

Summer 2013

# R the Source

A Ross Organic Specialty Sales, Inc. Publication



## Solvay Soars

## Solvay Helps Power Solar-Airplane's Historic Mission Across America

As the sun-powered *Solar Impulse* plane flies across the U.S. early this summer, it relies on more than 6,000 parts made from 11 different products by global chemicals group Solvay. *Solar Impulse* is the world's first solar-powered airplane capable of flying day and night without fossil fuel. Special materials and expertise from Solvay optimize the aircraft's energy chain and contribute to the plane's remarkably light, yet sturdy, structure.

Solvay is a founding partner of the *Solar Impulse* consortium, which also includes companies with expertise in solar technologies, aviation, engineering, electronics, mechanics and controls. Solvay's technical contributions include solar panel film coatings, high-strength yet lightweight plastics, battery components, lubricants and insulation.

The timing of the *Solar Impulse* "Across America" historic mission in 2013 seems fitting for Solvay, which marks the company's 150th anniversary this year. From the initial Solar Impulse test flights at Silicon Valley's Moffett airfield to its final landing at John F. Kennedy International Airport in July, Solar Impulse has carried the message that chemistry plays a major role in making alternative fuel a reality.



Dan O'Keefe & Bill Ross met the Solar Impulse pilots while they stopped in St. Louis - June 7th, 2013.

## New Product Launch! Jaguar® LS

With consumers increasingly aware of their own impact on the environment and a world faced with raw material inflation and consumption, Solvay has developed Jaguar® LS, the guar solution which delivers the benefits expected by consumers and formulators from shampoos relying on less surfactants and chemicals while not compromising on performance.

Jaguar® LS boosts active delivery and is particularly suitable for transparent formulations. With its eco-friendly profile, it provides superior conditioning versus PQ-10s in cost-efficient shampoos. Being substantive to hair, it is capable of enhancing sensorial hair feel.

- Best-in-class conditioning from formulations containing less surfactant (less irritating, eco-friendly and cost efficient)
- Good foam volume especially in combination with Miranol® amphotacetate
- Solution for natural shampoo
- Allows formulation flexibility and suitable for transparent formulations
- Perceivably good hair conditioning, even without silicones

This non eco-toxic conditioning guar shows exceptional performance for formulating hair care solutions suitable for all types of hair, including damaged bleached and colored hair.

Efficient with a wide range of anionics and amphoterics, including EO-free surfactants, Jaguar® LS is the solution for silicone-free natural formulations. This technology reduces fly-away without compromising on hair volume even in low surfactant formulations.

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



### 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](https://twitter.com/rossorganic) for all the latest news.

### Ross Website!!!

If you want to know what is happening at Ross Organic in real-time, check out our website, [www.rossorg.com](http://www.rossorg.com).

We update it weekly with new product launch information and company happenings.



## Solvay Supports IMW SCC Chapter



Frank Wagner, Research & Innovation Manager, Solvay was a keynote speaker at the IMW SCC Chapter meeting May 23rd held in Thanksgiving Point, Utah. His presentation, "Defending Chemistry in Cosmetics" was given at the IMW chapter's 'IOU' meeting, a meeting that was free for all IMW SCC members who attended.



## Solvay Seminar in Texas

On June 18th, Solvay held a technical seminar in Dallas, TX to address the latest market trends in the shampoo, face and body wash markets. Topics included DEA Replacement under Prop 65, new and more economical rheology modifiers, introduction to Jaguar® LS, the trend of lower surfactant chassis and how it challenges traditional polymer technologies and Miracare® SLB - the flagship surfactant chassis capable of delivering targeted fragrance delivery, 24 hour moisturization and hair color protection in a luxuriously textured, rinse-off product.



Photo L-R (Richard Hersey, VP Sales, ROSS, Brian Chung, Business Development Manager, Solvay, Bill Ross, Founder & CTO, ROSS, Dan O'Keefe, Distribution Manager, Solvay, Jon Kiplinger, R&D Manager, Solvay and Hayley Hoffman, Technical Sales Representative, ROSS.

## Nature by Design: Schulke Launches Sensiva® PA 30

We are pleased to announce an exciting new natural-themed preservative launch from the laboratories at Schulke (Hamburg, Germany). Half natural, half nature-identical, sensiva® PA 30 is the perfect protection choice for new formulation development.

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. The moisturizer propanediol improves the skin feel of formulations while enhancing the efficacy of antimicrobial components. Undecyl alcohol acts as an excellent booster for the antimicrobial properties of phenethyl alcohol and significantly reduces its flowery, rose-like scent. The faint scent of sensiva® PA 30 can mask possible unpleasant odors of other ingredients in formulations.

sensiva® PA 30 can effectively stabilize cosmetic formulations against typical microbiological contamination. The combination of naturally-derived and nature-identical ingredients makes it an excellent choice for nature-inspired cosmetics.

**schulke** -+



## Be Sustainable with Eastman GEM™ Technology

**EASTMAN**

When all else is equal, why wouldn't you select the sustainable option?

