

A close-up photograph of a woman's face, smiling warmly. She is wearing a vibrant red turtleneck sweater and a colorful, multi-colored patterned shawl or blanket. Her hands are gently holding a single, large, heart-shaped green leaf. The background is softly blurred, suggesting an outdoor setting.

the
Source

Winter 2024

2023 Recap

2024 preview



DeWolf

Welcome to the winter edition of 'the Source'

As we venture into 2024, we reflect on the dynamic year gone by, marked by transformative changes, innovative strides, and formidable challenges. In this edition of The Source, we delve into noteworthy subjects from 2023, encompassing the complex but important topic of sustainability and the growing market of scalp care. Stay tuned until the end, where we offer a glimpse into the future, focusing on the prevailing mega-trends of Sustainability and Wellness.

Topics covered in this issue:

- Circular Beauty
- Locally Produced Products
- Our sustainable offerings
- Scalp Care
- 2024 Pillar Preview
- Exciting Announcement
- Featured Formulas

Navigating the evolving landscape of sustainability

The term "Sustainability" is expansive within our industry, and as our understanding and advancements in sustainable practices grow, so do the solutions aimed at preserving our planet. According to reports from Mintel and Business of Fashion, more than 2,600 companies currently disclose their carbon emissions. However, is this comprehensive enough? The Science-Based Targets Network (SBTN) has created an inaugural framework enabling companies to report not only on their carbon footprint but also on biodiversity risks and impacts, encompassing areas such as land degradation, pollution of freshwater, and more. This framework empowers companies to evaluate and prioritize strategies for enhancing their environmental footprint.

Discover some ways DeWolf Chemical is dedicated to providing you with sustainable solutions.

Source:

H&M, Kering Among Companies Piloting Science-Based Targets for Nature | BoF (businessoffashion.com)
Mintel, 2024 Beauty & Personal Care Trends



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
Source

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Circular beauty

Products we use in North America that are derived from feedstocks leave 40% of the plant inedible, such as skins, peels, leaves, rinds, seeds, pits and cores of many fruits. This creates an immense opportunity to upcycle resources we have already used the energy to obtain.

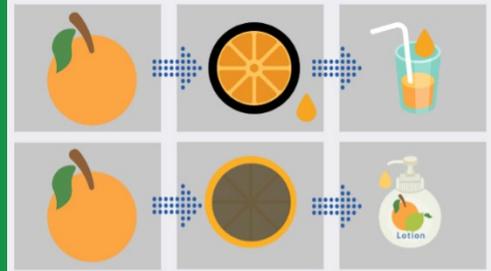
By now, we all know the buzzword upcycling. Upcycling in its simplest terms is the creation of new products from the waste and by-products of another process. In consumer goods manufacturing this entails moving from a linear to a circular economy.

Our suppliers are constantly creating new and innovative ingredients to promote a circular economy, taking steps forward in saving energy and reducing waste. To dive further into upcycling and our offerings and suggested formulations, take a look at [The Price of Beauty Doesn't have to Cost the Environment >>](#)

For an all-encompassing list of our upcycled ingredients, check out this link:

[Upcycled ingredients >>](#)

Linear



Circular



This diagram depicts the advances we've made from a linear economy where double the resources are used to create 2 end products to a circular economy where both parts of the same fruit are used to make the same 2 end products. How about that!

Locally produced products

Not only do locally-made products have additional environmental benefits, they also benefit you!

Benefits include the following:

- Reduced transport
- Reduced carbon footprint
- Energy conservation
- Quicker lead times
- Supporting our economy
- Improved supply reliability

[Locally made actives >>](#)

[Locally made ingredients >>](#)



Our sustainable offerings

RSPO - Roundtable on Sustainable Palm Oil

This year is the 20th anniversary of the Roundtable on Sustainable Palm Oil (RSPO) organization. The palm oil industry has been at the center of controversy for years, due to negative effects on our environment including contributing to deforestation, habitat destruction, and human rights abuse. However, it is also a critical source of livelihood for farmers in developing countries. Our suppliers have worked hard over the last 20 years to move their products to RSPO-certified, specifically the mass balance (MB) model.



Mass balance (MB) RSPO is palm oil from certified sources that is mixed with ordinary palm oil throughout the supply chain.

