

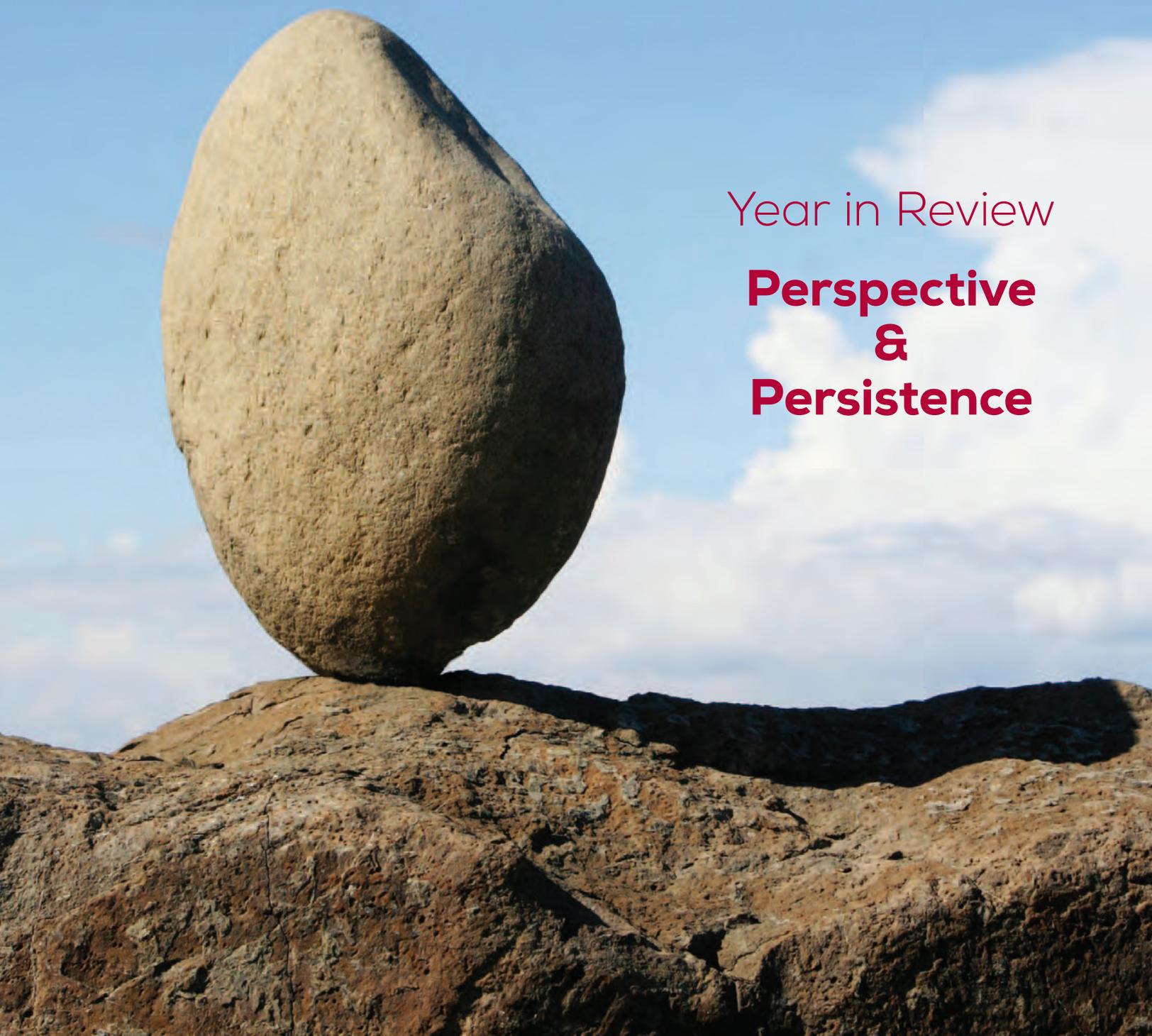
Winter 2013

R the Source

A Ross Organic Specialty Sales, Inc. Publication

Year in Review

**Perspective
&
Persistence**



Year in Review: Perspective & Persistence

In 2012 we witnessed another contentious election season, the surprising brutality of Superstorm Sandy, the drama and uncertainty of the impending fiscal cliff and the shock and horror of mall, theatre and school shootings. All of these events undoubtedly left us changed and with a newfound perspective and appreciation for the simpler, secure and serene moments we are blessed to have.

What we are doing at Ross Organic is important but it isn't everything. Yes, it is true that it was a banner year at Ross Organic – we celebrated our 25th Anniversary and the business is growing and performing better than ever. However, it is imperative that we keep these blessings in perspective.