Ross Organic is pleased to announce that we now have over ten customers for the Eastman GEM™ 2-Ethylhexyl Palmitate (aka Octyl Palmitate) and dozens in various stages of either converting to or developing new products with the Eastman GEM™ product. The sales to date have been a real validation that sustainability will continue to be an increasingly important factor in raw material sourcing.

A heartfelt thanks to our new Eastman GEM™ customers! Together, we are making a difference.

## Power Extension for Anti-Aging

Naolys, the French plant cell laboratory, has launched PowerExtension HSB + R. PowerExtension HSB + R is a complex of plant cell "Bluebird" hibiscus, a recent ornamental hybrid species and rutine, a naturally occurring bioflavonoid extracted from Japanese Knotweed. It is a 100% plant derived active ingredient.



The product is power-packed with several clinically proven anti-aging benefits:

**Energizing:** Restimulates internal metabolic mechanisms, boosts the overall activity of skin cells, reinforces energy production.

**Anti-Oxidant:** Slows down general cell oxidation, reduces excessive production of free radicals

**Anti-Wrinkle:** Decreases deep and superficial wrinkles on the face, including mature skin, especially "crow's feet".

**NAOLYS**  
NATURE EXPANDED

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

## ROSS Volunteer Day Highlights

This year, our employees are taking an extra day off work to volunteer in their communities or for the charity of their choice. Below are some employee highlights to date:

"I went with a few folks from my church group to Welfare Square to go and work in one of their food plants. All the food produced and shipped is non-profit and goes to those in need (church member or not). I was assigned to go stack 50# bags of a supplemental product called Atmit. This is a blend of oat flour, sugar, salt, and a few other ingredients that is then blended with water and oil. This oatmeal mush is for countries that are facing famine, or where people are malnourished. I helped stack 7 pallets of the Atmit. 50 bags per/pallet at 50# each! I did about half the bags, so that was approximately 8,750# of food for the world's hungry". - Aaron Peterson, Technical Sales Representative



"I spent the day participating in a charity golf tournament to benefit under privileged children and send them to Summer Camp. The biggest takeaway for me was realizing that there are kids out there that are not able to go to Summer Camp. Sometimes we take for granted simple things that every child in this world should experience. I was especially touched knowing that I could have a direct impact on helping these under privileged kids. For more information on or donating to The Buddy Up Group, go to [www.Thebuddygroup.com/blog/author/pete/](http://www.Thebuddygroup.com/blog/author/pete/)". - Richard Hersey, Vice President - Sales

"I was a volunteer at the Annual Laguna Hills Half Marathon Honoring the United States Marine Corps Dark Horse Battalion. I volunteered from 4am to 9am doing the registration and start line. Basically, I helped them do last minute set up, registration, and clean up. Part of the proceeds of the event went to the 3rd Battalion, 5th Marine Regiment, of the 1st Marine Division. This infantry battalion, nicknamed "DARKHORSE" is based out of Camp Pendleton". - Kimerly Prince, Technical Manager



**Bill Ross**

Founder & Chief Technical Officer

What were your favorite subjects in grade school? **History and Geography**

As a child, what did you want to be when you grew up? **Doctor**

Favorite Hobbies? **Reading and traveling**

Favorite Book? **"Catcher in the Rye" J.D. Salinger, "Atlas Shrugged" & "The Fountainhead" Ayn Rand, "Capitalism and Freedom" Milton Freidman, and any James Michener work.**

Favorite Movie? **Any pre-1970's Western**

Do you collect anything? **Wooden match boxes, Shot glasses and Pens**

On the weekend, you will most likely be found... **At home reading, net-surfing or visiting the grandchildren**

Word that best describes you. **Loyal and dependable**

What is the most adventurous thing you've ever done? **Whitewater rafting in Costa Rica**

What was your last vacation? **Atlantic cruise from Ft. Lauderdale, FL to Barcelona Spain to arrive at the In-Cosmetic show in Barcelona, Spain, Trip to Zihuantanejo, Mexico just to relax...**

The last time you laughed out loud. **Pretty much everyday**

If you could have a super-power what would it be? **Photographic memory and telepathic skills**

What is your favorite quote? **The ROSS motto "doing the right things".**

Something most people don't know about you. **Qualified SCUBA diver and trained for boating skills at the "Chapman School" in FL. I'm also a "HOG".**

Favorite thing about Summer **September and the rest of the year**



**Anniversaries**

This quarter we celebrate several important anniversaries in the company.



**5th Anniversary**  
**Richard Hersey**  
Vice President - Sales



**10th Anniversary**  
**Kimerly Prince**  
Technical Manager



**10th Anniversary**  
**Pam Fricano**  
Assistant, Business Operations

**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](mailto:info@rossorg.com) with subject line "ROSS Newsletter Contest" and you will be eligible to win a special prize (over 50\$ value).

Congratulations to the winners of the Spring Newsletter contest - Bindita Vimawala, Small World, Janet V. Samala, PakLab, Julio E. Gonzalez, PakLab, Tung Ngo, Biozone Laboratories Inc and Bill Word, OCCS





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