

**the
Source**

Winter 2019

Navigating the Maze of Certifications



An Overview of Trending Certifications in the Clean Beauty Movement

There seems to be a never-ending list of certifications surrounding clean beauty, so we've highlighted some of the most common ones and given you a brief overview of what each means.

As you may know, the word 'natural' doesn't mean anything when it comes to marketing claims and 'organic' probably isn't being used correctly or mean the same thing to everyone. We love the move to more sustainable raw materials and we lean towards science here at Ross Organic, so we thought we'd take minute to try to clarify some of the words and certifications we see in our industry.

Ross Organic offers several ingredients that are certified COSMOS, NPA, and USDA Organic; contact your technical sales rep to learn which products these are!



COSMOS: The COSMOS-standard is a relatively recent harmonization of various certifications and labels in order to create one standard that is internationally recognized for natural and organic cosmetics. The COSMOS-standard association consists of five founding members who now authorize and oversee the certification, including the Soil Association (UK), ECOCERT (France), Cosmebio (France), BDIH (Germany) and AIAB/ICEA (Italy). The main goal is to uphold the inspection and certification of organic and ecological products, eco-friendly systems and respect for the environment throughout the production chain.

In the COSMOS Standard, the ingredients of a cosmetic product are classified in five categories:

- Water
- Minerals and ingredients of mineral origin
- Physically processed agro-ingredients
- Chemically processed agro-ingredients
- Other ingredients

Each ingredient category is subject to requirements that can be found in the 47 page document detailing the COSMOS standard on their website: <https://cosmos-standard.org/forms-and-documents/>

For raw materials, ingredients are either COSMOS-certified or COSMOS-approved. COSMOS certified products meet the COSMOS-standard requirements and list the percentage of the physically and chemically processed ingredients that are organic. COSMOS-approved materials are ones that have no organic content but are acceptable for use in the COSMOS-standard.

Bottom line: COSMOS-certified is the most robust and applicable standard to our industry that we can look to in order to measure an ingredient's degree of naturalness.

The COSMOS website has databases for certified and approved ingredients that you can search by tradename or supplier. <https://cosmos-standard.org/products-and-ingredients/>

Follow us on your favorite social media

Facebook: [facebook/rossorganic](https://www.facebook.com/rossorganic)

Twitter: [@rossorganic](https://twitter.com/rossorganic)

LinkedIn: [company/ross-organic-specialty-sales-inc](https://www.linkedin.com/company/ross-organic-specialty-sales-inc)

Instagram: [@rossorganic](https://www.instagram.com/rossorganic)



LinkedIn



the
Source

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

9770 Bell Ranch Drive
Santa Fe Springs, CA
90670
Phone: (562)236-5700
info@rossorg.com





NPA: Founded in 1936, the Natural Products Association is the nation's largest and oldest nonprofit organization dedicated to the natural products industry. In 2008 the NPA developed the Natural Standard and Certification for Personal Care Products, a set of guidelines that dictate whether a product can be deemed truly "natural." The standard encompasses all cosmetic personal care products regulated and defined by the FDA.

Under the Natural Standard for Personal Care Products, allowed ingredients come from or are made from a renewable resource found in nature (flora, fauna, mineral), with absolutely no petroleum compounds. For each ingredient, the substance must be listed as generally recognized as safe (GRAS) by the FDA when used in accordance with Good Manufacturing Practices (GMP) and contain no residues of heavy metals or other contaminants in excess of tolerances set by the FDA or the EPA or has been reviewed using criteria in this standard.

Bottom line: we consider this to be a useful standard, but it is not utilized by many ingredient companies.

Visit NPA's website to see a list of NPA certified ingredients:
<http://www.npainfo.org/NPA/Custom/CertifiedPersonalIngredients.aspx>



USDA Organic: The U.S. Department of Agriculture is the only body that certifies ingredients as USDA organic, and the term only applies to the agricultural ingredients used in personal care products. Because these organic regulations were designed for the food industry, most personal care ingredients cannot be certified USDA organic.

To address this gap, the NSF/ANSI 305 standard was created by NSF International. Products that contain at least 70 percent certified organic ingredients, but which do not meet the NOP food-focused requirements due to cosmetic industry chemical processes and production methods, can be certified to NSF/ANSI 305.

This is only the US certification for organic, note that other countries have their own certifications for organic and that does not mean there are more or less robust than the USDA organic certification.

Bottom line: if you're tasked with formulating or marketing an "organic" product, make sure you understand the scope of what type of organic certification is required.



Non-GMO Project Verified: First things first we'd like to clarify a few definitions around GMO's. "GMO-free" means that while the source of the ingredient may or may not come from a genetically modified crop, the finished product/ingredient has been processed and refined to where there is no DNA present from genetically modified organisms. On the other hand, "Non-GMO" means that no genetically modified crops were used in the entire supply chain for making the ingredient/product.

In 2007 the Non-GMO Project (a non-profit organization) was founded by two grocery stores with the goal of creating a standardized definition for non-GMO products in the North American food industry. While this certification was created for the food industry, it has crossed over to the personal care industry in recent years.

