



the  
Source

Summer 2023

Hello,  
Summer!



 Ross  
Organic

# Welcome to the Summer edition of 'the Source'

Can you believe it is already half way through 2023? Neither can we!

In this edition of 'the Source' we will dive into what Synergistic Beauty is and trends that align with this marketing pillar including skin cycling, slugging, and SciComm (read further to discover what this is!).

Couldn't keep up with the quarter of new launches? We will recap all that is new and exciting to YOU in the sections to follow.

Be sure to read to the end to find out what changes we've made to our newsletter and as always, check out what the Ross team has been up to. Let's roll!

## Synergistic Beauty

There are two approaches in synergistic beauty, one which can be accomplished through you, the formulator, and the other often carried out by the consumer. The first is through the combination of ingredients in order to either enhance each other's properties or balance out one another's effects, more astutely impacting the desired results over using any ingredient independently. For example, when formulated together properly, combining alpha hydroxy acids (AHA) with beta hydroxy acids (BHA) helps improve overall skin texture and appearance. AHAs are water-soluble and can gently exfoliate to brighten the skin and reduce the appearance of fine lines, while BHAs are oil-soluble and can penetrate the skin to unclog pores and balance excess oil.

Consumers are adopting synergistic beauty by way of incorporating consecutive steps into a routine that creates a "hand-off" effect which boots the efficacy of each product after the other as demonstrated in trends such as skin cycling or slugging, and sleep beauty. Ultimately, creating "the stronger together than alone" effect, doubling down on the added value of each formula.

Synergistic beauty is boosting the perception of quality of products, incorporating SciComm ("Science Communication") and demonstrating the desire for seamlessness in everyday life. You can take a threefold approach to synergistic beauty, first through ingredients, second through a complete regimen launch and third by communicating the science behind your synergistic formulas.

**NOTE:** This is an Interactive PDF newsletter. Click on the hyperlinks & buttons to learn more about the featured ingredients or to request samples, etc.

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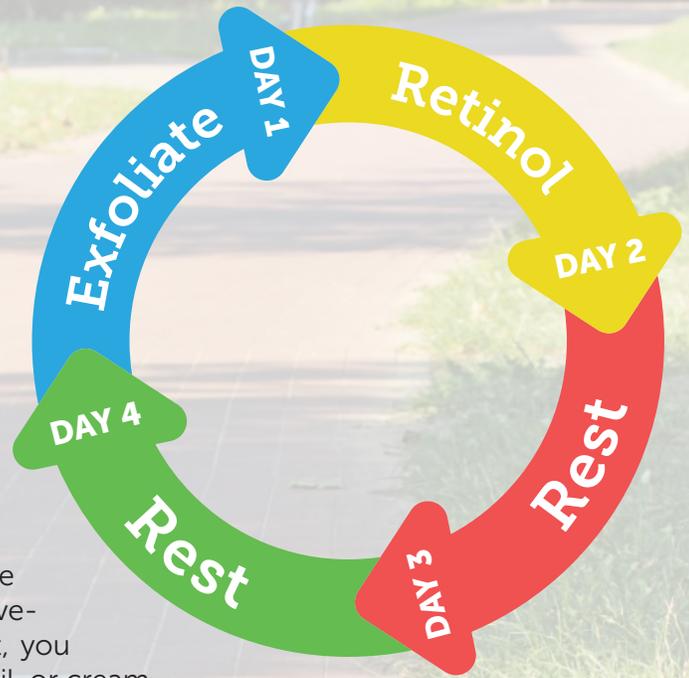
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# Introducing... a cycling that isn't torturous — skin cycling

The term, skin cycling, was coined by a board-certified dermatologist, Whitney Bowe, MD, and went viral...as most things do now on TikTok. In fact, Whitney's videos themselves have garnered over 3M views, while posts that mention skin cycling have garnered 3.5B views, and the specific #skincycling rose to 271 Million views by Feb 2023 alone on the platform.

