

# Our Benefits vs. the Competitors

We have them, do they?

Oatmeal Shampoo



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



# Our Benefits vs. the Competitors

We have them, do they?

Oatmeal Conditioner



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

www.lillianruff.com



### Brightening Shampoo



# Our Benefits vs. the Competitors

We have them, do they?

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



**CURRENT PRODUCT LINE & GROWING** 

Produced to human standards, formulated for dogs.

### Our Benefits vs. the Competitors

Breath Spray



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



Ear Cleaner & Otic Wax Solvent

# Our Benefits vs. the Competitors

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





Ultra Concentrated Shampoo

# Our Benefits vs. the Competitors

### We have them, do they?



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



Berry Blue Brightening Face & Body Wash

# Our Benefits vs. the Competitors

We have them, do they?

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