It is important to note that the FDA has concluded there is no evidence that bioengineered food or plant ingredients are less safe than those produced through conventional methods. Similarly, ingredients derived from GMOs that are now found in cosmetic and personal care products are considered to be as safe as those produced through conventional means. In some cases, GMOs have been developed specifically to assist in the production of cosmetic ingredients. For example, canola has been modified to produce high levels of lauric acid, a key ingredient in soaps and detergents, at a reduced cost to consumers.

Bottom line: there is not a lot of scientific backing that supports this certification in the personal care industry, and the global cost and sustainability impacts are not being taken into account.





Leaping Bunny (Cruelty-Free): The Leaping Bunny logo symbolizes that a brand is committed to doing what it can to remove animal testing throughout its supply chain. In order to become Leaping Bunny certified a brand must:

- Establish a fix cut-off date for animal testing of their raw materials
- Commit to maintaining an ongoing supplier monitoring system to ensure adherence to Leaping Bunny's standard
- Check all stages of their supply chains for animal testing
- Agree to ongoing independent audits to ensure continued compliance with Leaping Bunny's standard

In our experience, establishing the right fixed cut-off date is essential to finding raw materials that meet your Leaping Bunny requirements. Most manufacturers we represent comply with the EU Cosmetics Regulation which bans animal testing of ingredients for cosmetic purposes as of March 11, 2009.

Brands that establish a fixed cut-off date on or after March 11, 2009 usually have no issue in receiving completed Declaration of Raw Material Compliance forms. However, choosing a fixed cut-off date prior to that could pose some difficulty in obtaining the required information needed to support the claim.

Bottom line: This certification is brand-specific and can pose challenges to ingredient suppliers depending on the brand's cut-off date.



ISO 16128 (Indication of Naturalness): ISO, the International I Organization for Standardization, has created a new standard (ISO 16128) that addresses technical definitions and criteria for natural and organic cosmetic ingredients and products. This is a two-part standard:

- ISO 16128-1:2016 provides guidelines on definitions for natural and organic cosmetic ingredients.
- ISO 16128-2:2017 describes approaches to calculate natural, natural origin, organic and organic origin indexes that apply to the ingredient categories defined in ISO 16128-1. ISO 16128-2:2017 builds on and enhances ISO 16128-1. It is intended to be used in conjunction with ISO 16128-1.

One of the options for calculating the percentage of natural origin in a raw material is as follows:

$\text{Natural Origin \%} = (\text{Number of natural carbon atoms}) / (\text{Total number of carbon atoms, natural and non-natural}) * 100$

Suppliers such as BASF have already adopted this standard and offer a list of their ingredients that fulfill the requirement of natural origin greater than 50%.

Bottom line: the ISO 16128 standard is relatively new, and with the reputation of ISO behind it we expect this certification to gain traction in our industry.

New Product Highlight – MReload Sequoia from Naolys



This fall Naolys debuted its most recent launch, MReload Sequoia, a product dedicated to male skin. Derived from sequoia plant cells, this active ingredient is clinically proven to reduce wrinkles and fine lines on male skin after 28 days. It also has a repairing and protecting effect to help prevent future damage from aging.

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



Natural Body Lotion (#AN-002-012-A)

	Trade Name	INCI Name	%	Supplier
A	DI Water	Water (Aqua)	qs	-
	Sensiva PA 20	Phenethyl Alcohol (and) Ethylhexylglycerin	1.00	Schülke/Ross
	Dermatein HyA 1% Sol'n KF	Aqua (and) Sodium Hyaluronate	2.00	BOC/Ross
	Glycerin	Glycerin	3.00	Nexeo
	Cosphaderm Propanediol	Propanediol	1.00	Cosphatec/Ross
	Cosphaderm X 34	Xanthan Gum	0.40	Cosphatec/Ross
	Hydagen 558P	Algin	0.30	BASF/Ross
B	Emulgade Sucro Plus	Sucrose Polystearate (and) Cetyl Palmitate	3.00	BASF/Ross
	Cutina HVG	Hydrogenated Vegetable Glycerides	3.00	BASF/Ross
	Cetiol CC	Dicaprylyl Carbonate	3.00	BASF/Ross
	INCA Lite	Simmondsia Chinensis (Jojoba) Seed Oil	2.00	Desert King/Ross
	Biochemica Hemp Oil Nat Org	Cannabis Sativa Seed Oil	2.00	Hallstar/Ross
	Florasun 90	Helianthus Annuus (Sunflower) Seed Oil	3.00	Floratech/Ross
	Rain Forest Tucuma Butter Refined	Astrocaryum Vulgare Seed Butter and Tocopherol	3.00	Beraca/Ross
	Beracare ARS Body	Passiflora Edulis Seed Oil (and) Oriza Sativa Rice Bran Oil (and) Euterpe Oleracea Pulp Oil (and) Orbignya Oleifera Seed Oil	2.00	Beraca/Ross
C	Durosoft PG10L-SG	Polyglyceryl-10 Laurate	3.00	Stephenson/ Ross
	Fresh Bamboo Water 2015101418	Fragrance (Perfume)	1.00	Cosmo
	Reflecks Gilded Gold G232L	Calcium Sodium Borosilicate (and) Titanium Dioxide (and) Iron Dioxide	1.00	BASF/Ross
D	Citric Acid 50% Soln	Water (and) Citric Acid	qs	