In its most basic of routines, skin cycling aims at simplifying and strengthening your skin barrier by applying only 3 highly effective products in a 4-day cycle. While all four days consist of applying product, 2 of the 4 are for "active recovery" which means instead of applying high or strong active-containing products, such as retinol or a retinol-like product, you apply a moisturizer, whether that be #slugging, an ointment, oil, or cream.

We discuss the benefits of skin cycling, how to establish your cycling baseline, and effective ingredients to include in your next formula. As an added benefit, we explain how to formulate with Retinol, which can be somewhat tricky! [Read the full article>>](#)



## Go Get Em' Slugger

Another trend that falls within synergistic beauty is slugging. Slugging is a dry skin fixer, by coating your face in an occlusive moisturizer to max out your skin's moisture.

- Apply a thin layer night mask as part of your evening skincare routine
- Creates a barrier against water loss overnight
- Protects and repairs your skin's natural lipid barrier

When researching #slugging you will find a lot of discussion around "petroleum jelly" both for and against. We recommend some alternative suggestions that may provide a more elevated feel instead of petroleum jelly.

[Learn more about ingredient recommendations>>](#)

Below are a few additional formulas for nighttime skin care:

- [Butterfly Kiss Face Serum](#)
- [Whipped Butter Gel](#)
- [Overnight Glow](#)
- [Good Night, Nourishing Sleeping Care](#)

*P.S. Stay tuned for a new prototype release related to this topic at California SCC Suppliers' Day*



# 2023 Q1 – The quarter of new launches!

## Postbiolift™

INCI: Maltodextrin (and) Lactobacillus Ferment - A new and unique postbiotic ingredient containing beneficial metabolites secreted by Lactobacillus crispatus. It helps to stimulate the synthesis of elastin and its partners, while slowing down the frequency of subcutaneous cells' contraction and decreasing melanin synthesis. It contributes to an improvement in the mechanical properties of the skin to help make it more elastic, smooth the appearance of wrinkles around the eyes and create an even complexion.

[Learn more >>](#)

## Probiolift™

INCI: Maltodextrin (and) Lactobacillus - It is perfectly complemented by Postbiolift, as it derives from the same biofermentation process. This active is live bacteria with a triple anti-aging effect that helps to increase the collagenous dermal density, reduce muscle cell contractions, and protect against oxidative stress. In vivo tests demonstrated that this new live probiotic active ingredient achieves significant re- densification of the dermis and offers visible correction of forehead wrinkles.

[Learn more >>](#)

## Emulgade® Verde 10 MS

INCI: Polyglyceryl-10 stearate - A naturally derived, readily biodegradable, non-ethoxylated emulsifier that works well in O/W applications and creates lamellar structures. It is compatible in many personal applications including skin care, sun care and hair care.

[Learn more >>](#)

## SunPURO Natural Annatto

### SunPURO® Annatto O

INCI: Helianthus Annuus (Sunflower) Seed Oil (and) Annatto (CI 75120)

[Learn more >>](#)

### SunPURO® Annatto A

INCI: Water (and) Annatto (CI 75120) (and) Potassium Hydroxide

[Learn more >>](#)

Annatto seeds are the fruit of the annatto trees and are high in tocotrienol, a form of Vitamin E. They are rich in antioxidants and known for helping to protect skin cells. They are also responsibly sourced from a multi-generational family farm in Brazil and available in 2 forms, SunPURO® Annatto O (red paste) and A (orange-red liquid). They offer a strong natural orange-red color in cosmetics with some of the highest bixin and norbixin content. SunPURO® Annatto O acts like an oily pigment dispersion where as SunPURO® Annatto A acts as a dye in which the shade will depend on the concentration.

## SunPURO Natural Chlorophyll

### SunPURO® Natural Chlorophyll P

INCI: Maltodextrin (and) Chlorophyllin-copper complex (CI 75810)

[Learn more >>](#)

### SunPURO® Natural Chlorophyll A

INCI: Water (and) Polysorbate-80 (and) Chlorophyllin-copper complex (CI 75810) (and) Propylene Glycol (and) Potassium Hydroxide

[Learn more >>](#)

Chlorophyll is rich in vitamins A, C, E, and K. On the skin, it is known to help with radiance and a youthful glow. It offers cleansing properties and brings freshness to the skin and mouth. Traceable to the Lincolnshire-grown grass and alfalfa fields in the UK, SunPURO® Natural Chlorophyll P and A are botanical natural functional ingredients for oral care.

