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Q4 - 2025 newsletter

We're becoming
Azelis US Personal Care
in 2026!



 Ross
Organic

Cover story:

As we close out 2025, we're preparing for a bold new chapter. Beginning in 2026, we will proudly merge with our sister company DeWolf Chemical and transition together to Azelis US Personal Care!

While our name is changing, our promise remains the same: best-in-class service and high-level technical support you can rely on. With an expanded national footprint, we'll continue to harness our technical expertise and unmatched market access to deliver tailored solutions for the US Personal Care industry.

We've shared two previous communications about this upcoming change. If you missed them, you can access them here:

[Coming in 2026! Ross Organic and DeWolf Chemical merge into Azelis US PC](#)

[Here's what you need to know - Ross & DeWolf Chemical merge into Azelis US PC](#)

End of year focus:

As we close out the year, momentum is strong across several key market segments. To keep you ahead of the curve, explore these highlights for fresh formulation ideas and spark your next wave of innovation.

Athleisure: Where beauty meets performance

Consumers are looking for products that keep up with their active lifestyles. These formulations combine beauty and functionality: sweat-proof, skin-friendly, and built for movement.

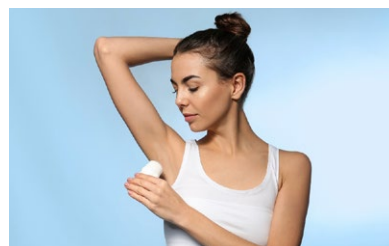
[Learn more](#)



AP/Deo: The future of odor protection

The next generation of antiperspirant and deodorant solutions goes beyond masking odor. Today's focus is on microbiome balance and gentle yet effective actives that deliver long-lasting freshness without compromising skin health.

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



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Suncare & chemical confusion: What do consumers really think?

Are North American consumers making sunscreen choices based on science or perception? Our latest article uncovers the truth behind ingredient concerns, consumer behavior, and what this means for brands in the sun care space. Consumers are demanding clarity on UV filters and safety, education, and transparency are key.

Sun Care & the chemical confusion



2026 beauty forecast

The beauty industry continues to build on the foundations we've seen in recent years: refining, reimagining, and elevating them in creative new ways. These five themes will shape the conversation in 2026, and we'll explore each in depth throughout the year:

Adaptive beauty: The art of flexibility

Products that move with your lifestyle—hybrid skincare-meets-makeup and all-in-one solutions designed for convenience without compromise.

Intelligent innovation: Beauty meets science

AI-driven personalization and biotech-powered ingredients are taking center stage, bringing precision and innovation to every formulation.

Beautification of health and lifestyle

The fusion of beauty and wellness continues, with skin health positioned as a cornerstone of overall vitality

Sensorial wellness: Beauty for the mind

Textures, scents, and rituals that nurture mental well-being—beauty as a holistic, sensorial experience.

The longevity effect

Beyond anti-aging: expect formulas that champion healthy aging, skin resilience, and long-term vitality.

FYI! Coming in the New Year:
Indie Brand Page
with resources & more >>



California SCC Suppliers' Day recap

Our Conventional Chaos booth stole the show at CA SCC Supplier's Day! From tactile experiences to ASMR-inspired demos, we invited attendees to rethink formulation creativity. Thank you to everyone who stopped by. We loved sharing ideas and inspiration with you!

Weren't able to attend? See everything you missed here:

CASCC Suppliers' Day 2025 - Conventional Chaos Recap



Resources with Renee:

One of our newest prototypes from California SCC Supplier's Day was Scentience Serene Body Powder. This prototype is an innovative approach to the all-body deodorant trend because it features dry-water technology, which creates a free-flowing powder that consists of water droplets encapsulated by silica particles.

To successfully create this formula, high shear equipment is necessary (i.e. blender or rotor stator system), prepare the water phase first and then add silica on top, and do not over-mix the batch or else the product will become a paste. Lastly, storing the final product in glass or metal will result in formula instability, so it is best to transfer the bulk into a plastic container for long-term storage.

Formulation: Scentience serene body powder



Ross events:

We're more than co-workers. Our chemist, Renee Tam got married and some of us went to celebrate.

Our VP of Sales, Darrell, celebrated his 30th wedding anniversary, and we honored him by celebrating different versions of Darrell over the years.

Ross sponsored holes at the IMWSCC Golf event (9/10) and Elevation Labs charity golf even

- Jenn won closest to the pin for women
- Our customer awarded Ross with the "On time delivery and in full" award

At the IMWSCC Q4 event and board installation meeting, our Technical Development Manager was elected as Treasurer Elect for the Intermountain West SCC Chapter, way to go Jenn!

We had our 5th annual Christmas stocking event, spreading joy to our brave soldiers deployed far from home, filling 125 stockings full of love, snacks, and treats!



Feed your spirit with the



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).

