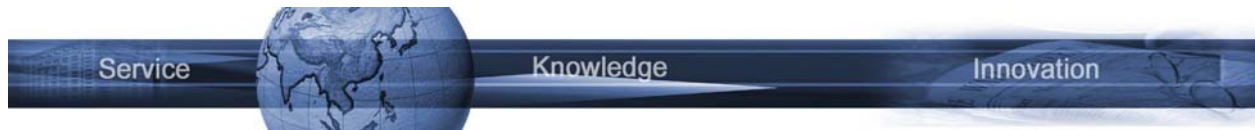


Classic CONCEPTS



A Publication of Classic Distributing Company
Summer 2013



For over 30 years, Classic Distributing Company has endeavored to make it easy and pleasant to do business with us. This includes having local inventory of most products. Our updated and expanded website allows a view of products and numerous data sheets. You may also phone, fax or email inquires or consult our general brochure.

One of our goals in serving you better is to quote both specialty and “building block” raw materials as your primary, alternative or even last-minute emergency source. Please contact us anytime for a current quote. Thank you again for allowing us to enter our next phase of service to our industry.

IF MARKETING IS SERIOUS

About Truly Natural Emulsions

Many times when marketing demands require an absolute natural emulsion, there is only one choice. We suggest our **IMULSIFI A-30** (INCI: Citrus Fiber)

Please contact us for samples, data, pricing and formulas.

CONVENTIONAL MATERIALS

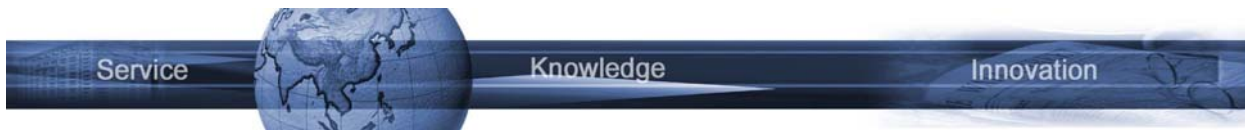
They always do the job. Don't forget about the building block options we carry. We can supply these materials and many more.

STEARIC ACID XXX
EMULSIFYING WAX NF
GMS (Glyceryl Stearate)
GMS-SE (Glyceryl Stearate SE)
GMS 165 (Glyceryl Stearate AND PEG 100 Stearate)

STARTING FORMULA Natural Lotion

| PRODUCT | INCI | Usage (%) |
|---------------------|--|-------------|
| Water | | 82.75% |
| Classic CA | Cetyl Alcohol | 2.5% |
| Imulsifi A30 | Citrus Fiber | 2.0% |
| Jarplex SB-WD | Shea Butter Glycerides | 2.0% |
| Classic M-5 | Capric/Caprylic Triglyceride | 5.0% |
| Safflower Oil | Safflower Oil | 2.5% |
| Apricot Oil | Apricot Oil | 2.5% |
| Lincoserve PE-955 | Phenoxyethanol, Ethylhexyl Glycerine, Benzoic Acid | 0.75% |
| | | 100.00% |

Instructions: Combine all ingredients in water at 70°C using a high shear mixer or Homogenizer. Blend all ingredients until smooth and creamy. Adjust viscosity with Cetyl alcohol. Allow to cool.



The “NON’S”

Consumer and regulatory demands in shampoos and body soaps require you to remove DEA from your formulas. Classic Surfactants offers many solutions including a DEA free blend with very high active solids.

Classic Blend 103 is a 60% minimum solids concentrate derived from an anionic/nonionic proprietary blend. Classic Blend 103 can be diluted as low as 10% (w/w) with water, followed by fragrance and preservatives, to form a wide range of high performance economical products. Ask about our salt curve on this product. **Classic Blend 103** INCI name is: *Sodium Laureth Sulfate, Cocamidopropyl Betaine, Decyl Glucoside.*

No More Triclosan Please

Due to the demise of TRICLOSAN, we offer a proven substitute. **Lincocide™ PCMX, USP** is a broad spectrum antimicrobial for Over-the-Counter Drug Products and Preservative for Personal Care Products. We have found that it can be a cost savings as well.

