

A young woman with a white towel wrapped around her head is applying a white cream to her face. She is looking towards the camera with a slight smile. The background is a blurred indoor setting.

**the
Source**

Q3 - 2025 newsletter

The progress pulse:
What's been happening in
the industry?

Cover story:

Can you believe we're already more than halfway through 2025? It's incredible how much we've accomplished, so much, in fact, that it can be easy to lose track. That's where this issue of *The Source* comes in.

We use NYSCC Suppliers' Day, our largest tradeshow of the year, as a meaningful midpoint to pause and reflect.

To mark the occasion, we've created this roadmap to offer a clear, curated look at what we've accomplished so far. Come along!

Take a trip down memory lane

Made in the USA

Supply chain shifts drive rising costs; we're adapting
[Learn more](#)

Expansion of BASF partnership

This milestone enhances our distribution coverage to include AL, FL, GA, IL, MN, NC, ND, SC, SD, VA, WI, and the eastern half of TN
[Learn more](#)

Color of the year – Mocha Mousse

A delightful and delectable color that aligns with our Crave trend in 2025
[Learn more](#)

Don't say no to nylon

We're staying curious! Additional information about microplastics
[Learn more](#)

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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the
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The quarterly publication of DeWolf Chemical, an Azelis company.

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Expansion of Cargill partnership

We're proudly serving new territories including the Midwest, Northeast and Southeast territories

[Learn more](#)

The buzz around mushrooms
[Learn more](#)

New product line: Sytheon
[Learn more](#)

New products from Protec:

Check them out!

- [Essential oils](#)
- [Hydrolates](#)
- [Vegetable oils](#)

Did you see Naolys re-brand?
[Check it out!](#)



Memory Lane

Indie brand trends

Explore some of our most talked-about topics from 2025.

- [Trending in 2025](#)
- [Using APGs in cleansing](#)
- [AI and how it applies to you](#)
- [Trendsetting in skincare](#)
- [Next-gen scalp & hair care trends](#)
- [Fun beauty textures](#)

To our indie branders, stay tuned for an exciting new update to our website!
Coming soon!



New launches

| | |
|--|---|
| Vitaguard A | Optimized solid lipid particles loaded with Retinol |
| Oximony | Hero ingredient to longevity. Natural extract of sustainably sourced and FairWild certified <i>Lysimachia christinae</i> characterized by polyphenols |
| Proteasyl | New hair data, including caring for fragile hair while soothing scalp sensitivity |
| Verdessence Maize | Plant-based styling polymer and biodegradable replacement for PVP and VP/VA polymers |
| Lamesoft OP Plus | Wax-based, readily biodegradable opacifier dispersion serving as an alternative to synthetic styrene acrylate-based ingredients |
| EcoBeads™ CF | Candelilla-free version of spherical scrubbing beads available in 15 colors, multiple particle sizes, and a gentler option to other natural exfoliants |
| Floramac™ 10P | New! 100% natural and COSMO-approved versatile emollient |
| Olivem Essenza | A plant-derived O/W emulsifier for low viscosity emulsions and all skin types |
| UBI Oleoactif | Innovative and inclusive active ingredient that helps to optimize cellular homeostasis, which provides multiple anti-aging benefits |
| HallSens Dias | A naturally-derived emollient and sensory alternative to cyclomethicone with benefits supporting both chemical and mineral-based sunscreen formulations |
| Biochemica Green Coffee Butter | Upcycled and multifunctional butter for hair and skin that features antioxidant-rich green coffee oil |
| Bamboo Crumble Exfoliator | Provides gradual self-adjusting exfoliation with a mattifying effect |
| Alter Captessence | Absorbent powder that captures and holds up to 20% fragrance without clogging packaging components |
| Rice Husk Exfoliator | Natural exfoliant made from rice husk (a byproduct of rice), naturally rich in plant-based amorphous silica |
| Mushroom Extracts | Absorbent powder that captures and holds up to 20% fragrance without clogging packaging components |
| Essential Oils | New Line offering |
| Vegetable Oils | New Line offering |
| Hydrolats | New Line offering |
| ExoCell®- Aethelis Granata | A unique extract rich in pomegranate exosomes which provide multiple anti-aging benefits. |
| Chione™ Electric Scarlet SR90D | Vegan, metallic effect pigments electrifying red color |
| Chione™ Electric Sienna SC90D | Vegan, metallic effect pigments electrifying copper color |
| Chione™ Electric Amber SB90D | Vegan, metallic effect pigments, electrifying copper color Golden bronze |

New formulations launched at NYSCC:

Our booth, Conventional Chaos, was a huge hit this year! We captivated Suppliers' Day attendees with an immersive ASMR and tactile experience designed to spark unconventional thinking and inspire fresh approaches to formulation and product innovation.

Here's a refresher of what was launched:

Sun care



[Zensurya mineral sun serum](#)

Hair care



[I wand to flyaway](#)

Color cosmetics



[Balmisu BB2P](#)



[Shell be jelly glitter topper](#)



[Seaing red cheek & lip stain](#)

Skin care



[Bloomlight smoothing milk](#)



[Indigo mist radiant-C serum](#)



[agAInst the grAIn clarifying cleanser](#)



[Ginger+Olive's day away cleansing oil](#)



[Different Yolks for Different Folks](#)

- Firm
- Shimmered
- Cured
- Egg White Cream Base

Ask Amanda:

My favorite prototype is the Shell be jelly glitter topper because it provides high shine and bold shimmer with a fun bouncy and jelly texture. Thanks to the natural film former, this product is smudge and budge proof and prevents flaking and messy application.

[View formulation](#)



DeWolf events:

- Our Technical Development Manager, Cheryl Seidell, has been a busy bee! She attended:
 - ❑ Carolina SCC tech talk last May which covered Hallmarks of aging with a skincare focus. We also received a certificate of appreciation for our sponsorship of the SESCO meeting
 - ❑ Another Carolina SCC tech talk that focused on unravelling the complexities of organic formulations where a friend and colleague was presenting
- Our account manager, Lori Fuller, hosted a technical day with one of her customers, engaging in presentations about relevant ingredients and trends with lots of time for Q&A and laughs
- Azelis was a gold sponsor for the UT Cosmetic Science Annual Summer Camp and presented on Sensory modification. Our chemist, Amanda Lam, has attended for 3 years in a row now!