Part of my philosophy as an owner and CEO is how we perform and also how we can give back. In 2013 we have challenged each of our 24 team members to take an extra paid day off to volunteer at their children's schools or give time to a charity of their choice. In today's world, it sometimes seems like work is the predominant force in our lives. Giving to others feels good, mainly because we gain a healthier perspective of our own good fortunes. In 2013 we will implement several other programs to improve the lives, the environment and communities of our team members.

Despite the economic challenges of 2012, we were tenacious and focused on our mission – *to become an important source for unique raw material needs in the cosmetic and personal care industry.* We earned new customers, expanded dramatically with existing customers and added exciting new products to our mix. With the expansion of core supplier Solvay (formerly Rhodia) and the signing of exclusive contracts with Eastman Chemical and The Hallstar Company, 2013 is off to a promising start.

I cannot review the year that was without thanking those that have played an integral part in our continued growth. First and foremost, a heartfelt thanks to our customers for their business and loyalty. Additionally, we extend gratitude to our suppliers for continually arming us with stellar products and support. Finally, our sincerest thanks must be shared with our team members for their dedication, focus and inspiring work ethic.

Stephanie



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 Kristi Gomez, Research & Development, Neways, winner of the Fall Newsletter Ladybug contest.



eNewsletter - Sign Up

It's easy to be informed. Sign up for ROSS Organic's "The Informer" eNewsletter by visiting www.rossorg.com





Richard Hersey to Vice President - Sales

Richard Hersey has been promoted to the position of Vice President of Sales. Richard brings over 20 years of Sales and Marketing experience to his new position, most recently serving as Director of Sales at the company since 2008.

Ross Organic & Eastman Chemical Partner in the Western Region

Ross Organic is pleased to announce we've entered into an exclusive distribution agreement with Eastman Chemical for cosmetic and personal care products manufactured via Eastman GEM™ technology. In the agreement, Ross Organic will cover customers west of the Mississippi River.

"This is a great milestone for Eastman GEM™ technology," says Marcie Natale, Biocatalysis Platform Manager, Eastman. Eastman GEM™ technology redefines sustainable manufacturing processes for the cosmetics and personal care industries. The technology utilizes enzymes and closely controlled manufacturing conditions to eliminate high temperatures, strong acids, and unwanted by-products. Advantages of GEM™ technology compared to a traditional manufacturing process is a reduction in:

- CO2 emissions by 52%
- Energy consumption by 59%
- Waste generation by 93%
- Process water used by 100%

Eastman GEM™ technology has been the recipient of two sustainability awards. The EPA's Presidential Green Chemistry Award in 2009 and Lipscomb University named the technology its 'Sustainable Product of the Year' In March 2012.



EASTMAN

Choose Sustainability – We Make it Easy

Eastman GEM™ 2-EHP (2-ethylhexyl palmitate, aka octyl palmitate) is the first commercially available ester Eastman has launched that is manufactured via the GEM process. If you are interested in making your current products more sustainable, or if you are developing a new product and want to use 2-ethylhexyl palmitate, please let us know. Ross Organic offers competitive pricing and holds inventory in our Los Angeles, Salt Lake City and Dallas warehouses. Contact your sales representative or info@rossorg.com for further information or samples.

Ross Organic & Hallstar Expand Distribution Relationship

The HallStar Company & Ross Organic have expanded our distribution relationship in the Western Region. In addition to already servicing the territory with B&T's olive-based functional ingredients, Ross Organic will now promote HallStar's world-renown portfolio of patented photostabilizers, such as SolaStay® S1 and HallBrite® BHB, as well as their line of BioChemica® exotic butters & oils.



"HallStar has worked with Ross Organic for many years on a segment of our product line and they have clearly demonstrated an ability to provide superior local service in the Western region with their sales, technical, and customer service teams", said Scott Tinker, Western Region Account Manager. "We believe the combination of Ross Organic's localized resources and HallStar's wide variety of personal care solutions will greatly satisfy our customers' needs".



The Best Blends



By Ali Witwit, Director Technical Marketing, Ross Organic

With dozens of ready-to-use concentrated blends to choose from, I've put together a list of the "must have" blends we offer from core supplier Rhodia. I've personally formulated with all five of these products and am a big fan of their ease of use and overall performance.



