

**the
Source**

Winter 2020

The Dirt on Clean Beauty



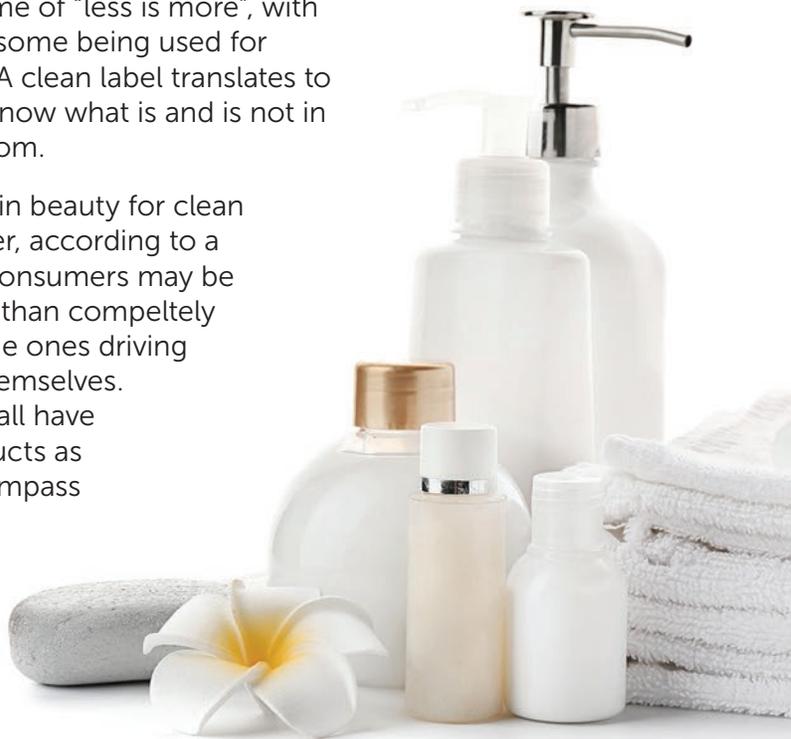
The Dirt on Clean Beauty

Last year we reviewed the proliferation of natural certifications in the personal care market. This trend has not gone away, but has shifted more towards “clean” instead of “natural” as the buzzword. In this issue of The Source, we wanted to take a moment to discuss some of the key features of this trend and highlight what we have to offer from our suppliers to meet these growing industry demands.

The Clean Beauty movement started in the food industry and has quickly gained traction in the beauty & personal care industry. Consumers want to live a holistic, healthy lifestyle and are carrying over some of the trends from clean eating that include, raw beauty, juice inspired, nutrient dense, and free-from claims. We are seeing the theme of “less is more”, with products having simple, shorter ingredient lists and some being used for multiple applications (think multifunctional beauty). A clean label translates to transparency and authenticity; consumers want to know what is and is not in their products and understand where it is coming from.

A key point to note is that there is no true definition in beauty for clean beauty, and there is no regulation around it. However, according to a recent podcast from Mintel titled “Defining Clean”, consumers may be latching onto the clean trend as it is easier to live by than completely natural or organic. They note that the retailers are the ones driving the clean beauty requirements more than brands themselves. Companies like Credo Beauty, Sephora, and GOOP all have their own no-no lists and standards to classify products as clean. They predict the future of this trend will encompass

the entire product, from the ingredient sourcing all the way to the finished product packaging. There will be a focus on full circle clean for both the consumer and the environment.



<http://bit.ly/definingclean>

Clean Cleansing from BASF

BASF has created a clean cleansing kit that features five hair and skin formulations in unique formats that cleanse in a timesaving, convenient way. Learn more about these formulations and BASF’s key ingredients on their Beauty in Chemistry website:



<http://bit.ly/basf-clean-cleanse>

Coming Soon from our Lab

In response to the increasing popularity of this trend, our lab is focusing on creating a **new clean beauty prototype kit** with 3 skin care formulations and 3 hair care formulations. Keep an eye out for updates in the coming months!



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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

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What is the US Consumers' Engagement with Clean Beauty?

