

*Classic*

# CONCEPTS

A Publication of Classic Distributing Company Fall/Winter 2015



**WE'RE STOCKING UP!**  
*Building-blocks of*  
**RAW MATERIALS**  
*at fair prices.*

## IN THIS ISSUE

### SURFACTANT UPDATE

Good news about two popular amides, a lactylate and a future major expansion of Classic surfactants.

### PRESERVATIVE BREAKTHROUGH

Looking for greater acceptance of preservative names and proven effectiveness? Consider CPC

### CUSTOMIZE YOUR FORMULA

Argan Oil and Prickly Pear Oil are two totally natural ways to include the benefits of a boatload of nutrients in your formulas.

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### POSITION YOUR BUILDING BLOCK MATERIALS WITH CLASSIC

We now have better price position on these and more materials. If you need better price, quality, service, or alternate sourcing – please let us quote you.

### TWO FOR ONE

Four specialties from Classic which have multiple functions in your formulas.

### WHAT IF/WE CAN

We at Classic have been waiting for years for this breakthrough in Necon LO technology – not to mention its green credentials.

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### NATURAL MINERALS/NATURAL CLAYS

The natural trend of recent years has naturally led to these materials. Check out our variety!

### DID YOU MISS US AT SUPPLIERS' DAY?

Our "customized" formulas and the raw materials they contain are still available for the asking.

### HI & I PRESERVATIVES NOW AVAILABLE

Lincoln Manufacturing adds HI & I to their extensive line of preservatives.

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# SURFACTANT UPDATE

## CLASSIC CME INCI: Cocamide MEA

- Contains no residual DEA, as many brands do.

## CLASSIC DIPA INCI: Cocamide DIPA

- A non-DEA alkanolamide, for those needing a liquid.

## CLASSIC MIPA INCI: Cocamide MIPA

- Now available in flakes!

## DERMOL SLLC-L INCI: Sodium Lauroyl Lactylate

- New from Alzo International.
- Natural, 100% active, food grade surfactant.
- Non petroleum, REACH and China compliant.
- Rich foam, moisturizing skin feel.



## CLASSIC BLEND BC-LC

- Lowest cost conventional surfactant blend. This will fill all your Dollar Store customer needs.

# SURFACTANT LOGISTIC WOES

Can Classic solve all of your surfactant problems? Maybe. Have any of your current surfactant suppliers done any of the below?

- DISCONTINUED BLENDS AND COMPONENTS
- INCREASED LEAD TIMES
- INCREASED MINIMUMS
- INCREASED PRICES

From time to time large manufacturers find it necessary to eliminate products offered. One of our trusted surfactant suppliers, Southern Chemical and Textile, has increased reactor capabilities and staff to help you. SCT has built a modern research laboratory in New York to supplement their Georgia manufacturing facility and local stock capability at Classic for numerous materials previously offered by the following companies:

**COGNIS, LUBRIZOL, BASF, NOVEON, SOLVAY, RHODIA and McINTYRE.**

Let us know how we can help!

# PRESERVATIVE BREAKTHROUGH

Classic has been supplying CPC (INCI: Cetyl Pyridinium Chloride) from Aceto for years – primarily for oral care products. A recent article in HAPPI® trade journal highlighted the numerous advantages of CPC as a cosmetic preservative.

- **Long safety record**
- **Broad spectrum efficacy**
- **Effective against bacteria, mold & fungi**
- **Low dosage – up to 0.5%**
- **Favorable environmental profile**
- **In stock at Classic**

If you're looking for an effective preservative that has time-proven consumer acceptance, our CPC may warrant evaluation in your systems.

# CUSTOMIZE YOUR FORMULA



**ARGAN OIL** - Argan oil is the ultimate beauty secret. Argan oil contains tocopherols (vitamin E), antioxidants, fatty acids, (80% unsaturated fatty acids), sterols, proteins, phenols, squalene and carotenes.

- Argan is very high in Tocopherols (Vitamin E), one of the most powerful biological anti-oxidants in neutralizing free radical production.
- Argan oil is rich in natural antioxidants. Antioxidants role is to prevent skin damage caused by free radical damage, helping in skin damage repair and rejuvenation.
- Argan oil contains a high level of essential fatty acids, including linoleic acid (Omega 6) and Oleic acid (Omega 9).
- Plant sterols found in Argan Oil – schottenol and spinasterol – are rare and aren't identified in other oils.

## PRICKLY PEAR OIL (India Fig Opuntia or Barbary Fig)

Comes from the Opuntia Ficus Indica plant and is a member of the cactus family. Native to Mexico, it can now be found in various arid and semi-arid areas of the world such as Morocco. This plant is called the miracle plant for its ability to survive during long droughts and still produce healthy fruits, the cactus plant grows in open fields without exposure to fertilizers or pesticides. The Prickly Pear fruit contains numerous small black seeds from which the precious Prickly Pear Oil is extracted. The oil has been used by generations of Berber women to fend off the effects of dry desert conditions. Prickly Pear Oil is one of the rarest and most expensive beauty oils in the world. Its production requires a labor intensive and time consuming (up to four days) process manually handled by Moroccan women at cooperatives. The Prickly Pear seeds are separated from the pulp and are then dried before being cold pressed. 60 lbs. of seeds (a half a ton of fruits) are required to yield about 34oz. of oil. This oil contains more Tocopherol (Vitamin E) than any other oil available in the beauty care market.



