

Our Benefits vs. the Competitors

We have them, do they?

Oatmeal Shampoo



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



Our Benefits vs. the Competitors

We have them, do they?

Oatmeal Conditioner



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

www.lillianruff.com



Brightening Shampoo



Our Benefits vs. the Competitors

We have them, do they?

Benefits	Lillian Ruff	NuVet	СНІ	NATURE'S MIRACLE
Tear Free	~	?	?	?
Vegan	\checkmark	?	?	?
Paraben Free	\checkmark	?	~	V
Gluten Free	\checkmark	?	?	?
Sulfate Free	\checkmark	?	~	?
Delicate for Puppies	~	?	?	?



Our Benefits vs. the Competitors We have them, Do they?

Leave-In Conditioner Detangler



Benefits	Lillian Ruff	NuVet	CHI	NATURE'S MIRACLE
Tear Free	v	?	?	?
Dye Free	 Image: A second s	?	?	?
Paraben Free	 Image: A set of the set of the	?	 Image: A set of the set of the	?
Alcohol Free	 Image: A set of the set of the	 Image: A second s	?	?
Gluten Free	 Image: A set of the set of the	?	?	?
Sulfate Free	 Image: A second s	?	?	?
Non-Aerosol	 Image: A set of the set of the	?	?	?
Vegan	 Image: A second s	?	?	?
Delicate for Puppies	 Image: A set of the set of the	?	?	?



CURRENT PRODUCT LINE & GROWING

Produced to human standards, formulated for dogs.

Our Benefits vs. the Competitors

Breath Spray



Benefits	Lillian Ruff	Only Natural Pet	TRUDOG	Sentry Pet Care
Vegan Free	~	?	?	?
Sulfate Free	~	?	?	?
Paraben Free	~	?	?	?
Gluten Free	~	?	?	?
All Ages	~	?	?	?



Our Benefits vs. the Competitors

We have them, do they?

Flea & Tick Shampoo



Benefits	Lillian Ruff	Bio-Groom	Only Natural Pet	Sentry Pet Care
Tear Free	 Image: A start of the start of	?	?	?
Dye Free	 	?	?	?
Paraben Free	~	?	?	?
Vegan	 	?	?	?
Gluten Free	v	?	?	?
Sulfate Free	 ✓ 	?	?	?
Delicate for Puppies	~	?	?	?
Repellent of fleas and ticks	 Image: A set of the set of the	 Image: A set of the set of the	 Image: A set of the set of the	 Image: A set of the set of the



Ear Cleaner & Otic Wax Solvent

Our Benefits vs. the Competitors

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





Ultra Concentrated Shampoo

Our Benefits vs. the Competitors

We have them, do they?



Benefits	Lillian Ruff	Bio-Groom	Groovy Pets	Synergy Labs
Tear Free	~	?	?	?
Paraben Free	~	V	?	?
Botanical Extracts	\checkmark	?	V	?
Formaldehyde Free	~	?	?	?
Natural Antiseptic	\checkmark	?	?	?
Improves Shine	\checkmark	?	?	?
Balanced for Puppies	\checkmark	?	?	?



Our Benefits vs. the Competitors We have them, Do they?



Benefits	Lillian Ruff	Burt's Bees	Bio-Groom	СНІ
Tear Free	~	?	?	?
Dye Free	 ✓ 	~	?	?
Gluten Free	\checkmark	?	?	?
Paraben Free	\checkmark	?	v	?
Vegan	\checkmark	\checkmark	?	?
Sulfate Free	 ✓ 	V	?	?
Non-Aerosol	\checkmark	~	~	\checkmark
Delicate for Puppies	 ✓ 	?	?	?



Berry Blue Brightening Face & Body Wash

Our Benefits vs. the Competitors

We have them, do they?

Benefits	Lillian Ruff	NuVet	СНІ	NATURE'S MIRACLE
Tear Free	~	?	?	?
Vegan	~	?	?	?
Paraben Free	~	?	~	✓
Gluten Free	~	?	?	?
Sulfate Free	~	?	~	?
Delicate for Puppies	~	?	?	?