[Check out our RSPO MB offerings>>](#)

Additional programs that offer sustainable and socially responsible ingredients include:

- [Castor Oil Mass Balance \(CMB\)](#) – world’s first sustainable castor oil program called Pragati in India
- [Argan Oil Program](#) – Actives that contain sustainably sourced Argan Oil from Morocco
- [Rambutan Program](#) – Actives created from the first certified gardens in Vietnam. [Watch video>>](#)
- [Sustainable Guar Initiative](#) - Sustainable guar production within the Bikaner district of Rajasthan, India.
- [Naternal](#) – Biodegradable polymers created from natural feedstocks
- [Responsible Mica Initiative \(RMI\)](#) – fully ethical, traceable, and environmentally friendly mica sourced in Hartwell, GA. [Watch video >>](#)

Sustainability is a key pillar for Azelis and we are proud to partner with our suppliers and align on this important topic together. With ‘Action 2025’, our sustainability strategy, we aim to be the world-leading distributor of sustainable solutions and services in the specialty chemicals distribution industry. [Learn more >>](#)

Preview into 2024 pillars

Looking into the trends for 2024, we see that two macro trends prevail including Wellness and Sustainability. Here’s a sneak peak into how we expand and dive into each of these macro trends to discover what the consumer is really itching for.

Get grounded:

Build around the need to get back to the basics, an adaptation of inside out beauty.

Examples include:

- Fermented Beauty
- Roots in Science & Plant/Animal Origins that we would eat
- Upcycled

Statement Piece:

Fighting over-consumption with intentional purchases that are not so quite luxury but minimalistic.

Examples include:

- Bold lipstick
- Natural Hair Care achieving unattainable looks
- Under eye bag concealer

Radical & Unironic:

Addressing the taboo topics to move beyond acceptance, embracing your true authentic self.

Examples include:

- Acne Patches
- Gray Hair
- Rebirth of 00’s looks (i.e. emo & goth)

Crave:

The more complicated things become in our world, the more we crave fun, human touch, connection, and literal food such as sweets.

Examples include:

- Transformative texture body oils
- Food-inspired launches
- Warming concepts

Scalp care

The scalp, often overlooked, is now gaining the attention it deserves. The phenomenon of skinification is has made its way to include the realm of hair care, focusing on the scalp. Since 2019, there has been a remarkable 180% uptick in the introduction of products explicitly designed with a focus on 'scalp care,' underlining a growing awareness of the importance of maintaining a healthy and well-nurtured scalp (Mintel, GDNP).

According to Trendalytics, scalp care is accelerating in searches, and consumers are zeroing in on scalp serums (+42% to LY) and oils (+28% to LY) that target specific concerns like dry, irritated scalps, hair loss, dandruff and more.

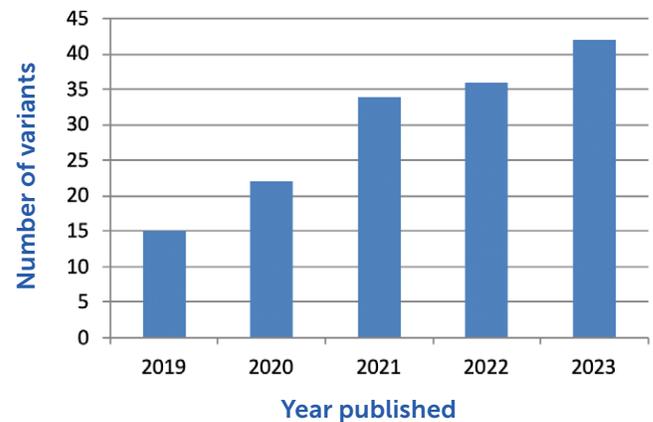


For more information on scalp care and our offerings, check out this link:

[Help for the scalp >>](#)

Product Launches with "Scalp Care"

(Criteria: North America > Beauty & Personal Care > Scalp care)



Exfoliating Coconut Jelly Cube wins prestigious Allē Award

We are excited to announce that our prototype, the Exfoliating Coconut Jelly Cube, which debuted at CA Supplier's Day, has won the prestigious C&T Allē Award in the Finished Formula Indie - Bath & Shower category. This bouncy all-over cleanser is made with renewable raw materials that glide over the skin to gently exfoliate and cleanse. The "Exfoliating Coconut Jelly Cube" revolutionizes skincare by transcending traditional cleansing and takes inspiration from edible beauty.

