



Lillian Ruff™

professional quality pet products

Produced to human standards,
formulated for dogs.

Our Benefits vs. the Competitors

We have them, do they?

Oatmeal
Shampoo



Benefits	Lillian Ruff	NuVet	CHI	NATURE'S MIRACLE
Tear Free	✓	?	?	?
Dye Free	✓	?	?	✓
Paraben Free	✓	?	✓	✓
Vegan	✓	?	?	?
Gluten Free	✓	?	?	?
Sulfate Free	✓	?	✓	?
Delicate for Puppies	✓	?	?	?
Repellent of fleas and ticks	✓	?	?	?



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We have them, do they?

Oatmeal
Conditioner



Benefits	Lillian Ruff	NuVet	CHI	NATURE'S MIRACLE
Tear Free	✓	?	?	?
Dye Free	✓	?	?	✓
Paraben Free	✓	?	✓	✓
Vegan	✓	?	?	?
Gluten Free	✓	?	?	?
Sulfate Free	✓	?	✓	?
Balanced for Puppies	✓	?	?	?
Repellent of fleas and ticks	✓	?	?	?



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Brightening
Shampoo



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We have them, do they?

Benefits	Lillian Ruff	NuVet	CHI	NATURE'S MIRACLE
<i>Tear Free</i>	✓	?	?	?
<i>Vegan</i>	✓	?	?	?
<i>Paraben Free</i>	✓	?	✓	✓
<i>Gluten Free</i>	✓	?	?	?
<i>Sulfate Free</i>	✓	?	✓	?
<i>Delicate for Puppies</i>	✓	?	?	?



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Our Benefits vs. the Competitors

We have them, Do they?

Leave-In
Conditioner
Detangler



Benefits	Lillian Ruff	NuVet	CHI	NATURE'S MIRACLE
Tear Free	✓	?	?	?
Dye Free	✓	?	?	?
Paraben Free	✓	?	✓	?
Alcohol Free	✓	✓	?	?
Gluten Free	✓	?	?	?
Sulfate Free	✓	?	?	?
Non-Aerosol	✓	?	?	?
Vegan	✓	?	?	?
Delicate for Puppies	✓	?	?	?



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CURRENT PRODUCT LINE & GROWING

Produced to human standards,
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Breath
Spray



Our Benefits vs. the Competitors

Benefits	Lillian Ruff	Only Natural Pet	TRUDOG	Sentry Pet Care
<i>Vegan Free</i>	✓	?	?	?
<i>Sulfate Free</i>	✓	?	?	?
<i>Paraben Free</i>	✓	?	?	?
<i>Gluten Free</i>	✓	?	?	?
<i>All Ages</i>	✓	?	?	?



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Flea & Tick
Shampoo

Our Benefits vs. the Competitors

We have them, do they?

Benefits	Lillian Ruff	Bio-Groom	Only Natural Pet	Sentry Pet Care
<i>Tear Free</i>	✓	?	?	?
<i>Dye Free</i>	✓	?	?	?
<i>Paraben Free</i>	✓	?	?	?
<i>Vegan</i>	✓	?	?	?
<i>Gluten Free</i>	✓	?	?	?
<i>Sulfate Free</i>	✓	?	?	?
<i>Delicate for Puppies</i>	✓	?	?	?
<i>Repellent of fleas and ticks</i>	✓	✓	✓	✓



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Ear Cleaner
& Otic Wax Solvent



Our Benefits vs. the Competitors

We have them, do they?

Benefits	Lillian Ruff	Burt's Bees	Bio-Groom	TRUDOG
Natural Cleanser	✓	?	?	✓
Dye Free	✓	?	?	?
Gluten Free	✓	?	?	?
Dissolves Wax	✓	?	✓	✓
Sulfate Free	✓	?	?	?
Paraben Free	✓	?	?	?
Balanced for Puppies	✓	?	?	?



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Ultra Concentrated
Shampoo



Our Benefits vs. the Competitors

We have them, do they?

Benefits	Lillian Ruff	Bio-Groom	Groovy Pets	Synergy Labs
<i>Tear Free</i>	✓	?	?	?
<i>Paraben Free</i>	✓	✓	?	?
<i>Botanical Extracts</i>	✓	?	✓	?
<i>Formaldehyde Free</i>	✓	?	?	?
<i>Natural Antiseptic</i>	✓	?	?	?
<i>Improves Shine</i>	✓	?	?	?
<i>Balanced for Puppies</i>	✓	?	?	?



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We have them, Do they?



Waterless
Shampoo

Benefits	Lillian Ruff	Burt's Bees	Bio-Groom	CHI
<i>Tear Free</i>	✓	?	?	?
<i>Dye Free</i>	✓	✓	?	?
<i>Gluten Free</i>	✓	?	?	?
<i>Paraben Free</i>	✓	?	✓	?
<i>Vegan</i>	✓	✓	?	?
<i>Sulfate Free</i>	✓	✓	?	?
<i>Non-Aerosol</i>	✓	✓	✓	✓
<i>Delicate for Puppies</i>	✓	?	?	?



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Berry Blue Brightening
Face & Body Wash



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Benefits	Lillian Ruff	NuVet	CHI	NATURE'S MIRACLE
<i>Tear Free</i>	✓	?	?	?
<i>Vegan</i>	✓	?	?	?
<i>Paraben Free</i>	✓	?	✓	✓
<i>Gluten Free</i>	✓	?	?	?
<i>Sulfate Free</i>	✓	?	✓	?
<i>Delicate for Puppies</i>	✓	?	?	?