PROCEDURE

- 1) Add phase A ingredients one by one. Mix well after each addition. Heat to 75°C
- 2) Premix phase B ingredients and heat to 75°C. Add to A and mix well. Homogenize for 2-3 mins. Slowly cooling down to 40°C
- 3) Add phase C ingredients to A and mix well.
- 4) Adjust the pH to 5.0 – 6.0

SPECIFICATIONS

pH @25°C: 5.5
 viscosity @25°C: 29,952 cps
 appearance: Opaque Viscous Liquid
 color: Off-white
 odor: Floral
 stability: Product was stable for 3 months in 40°C, 2 weeks in 50°C and 3 cycles of freeze thaw.

FEATURES AND BENEFITS

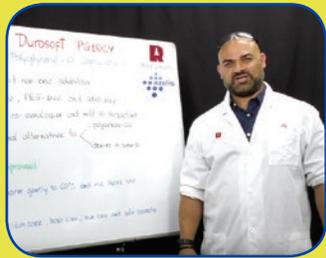
- This formulation produces a natural, long lasting and intensely hydrating body lotion, which allows for an excellent sensory, non-greasy and baby-soft texture. The presence of the Rain Forest Tucuma Butter and Beracare ARS Body System promotes smoothness and silkiness as well as improves the health and vitality of skin. Using mostly naturally sourced and ECOCERT/ COSMO approved ingredients also makes this formula safe for human skin and also environmentally friendly. The addition of color changing pigment at the end offers a unique gilded gold colored impact that enhances the appearance of this lotion as applied.

FORMULA CLAIMS

- COSMOS approved
- Long-lasting hydration
- Non-greasy
- Naturally sourced

Did You Know?

Ross Organic has over 25 videos in their "Intelligent Ingredients" Whiteboard series. You can visit our website or YouTube channel (youtube.com/user/rossorganic) to view them all.



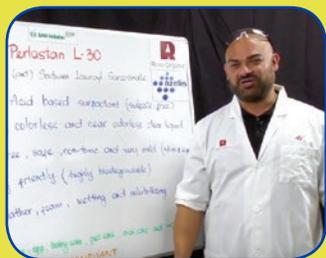
Durosoft® PG10-CY from Stephenson



All Natural Cold Process Lotion in 15 Minutes



Apobac™ from Corum



Perlastan L-30

Ross Holiday Party

Happy New Year from your friends at Ross Organic! We celebrated the end of our year with our annual holiday party in December. Check out some of the pictures below from this fun evening:



The team enjoyed a rooftop cocktail hour in downtown LA



It was great to have our founder, Bill Ross, and former CEO, Stephanie Leshney in attendance



L-R Lissa Clarke, Emily Tung, Eduardo Sierra, Julio Escamilla, and Stephanie Barnes

Annie Diep Ngo - Senior R&D Chemist



Where was I born? Ho Chi Minh City, Vietnam.
I came to the US when I was 17.

My favorite subject in grade school was... Chemistry, of course and Math

What did you want to be when your grew up?
A flight attendant or teacher

Favorite hobbies: Watching movies & Traveling

Favorite book: Beside all the cosmetic chemistry books, I like the "Good to Great" by Jim Collins.

Favorite movie: A Love So Beautiful

Do I collect anything? No, but I do like to have a lot of shoes

On weekends where will you most likely find me: At home

Word that describes me: Dedicated

What was the most adventurous thing you have ever done?
Rafting at the Kern River

What was your last vacation? San Francisco & San Diego

Last time you laughed out loud: Playing with my kids

If I could have a super power what would it be? Healing

My favorite quote: "Treat people the way you want to be treated. Talk to people the way you want to be talked to. Respect is Earned, Not given"

What are you most proud of? My family

Something most people do not know about you: Can't quickly identify right from left

My favorite thing about Winter:
Spending one week vacation with my family

If you'd like to work more closely with Annie, the Ross Organic Applications Lab is here to help you with any of your formulation challenges. Contact your Ross Technical Sales Rep today to get in touch with our lab!



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

An Azelis Company

9770 Bell Ranch Drive
Santa Fe Springs, California
90670

Create Fashionable, Fresh, Cutting-edge Formulas



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



Botanicals & Actives
from the Amazon



Campo Research

Natural Botanical
Extracts, Oils, and
Preservatives



Active Ingredients



Alternative Preservation
and Multi-functionals



Jjoba, Macadamia, and
Sunflower Seed Oil Derived
Botanical Ingredients



Siloxane Hybrid Fluids and Surface
Treated Pigments



Olive-oil Derived Functional
Ingredients, Butters, Oils, Sun Care
Ingredients, and Natural Oil-based
Bioactive Complexes



Natural Exfoliants &
PE Bead Alternatives



Sarcosinate &
Glutamate Surfactants



Preservatives and
Multifunctional Additives