## SunPURO Natural Coconut

INCI: (Water (and) Cocos Nucifera (coconut) oil (and) Sodium Starch Octenylsuccinate (and) Sucrose (and) Citric Acid (and) Beta-carotene (and) Tocopherol (and) Potassium Sorbate) - A milky white opacifier that can be used in aqueous personal care formulations without unnecessary fillers. It is responsibly sourced from a founding member of the Sustainable Coconut Charter which aims to improve traceability, farmer livelihood, and prevent deforestation.

[Learn more >>](#)



## Alter Powders

Plant-based alternative ingredients to help replace unwanted INCI ingredients in your formulas

- **Alter-Suspensilia** INCI: Sterculia urens gum & Sclerotium gum - Suspending agent ideal to suspend physical particles (exfoliants, decorative particles, pigments, etc.) in a formula while limiting the viscosity. [Learn more >>](#)
- **Alter-Thickbarley** INCI: Hordeum vulgare seed flour - 100% natural thickening agent, from plant origin, without chemical modification. A great alternative to modified starches and synthetic polymers. Associated with an emulsifier, it can be used to help thicken and stabilize emulsions creating a non-greasy, rich, thick texture. [Learn more >>](#)
- **Alter-Emulfaba** INCI: Acacia senegal gum & Sclerotium gum & Hydrolyzed cicer seed extract - Powdered emulsifier made from plant extracts and gums without chemical modifications. It is an alternative to the surfactants usually used for emulsifying. Allows to formulate white emulsions without perfume impact despite the use of plant extracts. [Learn more >>](#)

## FILL Oléoactif®

INCI: Olea Europaea (Olive) Fruit Oil (and) Polyglyceryl-4 Oleate (and) Myrtus Communis Leaf Extract (and) Olea Europaea (Olive) Leaf Extract - A substantiated oil-based bio-inspired innovation designed with two emblematic Mediterranean plants sustainably sourced (upcycled, respectful of Good Harvesting Practices), local (France) and presenting remarkable antioxidant and repairing properties. Highly concentrated in Phytoside, FILL Oléoactif activates natural healing pathways to counter-balance skin aging signs and restore younger skin architecture. This ingredient is eco-processed, vegetal, and COSMOS-certified with proven efficacy at 1% dose.

[Learn more >>](#)

## Hallstar® C12-15 Alkyl Benzoate Natural

INCI: C12-15 Alkyl Benzoate - A unique emollient ester derived from benzoic acid and natural mid-chain alcohols. It is non-oily, non-sensitizing, non-comedogenic and stable over a broad pH. This is a natural version of a common emollient that conforms to the ISO 16128 Natural Standard.

[Learn more >>](#)



### Beauté by Roquette® GA 080

INCI: Sodium Gluconate - 100% plant-based and biodegradable chelating agent extracted from maize. It is an ultra-pure grade that is a neutralized form of gluconic acid.

[Learn more >>](#)

### Hair Revive [MM + Zn]

INCI: Water (and) Malva moschata callus extract (and) zinc chloride – This active acts on the key factors in hair aging: renewal, vigour, density and color. Thanks to these targeted actions on the entire hair growth cycle, particularly the anagen phase, HairRevive [MM+Zn] repairs the hair, making it shinier and softer, and restoring a more youthful appearance. It combines musk mallow, a perennial flower known for its medicinal properties, and zinc, an essential nutrient to the human body to create the perfect active for thicker, stronger, and longer-lasting natural color hair.

[Learn more >>](#)

### WS Biotin™

INCI: D-Biotin & Caprylic Acid & Polyvinylpyrrolidone - 100 times more soluble than free Biotin and provides high concentrated Biotin for improved hair, scalp, and skin health. A higher Biotin concentration allows users to experience its core benefits, such as stronger, thicker strands, a healthy scalp, and enhanced skin barrier regulation.