Google trends – US consumers' search facts:

- 250% growth for Clean Beauty in the last 12 months
- 74% growth for Clean Shampoo
- 60% growth for Clean Makeup
- 41% of consumers look for natural/clean ingredients for skin care applications

Top consumer for Clean Beauty

- Gen Z and Millennials

Trending on Instagram

- Nearly 2 million posts for Clean Beauty on Instagram

US forecast for Clean Beauty according to Mintel?

- \$16.8 billion in retail sales through 2021

New Product Alert!

Check out the latest ingredient launches from our supplier partners, many of which are inspired by holistic health & sustainability, or in response to product regulatory constraints, all while still being rooted in efficacy.

Contact your Ross Technical Sales Representative for samples or more information!

Açaí Extract

Beraca's new Acai extract is a vivid red color and rich in anthocyanins (>150mg/l). Efficacy studies show antioxidant protection against environmental pollution damage and reduction in AGE synthesis, protecting skin against signs of aging. Even more exciting, Beraca's Acai is now a Zero Waste ingredient; with the full exploitation of the species from a single raw material, all its parts are applied in different cosmetic ingredients – extract, oil, and scrub.



Beracare CBA Cannabinoid Active System

In line with the holistic approach of self-care, Beraca has launched a new active, based on a complex of natural oils, which have proven efficacy to decrease inflammatory activity and to promote beta-endorphin production. Beracare CBA is a complex of Amazon oils with high levels of terpenes and unsaturated fatty acids – especially linoleic acid.



Beracare CBA Cannabinoid Active System is an ingredient with wellness and de-stressing properties. It promotes various skin benefits such as calming, improved healing activity, and providing comfort as a well. This product is a safe alternative to CBD with no regulatory concerns!

Inolixir

More and more consumers are looking for health, wellness and benefit-driven natural skin care products, especially consumers with skin conditions. Meet Inolixir™, the most recent addition to BASF's portfolio of bioactive ingredients. Inolixir works in two ways: firstly, it offers a wellness approach proven to be effective on tired and stressed skin. Study participants reported that Inolixir was as effective as a five-day relaxation cure in mitigating fatigue lines, dark circles and dullness. Secondly, the bioactive ingredient presents dermocosmetic solutions for sensitive skin.



Selected for its medicinal and healthy food properties and its high antioxidant power, Inolixir™ is a unique substantiated healthy extract from Chaga Mushroom (*Inonotus obliquus* from Nordic birch forests), obtained through an innovative technology: Subcritical Water Extraction, a fast and safe extraction optimizing its antioxidant and anti-inflammatory properties. Naturally rich in polyphenols, Inolixir™ reinforces the protection system of the skin – its barrier function is stronger, the microvascular network is strengthened – and the pro-inflammatory response is reduced.

Gelest's New Alternative to D5 Cyclomethicone Fluid

SiBRID® TM-031 (INCI: Propyl Trisiloxane) is a specialty silicone fluid with solubility and volatility characteristics similar to cyclomethicone. These properties allow formulators to achieve product performance needed while addressing regulatory constraints. Like D5, SiBrid TM-031 can solubilize a long list of cosmetic ingredients, ranging from low viscosity dimethicones and diethicones to high viscosity butters. This specialty silicone reduces tack and greasiness, imparts a light and dry skin feel with a soft and silky after-feel.



FORMULATIONS

Natural Mineral SPF 15 (#AN-003-002-A)