Beyond creating excitement, the Exfoliating Coconut Jelly Cube delivers:

- Gentle all-over body exfoliation
- Mild Cleansing
- Superior Foaming behavior

Keeping in line with Azelis' sustainability pillar, we have incorporated:

- Exfoliant particles that are 100% natural (ISO 16128) and upcycled
- Readily biodegradable ingredients comprising >50% of the formula

Take a look at the formulations page for more information and be sure to stop by our booth at New York Supplier's day to touch and feel the Jelly Cube. It's one you won't want to miss!



FORMULATIONS

Overnight Slug Balm

#RORT23021

As we deal with colder temperatures during the winter, we know the skin is heavily impacted. Here's a formula that is a MUST for your winter hibernation. The Overnight slug balm not only traps moisture and prevents TWEL, but also boosts regenerative hydration. Can you say #moisturized?

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Cetiol Softfeel	C12-18 Alkanoyl Glycerin/Sebacic Acid Copolymer	42.50	BASF (DeWolf)
	Floraesters 20	Jojoba Esters	20.00	Cargill (DeWolf)
	Biochemica Avocado Butter	Avocado Butter	7.00	Hallstar (DeWolf)
	Cetiol Sensoft	Propylheptyl Caprylate	16.00	BASF (DeWolf)
	Cetiol C5	Coco-Caprylate	9.00	BASF (DeWolf)
	Cutina HR Flakes	Hydrogenated Castor Oil	5.00	BASF (DeWolf)
B	Covi-ox T 70 C	Tocopherol	0.50	Kensing (DeWolf)

PROCEDURE

1. Combine Phase A together and heat batch to 80-85°C while mixing well.
2. Once batch is fully homogeneous and free of solids, cool batch to 50°C.
3. At 50°C, add Phase B and allow to mix well after each addition.
4. Cool batch to 25°C while mixing well.

SPECIFICATIONS

pH @ 25°C: N/A
Viscosity @ 25°C: N/A
Appearance: Light brown fine powder

FEATURES AND BENEFITS

- Spreads and covers more easily than vaseline-based products
- Traps moisture and prevents TEWL
- Boosts regenerative hydration
- Locks in any actives applied in previous steps of the skincare routine

HOW TO USE

Apply a dime to nickel size amount with the spatula to the face and spread evenly to form a thin layer. Wash off in the morning.

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Exfoliating Coconut Jelly Cubes

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	DI Water	Water/Aqua	65.70	
	Neutrol MGDA	Trisodium Dicarboxymethyl Alaninate	0.20	BASF (DeWolf)
	Citric Acid, 50% solution	Citric Acid	1.60	
	Euxyl K 900	Benzyl Alcohol, Ethylhexylglycerin, Tocopherol	1.00	
	Perlastan L 30	Sodium Lauroyl Sarcosinate	2.00	Schill (DeWolf)
	Plantapon SF NA	Sodium Cocoamphoacetate, Glycerin, Lauryl Glucoside, Sodium Cocoyl Glutamate, Sodium Lauryl Glucose Carboxylate	8.00	BASF (DeWolf)
B	Glycerin	Glycerin	10.00	
	Verdessence™ Xanthan	Xathan Gum	1.00	BASF (DeWolf)
	Verdessence Glucomannan	Glucomannan	1.5	BASF (DeWolf)
C	Coconut Exfoliator 1000	Coconut Exfoliant	9.00	Lessonia (DeWolf)

PROCEDURE

1. Combine Phase A together and allow to mix well. Heat batch to 80-85°C.
2. In a side-phase, combine Phase B to make a slurry. Once main batch reaches 80-85°C, slowly add Phase B to main phase. Allow to mix well for a few minutes to allow gel to fully develop.
3. Add Phase C and allow to mix well until batch is uniform and homogeneous.
4. While maintaining batch at 80-85°C, pour batch into silicone molds and allow to set at room temperature until solidified.

SPECIFICATIONS

pH @ 25°C: 4.00 – 5.00 (1%)
 Viscosity @ 25°C: N/A
 Appearance: Dark brown to black, solid bouncy gel with exfoliants

FEATURES AND BENEFITS

- Gentle all-over body exfoliation
- Mild Cleansing
- Superior Foaming behavior

HOW TO USE Apply water to skin, use cube and rub in circular motion to cleanse and soften skin. Rinse Clean. Return cubes to airtight packaging.

Ask Amanda

When creating the [Two Phase Turnover Treatment](#), or any bi-phase product, make sure to add a salt like pure Sodium Chloride to increase interfacial tension of the two phases. This will help create two distinct phases that do not get disrupted after multiple uses and allows the product to return to its original state.



Discover
unique you

