly

FEATURES AND BENEFITS

Dissolve the day's stress off your skin while indulging in a luxurious facial massage for yourself with this alluring balm. Thanks to Florasun 90, this oily gel is oxidatively stable while imparting a luxurious feel to the skin. The balm soothes the face while cleansing gently with the help of this blend of oils and extract: Beracare ARS Body provides natural antioxidants – the flavonoids from acai oil, gamma-oryzanol from rice bran oil & omega-6 from passionfruit oil. Beracare ARS Body also contains babaçu oil, an anti-inflammatory, moisturizing oil that provides barrier recovery. The CO₂ extracted Campo South Pacific True Monoi Oil helps to moisturize the skin as well and work as a skin protectant. Once rinsed off with water, the Chione HD Metric Violet S530V, which provides a bright clean color, helps to illuminate the skin.

Happy Earth Day! - April 22

Providing our customers with high-end specialty ingredients is such a pleasure, and what makes it even better is providing ingredients that are environmentally friendly and sustainable. Don't forget we offer a broad range of products under our Intelligent Ingredient portfolio which can be found on our website: rosssorg.com/intelligentingredients



Heidi Elrahib - Technical Sales Representative



Where was I born? Fontana, CA

My favorite subject in grade school was... Math

What did you want to be when you grew up? A Forensic Scientist, I read too many books on it and found it fascinating

Favorite hobbies: Reading, Volleyball, Climbing, cooking

Favorite book: Contact by Carl Sagan

Favorite movie: Any Christopher Nolan movie



Do I collect anything? Books and shoes...

On weekends where will you most likely find me: At the climbing gym or marathoning episodes of Bobs Burgers.

Word that describes me: Adventurous

What was the most adventurous thing you have ever done? Bungee jumping in Australia, scariest thing I've ever done.

What was your last vacation? France! Still miss the amazing pastries.

Last time you laughed out loud: At my boyfriend for making an awful pun.

If I could have a super power what would it be? To be have super strength.

My favorite quote: "My mission is life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style." - Maya Angelou

What are you most proud about? Where I am at in life right now. And having such amazing people in it that are always there for me.

Something most people do not know about you: I can be relentlessly silly.

My favorite thing about winter: Going on hikes and seeing all the beautiful flowers that start blooming.



Kids Science Day



We are looking forward to celebrating National Take Your Sons & Daughters to Work Day later this month on April 26th. It's become a Ross Organic tradition to bring in our kids in for the day and teach them a little bit about what we do all day long. One of the best parts is when the kids get to be little scientists and make their own lotion or bubble bath.



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).





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