Phase	Trade Name	INCI Name	%	Supplier
A	DI Water	Water (Aqua)	QS	—
	Glycerin	Glycerin	3.0	—
	Cosphaderm X 34	Xanthan Gum	0.3	—
	Sensiva PA 30	Propanediol, Phenethyl Alcohol, Undecyl Alcohol, Tocopherol	1.5	Schülke/Ross
B	Z-Cote LSA UC	Zinc Oxide	12.0	BASF/Ross
	Myritol 331	Cocoglycerides	10.0	BASF/Ross
	Floramac 10	Ethyl Macadamiate	5.0	Floratech/Ross
	Campo South Pacific Monoi Oil	Plumeria Acutifolia Flower Extract	3.0	Campo/Ross
	Olivem VS Feel	Cetearyl Alcohol (and) Cetyl Palmitate (and) Sorbitan Palmitate (and) Sorbitan Oleate	4.0	Hallstar/Ross
	Emulgin SG	Sodium Stearoyl Glutamate	1.0	BASF/Ross
C	Covi-ox T-70 C	Tocopherol	0.5	BASF/Ross
	BioScent Geranium Essential Oil	Pelargonium Graveolens Flower Oil	0.1	BioOrganic Concepts/Ross
	CP Oat Avenanthramides Extract	Avena sativa (Oat) Kernel Extract, Water, Glycerin, Potassium sorbate	1.0	Ceapro/Ross

PROCEDURE

1. Add phase A ingredients one by one. Mix well after each addition. Heat to 75-80°C
2. Premix phase B ingredients and heat to 75-80°C. Once both phases at 75-80°C, add phase B to phase A and mix well. Homogenize until smooth and uniform. Slowly cool down to 40°C.
3. Add phase C ingredients one by one to the main batch and mix well.
4. Adjust the pH to 7.0 - 7.5 with Citric Acid

SPECIFICATIONS

pH @25°C: 7.2
viscosity @25°C: 10,920 cps
appearance: Opaque Viscous Cream
color: White
odor: Herbal

FEATURES AND BENEFITS

A broad-spectrum sunscreen using mostly naturally-derived ingredients and only mineral UV filters. It is a safe and gentle formulation that is perfect for baby care & sensitive skin. This formulation has a very light, non-greasy texture and delivers minimal whitening on the skin due to the use of non-nano zinc oxide.

FORMULA CLAIMS

- Mineral sunscreen
- Low whitening
- Broad Spectrum

Natural Exfoliating Cleanser (#AN-003-001-A)

Phase	Trade Name	INCI Name	%	Supplier
A	DI Water	Water (Aqua)	QS	—
	Glycerin	Glycerin	3.0	—
	Cosphaderm X 34	Xanthan Gum	1.0	—
	Hydagen 558 P	Algin	0.7	BASF/Ross
B	Plantaren 2000 N UP	Decyl Glucoside	20.0	BASF/Ross
	Lamesoft PO 65	Coco-Glucoside (and) Glyceryl Oleate	2.0	BASF/Ross
	Bioteric 50 SB	Cocamidopropyl Hydroxysultaine	10.0	BioOrganic Concepts/Ross
	Citrus Splashed Ocean Fragrance for Skin Care	Fragrance (Perfume)	0.4	Intarome
C	Euxyl K 712	Sodium Benzoate (and) Potassium Sorbate	1.5	Schülke/Ross
	Ecobeads Lapis	Stearyl Stearate (and) Euphorbia Cerifera (Candellia) Wax (and) Jojoba Esters	2.0	Floratech/Ross

PROCEDURE

1. Add phase A ingredients one by one. Mix well after each addition. Heat to 60-65°C.
2. Premix phase B ingredients and heat to 60-65°C. Slowly add phase B to phase A. Gently mix to prevent aeration. Slowly cool down to 40°C.
3. At 40°C, adjust the pH to 5.0 - 5.5 with Citric Acid
4. Add phase C ingredients one by one to the main batch. Mix well.

SPECIFICATIONS

pH @25°C: 5.3
 viscosity @25°C: 22,776 cps
 appearance: Translucent
 Viscous
 Liquid with Specks
 color: Blue
 odor: Floral

FEATURES AND BENEFITS

A sulfate-free exfoliating cleanser that features two natural thickeners: Xanthan Gum and Algin. This combination provides excellent thickening and particle suspension properties that can be used as an alternative to some acrylic copolymers. The use of Plantaren 2000 N UP and Lamesoft PO 65 provide gentle but effective cleansing, leaving the skin soft and hydrated. Ecobeads are biodegradable, hard, smooth natural wax spheres that provide gentle yet effective exfoliation; they are also a low-cost replacement for microplastic particles.

