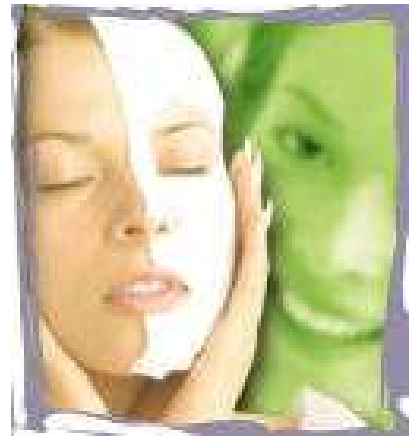


Classic CONCEPTS



A Publication of Classic Distributing Company
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WHAT'S NEXT

PRIORITIES

At Classic the everyday priorities of service, price and quality are always in mind. In presenting Classic Concepts, our first priority is your current projects and how our raw materials might help.

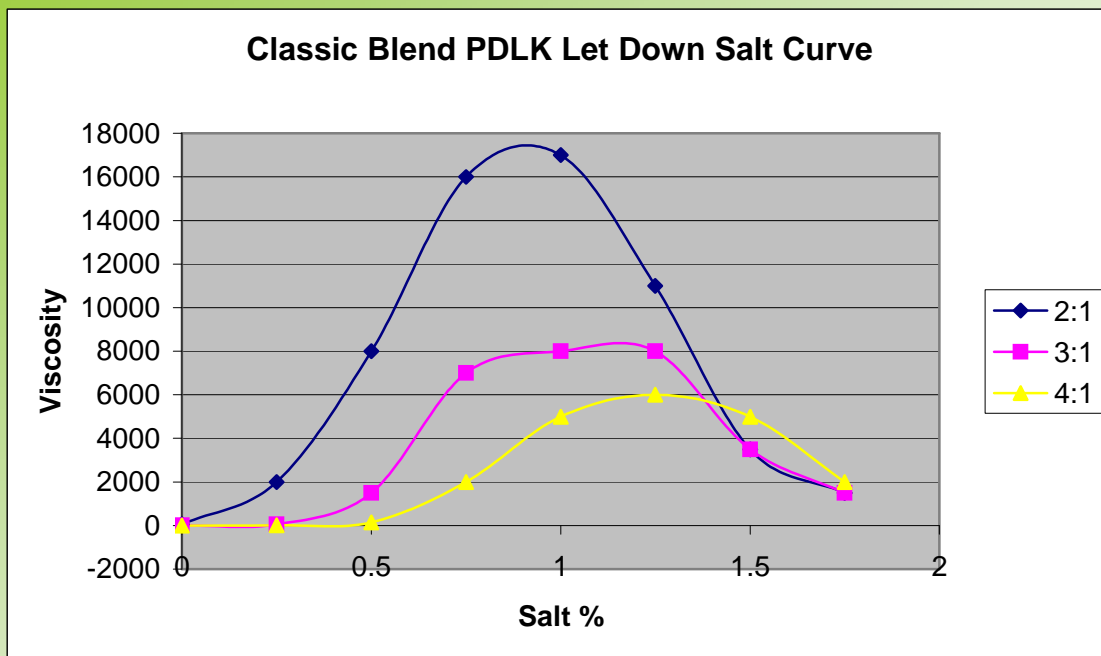
It may be a new all-natural emulsifier or a new preservative blend to help with demanding clients. It may also be as simple as a surfactant blend to help meet a customer's tight cost constraints. Our goal is to always be your first choice in sourcing the next innovation or sourcing high quality active ingredients.

We also enjoy presenting new materials and ideas along with reminders of currently available stock items. Together you and Classic have built a partnership that looks forward to its second thirty-year run. And for that we thank you!

Classic Surfactants Expands Again

Classic DG (Decyl Glucoside) – The demand for decyl glucoside has increased for personal care formulations over the past several years. We now offer this mild, naturally –derived , non-ionic surfactant and welcome your inquiries.

Classic Blend PDLK (Premium Dilutable Liquid – Kathon preserved) – This is our best selling blend of traditional surfactants for shampoos and shower gels. Blend PDLK offers excellent performance with reasonable pricing. The following salt curve illustrates this viscosity performance.



Classic Blend 611L (Sodium Laureth-2 Sulfate, Cocoamidopropyl Betaine, Lauryl Glucoside) – This now popular blend is also newly available at Classic. Blend 611L offers a very concentrated 60% solids!

Classic LDB (Lauryl Betaine) – This is the newest member of our extensive Classic Betaine Family. As suppliers are discontinuing this item, Classic offers an alternative source. Classic continues to bring you water-white betaines that produce high quality products without the yellow color.

Classic Blend DSLSA (Disodium Laureth Sulfosuccinate, Sodium Lauryl Sulfoacetate) – We add to our blend offerings this non-alcohol sulfate blend to help build viscosity in any shampoo or bath gel formula.

A “Green” Quaternary?

Maquat Latac – 30% (Laurtrimonium Chloride)

Naturally derived, MAQUAT LATAc-30% is biodegradable, practically non-toxic orally, and contains no solvents or VOCs. Use LATAc-30% safely in rinse-off Personal Care products such as hair conditioners and rinses.

Maquat Latac-30% has the following Green Credentials



“Actives?” Confused by so many in the market? Shocked by prices?