INCI Name: *Chloroxylenol or Para Chloro Meta Xylenol (PCMX)*
CAS # 88-04-0

If you want to get away from both products all together, ask us about our antibacterial line from Mason called Nobac®. There are a number of options for you to choose from.

NON Alcohol Sulfate/NON DEA







Classic continues to offer non-alcohol sulfate/non-DEA blends and components. Please contact your technical sales representative for formulating ideas and criteria.

| PRODUCT | INCI DESCRIPTION |
|-------------------------|--|
| Classic Blend NAS | Disodium Laureth Sulfosuccinate Cocamidopropyl Hydroxysultaine Cocamidopropyl Betaine Cocamidopropylamine Oxide |
| Classic Blend NAS-Ultra | Sodium Lauroyl Sarcosinate 30% Cocamidopropyl Hydroxysultaine Cocamidopropyl Betaine Cocamidopropylamine Oxide |
| Classic Blend WFM | Decyl Glucoside Cocamidopropyl Hydroxysultaine Sodium Lauroyl Sarcosinate |
| Classic CAS | Cocamidopropyl Hydroxysultaine |
| Classicbetaine C | Cocamidopropyl Betaine |
| Classic LDB | Lauryl Betaine |
| Classic DSLS | Disodium Laureth Sulfosuccinate |
| Classic L-30 | Sodium Lauroyl Sarcosinate 30% |
| Classic DG | Decyl Glucoside |
| Classic SCG | Sodium N-cocyl Glycinate |

WHAT?! YOU HAVEN'T BEEN QUOTED ON LINCOLN PRESERVATIVES?

Many Classic customers find the value, quality and local inventory of Lincoln Fine Ingredients preservatives make sense when evaluating offsets or newer, more natural alternative preservatives.

Here is the latest expansion of Certified Organic, natural and Whole Foods approved Lincoln preservatives.

| Lincoln Product | INCI Name |
|--|---|
| NEW Linatural CO-NLP-1 (Patent Pending)  WF-P | Certified Organic Orange/Lemon Grass/Sunflower Oils/Natural Alcohol |
| NEW Linatural MBS-4 (Patent Pending)  | Propanediol (All Natural) Ethylhexyl Glycerin/Benzoic acid |
| NEW Linatural MBS-PRO-1 (Patent Pending)  | Glycereth-2 Cocoate (Naturally Derived)/Natural Benzyl Alcohol |
| Linatural NLP-O  WF-P | Orange/Lemon Grass/Sesame Oils |
| Lincoserve BDHA WF-P | Benzyl Alcohol/ Dehydroacetic acid |
| Lincoserve BDP WF-P | Benzoic Acid/ Dehydroacetic acid/ Phenoxyethanol |
| Lincoserve CG WF-P | Caprylyl Glycol - >99% purity |
| Lincoserve CG-4 WF-P | Caprylyl Glycol/ Phenoxyethanol |
| NEW Lincoserve HpH-1 WF-P | Phenoxyethanol/ Benzyl Alcohol/ Ethylhexyl Glycerin |
| NEW Lincoserve HpH-2 WF-P | Benzyl Alcohol/ Phenoxyethanol/ Caprylyl Glycol |
| NEW Lincoserve HpH-3 WF-P | Benzyl Alcohol/ Caprylyl Glycol/ Ethylhexyl Glycerin |
| NEW Lincoserve HpH-4 WF-P | Phenoxyethanol/ Caprylyl Glycol/ Ethylhexyl Glycerin |
| NEW Lincoserve WF-1  WF-P | Whole Foods Listed - Caprylic acid/ Lauric acid/ Caprylyl Glycol |
| NEW Lincoserve WF-2  WF-P | Whole Foods Listed - Caprylic acid/ Lauric acid/ Phenoxyethanol |



Natural Product Association Certified



Denotes Natural/Naturally Derived

WF-P

Whole Foods Premium Listed

Additional Lincoln Materials

Lincoln is not just about preservatives. Lincoln carries a whole line of quality products. Here are just a few to choose from.

| | |
|-------------------------|------------------|
| Lincare A WF-P | Allantoin USP/NF |
| Lincare LL WF-P | Lauroyl Lysine |
| Lincare PCA WF-P | Sodium PCA |

Newer Specialties

Classic is now a cost-effective source for offsets to these products still found in many formulas.