[Learn more >>](#)

### Polycare® Heat Therapy

INCI: Hydroxypropyl Guar Hydroxypropyltrimonium Chloride - A non-ecotoxic double-derivatized cationic guar suitable for transparent formulations that protects and cares for hair exposed to extreme temperatures. It protects by forming a natural shield, an invisible and imperceptible barrier on the hair surface that helps maintain the physical and sensory qualities of hair, thus avoiding damage when using heat devices.

[Learn more >>](#)

# FORMULATIONS *with a twist*

In this section of The Source, we're going to shake things up a bit. You may have seen over the last year, our lab has gone through a couple of transformations including a new makeover and a new chemist, Renee Tam.

Renee comes to Azelis with 3 years of experience in formulating fine fragrance and body care products. She earned a Master of Science in Chemistry from the University of California, San Diego. We are so excited to have Renee a part of our team as she brings new and creative ideas to our company, always thinking outside of the box and trying new formulations in the lab while supporting our Technical Sales team and customers. Get to know a little bit more about her:

**Name:** Renee Tam

**Age:** 28 ('94 baby)

**Siblings?:** I have 1 older brother, and we are 4 years apart. When I was little, I wanted to be just like him. When he was in elementary school, I saw he had homework, so I wanted to do homework too. I ended up helping him color one of his projects.

**Pets?:** No pets currently, but I grew up having fish and water turtles.

**Activities you do in your spare time?:** I like to cook, dance, and explore new breweries. I recently learned how to brew kombucha at home too.

**Favorite fact about yourself?:** I am really good at choosing which watermelon will be juicy and sweet.

**Favorite memory?:** Any vacation I have been on is a favorite memory of mine. My top 3 favorite places I have visited are Japan, the Caribbean, and Egypt. I would love to visit Portugal, Singapore, and Korea one day.

**Favorite product to formulate with and why?:** One product I enjoy is Sodium Carboxymethyl Starch because it provides a powdery velvet after-feel, cold processable, and can create whipped textures.

**Why you chose this industry to work in?:** I have been interested in joining the cosmetic industry since I was in high school. Having the freedom to innovate new products and then seeing customers enjoy them is a fulfilling experience.



## Resources with Renee

*Welcome to Resources with Renee! Each newsletter, Renee will offer a fun tip or trick she uses in the lab. We hope this offers our readers some insight on something they may not know. Enjoy!*

**TIP:** To improve dispersion and hydration of Guar Hydroxypropyltrimonium Chloride in water phase, slowly sift the product into a vortex of water to avoid clump formation. Once it is well dispersed, adjust water phase with citric acid to pH to 3.5 – 5.0 and allow to mix well until it is fully hydrated.

# Lab update: *new look, who dis?*



## Our lab capabilities:

### Technical support for formula development

- Suggest Starting Point Formulas
- Create a Custom Starting Point Formula
- Recommend raw materials
- Troubleshoot formula or procedure issues

### Lab support for formula development

- Develop formula from initial concept to final formulation
- Reformulate existing products to meet Desired Claims, Benefits, Regulatory, or Cost Requirements
- Formulation Types: Aqueous Systems, Anhydrous systems, Emulsions (Creams & Lotions), Surfactant Systems, Gels, Loose Powders, Pastes

Take a virtual tour of our new lab renovation >>



## New prototypes launching soon!

Our lab has been busy brewing up new formulations and we will be releasing them over the next couple of months so stay tuned. Here's a sneak peek of some exciting prototypes...

- **Color TRIO** (Juicy drama tinted lip oil, Shimmering sunscreen stick, Dewy blush balm)
- **Defense serum**
- **Two-Phase treatment**
- **Dew the earth a solid - travel pack**

Keep an eye on your email for the latest updates or contact your Ross Technical Sales Representative.





Beauty Industry West show



CPR training



Who knew Darrell Zehner, VP of Sales had such a green thumb?

CA SCC monthly meetings roundup



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).



# HAVANA NIGHTS

CASCC 2023

## *Dinner Dance Gala*





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# Innovation through formulation