Jarxotic™ Brazilian Body Oil is a 100% natural blend of rainforest oils formulated to provide a multi-functional approach to the improvement of skin texture. These unique oils and components include:

- ◆ **β-caryophyllene** - obtained from *Copaifera Officinalis* (Copaiba), is a natural antimicrobial agent obtained from the balsam by distillation; excellent for preventing infections and inflammation.
- ◆ **Terpenes** - obtained from *Carapa Guaianensis* (Andiroba) seed oil, promotes an anti-inflammatory and soothing effect due to the presence of limonoids, degraded triterpenes components contained in the unsaponifiable matter that have been shown to be biologically active as anti-inflammatory agents.
- ◆ **Anthocyanins/Flavonoids** – obtained from *Euterpe Oleracea* (Açaí), these powerful antioxidants provide protection against environmental free radicals.
- ◆ **Essential Fatty Acids** – from all species, prevent epidermis thickening and increased TEWL while promoting epidermis regeneration and maintenance of the skin's natural moisture.

The effectiveness of Jarxotic™ Brazilian Body Oil has been demonstrated at a level of 1.5% utilizing a simple lotion formulation containing no other known “effective” ingredients. It may also be used as is for a high-end treatment product.

Considering Alternate Sources?

Classic Distributing is now handling the following new items

Tea Tree Oil – Quality material and readily available!

Colors – Your imagination is the only limit!

Oleyl Alcohol – What else can we say?

Zinc Oxide – USP, Uncoated, Micronized, and Micronized Dispersion

Classic goes Pomegranats! - Seed Oil, Blends, Extracts, Powders, Scrubs

Classic – Now a major supplier of Preservatives!



Is it a preservative? We have it!

Lincoln Fine Ingredients has supplied Classic Distributing with preservatives for a number of years. We have now completed negotiations to become their exclusive Western U.S. Representatives. Lincoln features preservatives manufactured in the U.S.A. and stocked at Classic.

A few examples of currently popular preservatives now available

Lincoserve CG-7 - (Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerine and Hexylene Glycol)

Make your own 90/10 blend of the below and save 25% vs. “the blend”

Lincocide PHOE - (Phenoxyethanol)

Lincoserve EHG - (Ethylhexylglycerine)

Do you want to go totally Linatural?

Lincoln has Natural alternatives for your preservation needs

Linatural CO-NLP-1	Certified Organic Orange/Lemon Grass/Sunflower Oils/Natural Alcohol
Linatural MBS-1	Propanediol (All Natural)/Ethylhexyl Glycerin/ Potassium Sorbate
Linatural MBS-2	Caprylic acid/ Propanediol (All Natural)/Lauric acid/ Potassium Sorbate
Linatural MBS-3	Caprylic acid/ Propanediol (All Natural)/Lauric acid
Linatural NLP	Curry Leaf Oil/Cinnamon Leaf Oil/Natural Alcohol
Linatural NLP-O	Orange/Lemon Grass/Sesame Oils

- **Be sure to get you laminated Lincoln Preservatives Reference Guide**
 - **Featuring 45 different preservatives and blends**
 - **Ranging from conventional to naturally derived alternatives**

Did You Know?

It's for Real!

Imulsifi A-30 - (INCI: **Citrus Fiber**) is now found in several national brand emulsions.

At Classic, we have a number of suggested starting formulas using citrus fiber and some of our other green materials such as Jarplex SB-WD (Shea Butter Glycerides), Dermol M-5 (Capric/Caprylic Triglyceride) and the complete line of Linatural® preservative blends and alternatives.

Get the “Whole” Truth!

Necon LO - (INCI: **Dimethyl Lauramine Oxide**)

- It is the **ONLY** cationic conditioning material on the Whole Foods Market® acceptable ingredient list.
- It is Approved by OTCO (Oregon Tilth Certified Organic) as an NSF/ANSI 305 ingredient for cosmetics.
- It is a sheen and conditioning agent for skin and hair formulations with multiple functions and multiple properties.

Why should I use Marrisx® SF in emulsions?

INCI: Di-C12-15 Alkyl Fumarate

- Melts at body temperature
- Thickens O/W emulsions (raises M.P. of internal phase)
- Thickens W/O emulsions (Raises M.P. of external phase)
- Softens high M.P. stick products
- Increases “Play Time” and “Cushioning” in emulsions
- Reduces Viscosity as products are rubbed into skin
- Exhibits a light, dry after feel
- Scores zero on Draize Dermal, Draize Ocular and FHSLA oral tests
- Price under \$6.00/lbs and available in 145 lbs and 400 lbs containers
- Suggested formulas are available or it can be incorporated into existing formulas at a 3-5% level.

Household and Industrial Specialty Surfactants

MAQUAT C-15 MS - (Cocoalkylmethyl PEG-15 Ammonium Methosulfate)

- Anti-static, dispersing, hydrotype, solubilizing anionic-compatible foamer.
- Grease cutter, road film breaker, anti-corrosive.
- Works well in Pine Oil and d-Limonene cleaners.

VEHICLE WASH

Na EDTA	10%
Na Metasilicate	1%
Macat C-15 MS	2%
Masol 91-6	2%
H ₂ O	85%

CLASSIC L-30 - (Sodium Lauroyl Sarcosinate)

- High alkaline stable – up to 10% NaOH.
- Sodium Hypochlorite stable up to 5% available chlorine.
- Nonionic, anionic, cationic systems stable.
- O/W emulsifier
- Acts as hydrotrope – raises cloud point.
- Reduces soil re-deposition in laundry formulas.
- Anti-corrosive action on steel.
- Compatible with peroxygen and bleach formulas.
- Ideal in dishwasher (grease dispersion) window cleaning (streak reduction) and Metal pickling.

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