Classic E-10 (Compare to Glucam® E-10)

Classic E-20 (Compare to Glucam® E-20)

Classic DOE-120(Compare to Glucamate® DOE-120)

Yes! There is an Exotic Domestic Oil

Linessential™ CO

INCI Name: *Camelina Sativa* Seed Oil

Lincoln's
Certified
Domestic
Fields
produce
100%
natural
products.



Linessential™ CO is 100% natural *Camelina* seed oil produced by cold pressing *Camelina* seeds. *Camelina* seeds are harvested from "Big Sky" Montana fields. *Camelina* oil is high in polyunsaturated fatty acids. It is especially high in essential fatty acids linoleic acid and alpha linoleic acid. *Camelina* contains 38% Linolenic acid (Omega-3 fatty acid). *Camelina* oil is 10 times higher in these acids than many

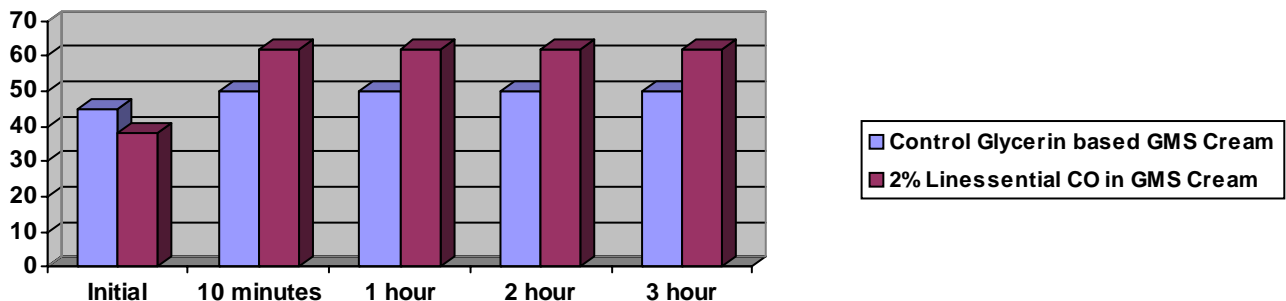
other vegetable oils. *Camelina* oil is very high in antioxidants like Vitamin E (tocopherols) which give it very stable shelf life against oxidation.

Linessential™ CO helps improve the elasticity of skin with non greasy feel. Use *Camelina* oil in skin formulation to help heal and treat skin conditions such as eczema and psoriasis. Used in hair care for scalp treatment and hair nourishing. Also used in lip care for its moisture and antioxidant properties. *Camelina* oil has a higher oil content than canola or soybeans. *Camelina* contains 38% Linolenic acid (Omega-3 fatty acid) compared to only 8% in canola and 1% in soybean and corn oils. Also *Camelina* oil is high in gamma tocopherol, a superior vitamin E, which has antioxidant properties. We are happy to offer it for under \$40/lbs in pails.

Skin Moisture Testing on 2% Linessential CO

Camelina Seed Oil in GMS Cream applied to skin.

**Moisture Reading = >50 Ideal Moisture - - <50 Lacks Moisture



Graph shows a >50% average increase in moisture use 2% Linessential CO (*Camelina* Seed Oil) in GMS Cream after 10 minutes of exposure and it maintains that moisture for up to 3 hours.

**A moist sense sensor was used to measure the amount of moisture on the skin by applying the concept of the condenser. Very similar to how the more expensive conductivity instrument measure moisture.

NuPlastic™ Film Systems

“Multifunctional Polymeric Coatings for Personal Care”

Alzo introduces a series of unique **water resistant, transfer resistant, and water activated** polymeric film formers based on the combination of a thermoplastic polyurethane dispersion and a thermoset silicone elastomer. When blended together they create durable, quick drying and long lasting films that provide unique benefits in personal care formulations including emolliency, delivery and dramatic extended wear.

Although silicone elastomers and polyurethanes have had a long history of use in personal care formulations, Alzo has discovered that the thermoset elastomers (TSE) function as plasticizers for thermoplastic elastomer dispersions (TPE). This results in the casting of flexible films that can be clear, opaque, or translucent and can be customized to deliver other performance benefits.