- 1.** Miracare® SLB 365 Easily one of the most innovative blends available today, this rinse-off surfactant blend forms an incredibly unique lotion-like texture. Miracare SLB-365 forms liquid crystal structures in cleansing formulations. This Structured Surfactant Liquid System enables formulators to develop cleansing products that deliver breakthrough performance in combination with an exceptional in-use experience. Additional benefits include 24 hour moisturization claims and the suspension of insoluble actives such as triclosan.
- 2.** Miracare® Plaisant is a sulfate-free, plant-based surfactant blend for cleansing applications. This natural, eco-friendly mild performance concentrate is ideal for body washes, shampoos, facial cleansers and liquid hand soaps. It imparts a foamy lather that leaves consumers feeling pampered, clean and lightly moisturized. It delivers a soothing and delightful sensory experience. Additionally, it provides formulation flexibility and cost-saving benefits.
- 3.** Mackadet SFC-1 is a mild, concentrated blend of surfactants for use as a base for high foaming personal care cleansing products. This blend is free of ethoxylates (1,4-dioxane), alcohols, diethanolamides, lauryl sulfates, laureth sulfates, parabens, and formaldehyde. The surfactant ingredients in this blend are all derived from natural, renewable resources. Finished products that are made with Mackadet SFC-1 can easily be thickened by the adjustment of pH or through the simple addition of sodium chloride
- 4.** Mackadet GB-96 is the go to blend when formulators need to create a liquid "castile soap". Mackadet GB-96 is made from a blend of coconut oil and pomace grade olive oil. It is a clear liquid, vegetable derived soap which is approximately 90 parts potassium cocoate to 10 parts potassium olivate. Coconut soap exhibits excellent flash foam and low odor. Olive oil soap has moisturizing and mild properties
- 5.** Mirasheen® A 200 is an exceptional cold pearl blend which enhances a range of personal care formulations: from shampoos to conditioners and from liquid hand soaps to moisturizing facial and body washes. The Mirasheen A200 provides an unmatched luminescent shine, pearlescent and iridescent effect and opacity to formulations. Not only does this pearl deliver the desired aesthetics, the performance of Mirasheen A 200 is unmatched - 40% less pearl can be used in formulations thus contributing to substantial cost-in-use savings.

Please contact me at ali@rossorg.com if you have any questions or are interested in any of the blends I've highlighted above.



The Phospholipid Touch

Based on its phospholipid expertise, Lucas Meyer Cosmetics develops functional ingredients offering formulators an extraordinary palette of exquisite feels and textures - a unique signature for cosmetic brands.

Phospholipids bring a particular sensation to formulas called "The Phospholipid Touch" characterized by a cool, soft, non-tacky and non-greasy skin feel when applied. As natural skin-identical ingredients, they have a high skin affinity, biocompatibility and tolerance. The biological benefits of phospholipids provide properties to the base and allow the claims of 100% active formulas with moisturizing, restructuring and protective effects.

Lecigel™ and Ecogel™, phospholipid-based gelling/emulsifying agents, are indispensable ingredients for the formulation of unique gel-creams with the typical "Phospholipid Touch". Polyvalent, they can be used as a main emulsifier, but also as a stabilizer and viscosity adjuster for any kind of formula.

Please contact your Ross Organic Technical Sales Representative or info@rossorg.com further information on Lecigel™ and Ecogel™ from Lucas Meyer Cosmetics



Louis Rojas, Lead Warehouse

Where were you born? **Riverside, CA**

What was your favorite subject in grade school? **Science**

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

Favorite Hobbies? **Fishing**

Favorite Book? **The Percy Jackson Series**

Favorite Movie? **I have a lot of favorites, so here are a few: The Indiana Jones Trilogy, Anchorman, Prates of the Caribbean and Ghostbusters.**

Do you collect anything? **Restaurant To Go menus**

On the weekend, you will most likely be found... **Working at my ranch**

Word that best describes you. **Friendly**

Something most people don't know about you. **The song Louie, Louie was written about me.**

What is the most adventurous thing you've ever done? **Moving closer to my in-laws.**

What was your last vacation? **I kept it classy in San Diego**

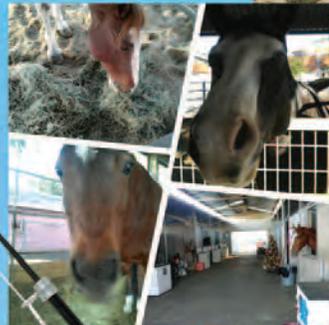
The last time you laughed out loud. **When I read this question**

If you could have a super-power what would it be? **Flight...It would save on gas**

What is your favorite quote? **"If you will live like no one else, later you can live like no one else"**

What are you most proud of? **Family**

What is your New Year's Resolution? **To actually stick to a New Year's Resolution**



New Product Highlight – RoseHip Exfoliator

Lessonia has added a new certified organic exfoliator to its extensive offering of natural exfoliators - Rosehip BioExfoliator. Rose Hip, with its high level of vitamin C, has become more readily used in cosmetic and personal care preparations. This exfoliator has several properties: invigorative and regenerative, it has also a conditioning effect on the skin.

The Rosehip BioExfoliator comes in a very pretty reddish-orange toned exfoliator. It is available in different sizes: Rosehip BioExfoliator 1000 for body exfoliation and Rosehip BioExfoliator 500 for face and body exfoliation.

Please contact info@rossorg.com for samples or further information.





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Create Fashionable, Fresh, Cutting-edge Formulas



Ross Organic

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