# POSITION, POSITION, POSITION

Many realtors say that property values are largely determined by location, location & location. We at Classic realize that the value of some products largely depends on price position. Following is a list of several:

- Octyl Methoxy Cinnamate
- Octyl Salicylate
- Benzophenone 3 & 4
- May we quote you?
- Avobenzene
- Octocrylene
- Emulsifying Wax N.F.



## TWO FOR ONE

Some products go beyond their initial purpose to provide additional functionality. Here are four of Classic's.

PRODUCT	PRIMARY FUNCTION	ADDITIONAL BENEFIT
<b>JARPLEX SB-WD</b> Shea Butter Glycerides	Natural Emollient	Secondary Emulsifier
<b>MAQUAT SL-5</b> Dihydroxypropyl PEG-5 Linoleammonium Chloride	Hair Conditioner	Stabilizer of total ingredient load
<b>DERMOTHIX 75</b> Disteareth-75 IPDI	Thickener	One to one fragrance solubilizer
<b>CLASSIC CAS</b> Cocamidopropyl Hydroxysultaine	Mild Surfactant	Thickens & reduces irritation of other surfactants

## WHAT IF

We could offer a highly substantive conditioning and moisturizing cationic ester with far superior qualities to any ordinary ester?

## WE CAN

NECON LO (Dimethyl Lauramine Oleate)

- NOW DEODORIZED – NO AMINE ODOR
- WHOLE FOODS PREMIUM LISTED
- OREGON TILTH CERTIFIED
- ONE to TWO % USE LEVEL
- NATIONAL BRANDS TRACK RECORD (Sensitive skin shaving cream)





# NATURAL MINERALS / NATURAL CLAYS

Jarchem Industries and Charles B. Chrystal Co. are both long-time Classic suppliers. They now offer a large selection of clays and minerals for natural-based personal care products.  
 CLAYS – Green, Red, Blue, Sun, Nude, White, Yellow, White Montmorillonite, Rose, Moroccan & Sea

MINERALS - liquid talc, dusting powder, pressed powder, Mica (for flating), ZnO (low lead), Hydrolyzed Collagen Powder, Mica (4 types), Kaolin (4 types), Pumice, & Talc (9 types)  
 Please let us know your mineral and clay requirements.



## DID YOU MISS US AT SUPPLIERS' DAY?

If we missed you as the SCC Supplier's Day show in Long Beach in October, ask us how we can Customize your formula. We have 4 customer formulas we can provide for you.

## DOWNLOAD OUR APP!

Have you ever needed info from Classic not during business hours? Download our new app. You can look up our products, contact our staff, follow up on orders, get samples, and much more. Available for both iPhone and Androids.



Available  

## HOUSEHOLD / INDUSTRIAL PRESERVATIVES / MULTIFUNCTIONAL ANTIMICROBIALS

	No.	Product Name	INCI Name
EPA Registered Preservatives	1	Linguard™ ICP	Methylchloroisothiazolinone and Methylisothiazolinone – > 1.5 %
Preservatives	2	Linbac™ BIT	Benzisothiazolinone – > 10 %
	3	Linbac™ BIT/MIT	Benzisothiazolinone / Methylisothiazolinone – > 9.5 %
	4	Linbac™ H	DMDM Hydantoin
	5	Linbac™ K	Methylchloroisothiazolinone and Methylisothiazolinone – > 1.5 %
	6	Linbac™ MIT	Methylisothiazolinone – > 9.5 %
	7	Linbac™ PHOE	Phenoxyethanol
Alternative	8	Lincoserve™ CG - 7	Phenoxyethanol / Caprylyl Glycol / Ethylhexyl Glycerin / Hexylene Glycol
	9	Lincoserve™ HpH-1	Phenoxyethanol / Benzyl Alcohol / Ethylhexyl Glycerin
	10	Lincoserve™ HpH-2	Phenoxyethanol / Benzyl Alcohol / Caprylyl Glycol
	11	Lincoserve™ HpH-3	Benzyl Alcohol / Caprylyl Glycol / Ethylhexyl Glycerin
	12	Lincoserve™ HpH-4	Phenoxyethanol / Caprylyl Glycol / Ethylhexyl Glycerin
	13	Lincoserve™ PA-2	Phenethyl Alcohol / Caprylyl Glycol / Ethylhexyl Glycerin
Natural	14	Linatural™ CO-NLP-1	Certified Organic Orange / Lemongrass / Sunflower Oils / Natural Alcohol
	15	Linatural™ NLP-0	Orange / Lemongrass / Sesame Oils / Natural Alcohol
	16	Linatural™ Ultra-1	Propanediol (Natural) / Benzyl Alcohol (Natural) / Pentylene Glycol (Natural) <i>Patent Pending</i>
	17	Linatural™ Ultra-3	Propanediol (Natural) / Pentylene Glycol (Natural) / Phenethyl Alcohol (Natural) <i>Patent Pending</i>