Be sure to ask for our demonstration with working formulas. For those interested, Classic can supply project-specific samples and starting formulas, data, & pricing.

ALZO SUNCARE INGREDIENTS

Solubilizers for organic sunscreens

| | |
|------------------|---|
| Elefac I-205 | Octyldodecyl Neopentanoate |
| Bernel Ester DCM | Dicapryl Maleate |
| Hetester PMA | Propylene Glycol Myristyl Ether Acetate |
| Dermol DPG-2B | Dipropylene Glycol Dibenzoate |

Pigment wetters for inorganic sunscreens

| | |
|---------------|--|
| Minno 21 | Neopentyl Glycol Diethylhexanoate (and) Neopentyl Glycol Diisostearate |
| Dermol 99 | Isononyl Isononanoate |
| Trivent NP-13 | Tridecyl Neopentanoate |

Film formers

| | |
|---------------------|---|
| Dermol DISD | Diisostearyl Dimer Dilinoleate |
| Dermol JOBA | Cetearyl Octanoate |
| Polyderm PPI-DGDIS | Polyglyceryl-2 Diisostearate/IPDI Copolymer |
| Polyderm PPI-SI-LSA | Bis-Hydroxyethoxypropyl Dimethicone/PEG-2 Soyamine/IPDI Copolymer |

Emollients

| | |
|---------------|--------------------------------|
| Beantree | Methylheptyl Isostearate |
| Dermol DGDIS | Polyglyceryl-2 Diisostearate |
| Marrix SF | Di-C12-15 Alkyl Fumarate |
| Trivent PE-48 | Pentaerythritol Tetraoctanoate |

Carriers

| | |
|--------------------|--|
| NuLastic Silk D-99 | Isononyl Isononanoate (and) C4-C24 Alkyl Dimethicone/Divinyldimethicone Crosspolymer |
| NuLastic SURFA ID | Isododecane (and) Bis-Vinyldimethicone/PEG-20 Dimethicone Crosspolymer |

CLASSIC SUNSCREENS

Classic has long been a supplier of sunscreens. Our quality and stocking abilities is surpassed only by our ability to compete on price. Ask your sales representative for a quote on some of our most popular items in stock.

Benzophenone-3

Benzophenone-4

OMC (Octyl Methoxy Cinnamate)

OCR (Octocrylene)

OS (Octyl Salicylate)

Avobenzene

UNIQUE SPECIALTY

Green Clay from Jarchem Industries

Jarchem's Green Clay travels from the Auvergne region of France to your hands. The green clay is extracted from the rich volcanic earth of the Auvergne valley and is made up of a remarkable list of properties that originate from the gradual erosion and breakdown of pre-existing rocks. These mineral rich sediments were deposited during the tertiary period, between 65 thousand and 2.6 million years ago.

Ancient uses of Green Clay include curing everyday illnesses. It also

stimulates, reinvigorates & rejuvenates cells and tissues, making it an ideal ingredient for skin care and natural beauty products.

It is said to treat injuries, soothe pains, heal wounds, strengthen the body's defenses, disinfect, cleanse and beautify.

It is useful in mouth washes, toothpaste, body washes, shampoos, mud baths and skin care lotions.

ADDITIONAL CLASSIC "BUILDING BLOCKS"

Classic EHP-E (Ethyl Hexyl Palmitate)
 Classic M-5 (Caprylic Capric Triglyceride)
 Classic 25-B (C12-15 Alkyl Benzoate)
 Jarcol I-20H (Octyl Dodecanol)
 Carbomer 940
 Vitamin E Acetate
 Glycolic Acid
 Sodium PCA

TOPIC REVIEWS FROM CLASSIC CONCEPTS

- Certified Sustainable Surfactants
- National Organic program claims for Imulsifi A-30 (Citrus Fiber)
- Hydroxysultaine Advantages (Classic CAS)
- Water Dispersable Cupuacu Butter (Jarplex CU-WD)
- Classic LDB (Lauryl Betaine)
- Pomegranate Seed – Oil, Blends, Extracts, Powders and Scrubs
- Necon LO (Dimethyl Lauramine Oleate) only W.F.M. Cationic

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