FORMULA CLAIMS

- PE bead-free
- Natural thickeners
- Sulfate-free

Azelis officially expands into Latin America

Azelis is thrilled to announce it has officially closed on the acquisition of Megafarma, a premier Mexican specialty distributor for pharma, food and veterinary industries. Headquartered in Mexico City, the company represents some of the world's most renowned raw material producers and serves a large number of customers in all Mexican regions.

Acquiring Megafarma enables Azelis to gain a strong position in the pharma and food segments in Mexico, and build into other market segments, such as plastics, foam, CASE, personal care, and household & industrial cleaning.



A Decade in Review

The start of 2020 marks the end of another decade, so we wanted to take a look back and appreciate how far we've come since 2010! In 2017 we celebrated our 30th anniversary and that same year we were also acquired by Azelis Americas, LLC; two very big company milestones. We have continued to grow and be successful over these past 10 years and we could not have done it without the support of our customers and suppliers, so thank you!

Special thanks to our employees who have been with us for 10 years or longer!



Linda Scouten (2002)
Senior Customer Service
Representative



Ali Witwit (2005)
VP of Innovation & Product
Development



Sandy Lee (2008)
Purchasing Manager



Susan Smith (2010)
Operations Manager

Our mission is to develop mutually rewarding long-term relationships with our suppliers, so we want to recognize our supplier partners who have been with us since 2010 or earlier:



Campo Research

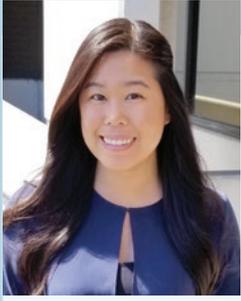


Find the ROSS Ladybug

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).



Emily Tung - SHEQ Senior Specialist (Safety, Health, Environment, and Quality)



Where was I born? Orange, California.

My favorite subject in grade school was... Regulatory Affairs... just kidding... definitely Science.

What did you want to be when you grew up? Veterinarian

Favorite hobbies: Eating, traveling, and watching shows about eating and traveling.

Favorite book: Harry Potter and the Half-Blood Prince

Favorite movie: 50 First Dates

Do I collect anything?: Coffee mugs

On weekends where will you most likely find me: Either at home eating breakfast all day or at Disneyland.

Word that describes me: Resilient

What was the most adventurous thing you have ever done? Kayaking and snorkeling in the wide-open ocean... because I can't swim!

What was your last vacation? Maui, Hawaii

Last time you laughed out loud: Probably 20 minutes ago. Memes get me every time.

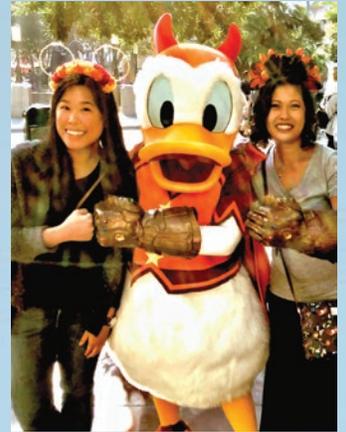
If I could have a super power what would it be? To fly... traffic is infuriating and plane tickets are too expensive.

My favorite quote: "Maybe that's enlightenment enough – to know that there is no final resting place of the mind; no moment of smug clarity. Perhaps wisdom, at least for me, is realizing how small I am, and unwise, and how far I have yet to go." – Anthony Bourdain

What are you most proud of? Putting myself through college.

Something most people do not know about you: Oftentimes, I cry from sheer joy when I see a dog.

My favorite thing about Fall: I have so many! To me, Fall means trips to Yosemite, the slightly legitimate use of sweaters and coats in Southern California, seasonal coffee drinks, and... Winter is coming...





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9770 Bell Ranch Drive

Santa Fe Springs, California

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Natural Botanical
Extracts, Oils, and
Preservatives



Natural Oat-based Active Ingredients



Active Ingredients



Jojoba, 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



Active Plant Cells



Sarcosinate &
Glutamate Surfactants



Preservatives and
Multifunctional Additives

