

Competitor Comparison - Baby Lotion Category



Our Product

All Natural Lotion for Baby and Child

Corporate

Women Owned Minority Business Enterprise. 5 % of Corporate profits go towards child support programs.

Our Difference

95% HIGHEST
Organic Ingredients.

100% Natural. No synthetic preservatives.

Majority ingredient is organic aloe vera (~80%), other healing ingredients like organic chamomile extract and organic turmeric

Key Insight: Nature Certified Body All Natural Lotion for Baby and Child is the most natural and organic product in this category

Brands	Nature Certified	Aveeno	Boots	California Baby	Johnson's	Mustela	Yes to Carrots
Products	All Natural Lotion for Baby and Child	Aveeno Baby Daily Moisture Lotion	Boots Original Beauty Formula Body Lotion	California Baby Super Sensitive Everyday Lotion	Johnson's Natural Nourishing Baby Lotion	Mustela Hydra Bebe Body Lotion	Yes To Baby Carrots Baby Lotion
Size	4 oz	18 oz	8.4	6.5 oz	18 oz	10.14 oz	6.76 oz
Price	\$12.95	\$5.99	\$9.99	\$9.99	\$6.49	\$13.99	\$8.00
100% Natural/ Naturally Derived	Yes	•	•	•	•	•	•
Organic Ingredients	Yes (95%)	•	•	•	•	•	•
All Natural Preservatives	Yes	•	•	•	•	•	•
Natural Fragrance	Fragrance Free	•	•	Fragrance Free	Yes	•	•
BPA and Phthalates Free Packaging	Yes	•	•	•	•	Yes	•
Positioning	Premium - Organic	Mass market	Semi- Premium	Semi- Premium/ Natural	Mass market	Semi- Premium/ Natural	Semi- Premium/ Natural
Other	Premium airless packaging, 100% natural. 95% organic	Contains chemicals like Dimethicone, Benzyl Alcohol, and petroleum derivatives	Chemical based lotion containing controversial ingredients including parabens, glycols, DEA etc.	Contains synthetic preservative and caprylic capric triglyceride	Contains alcohol and benzoic acid	Uses sythetic preservatives	Contains chemicals, and synthetic preservatives (benzoate, sorbate), triglycerides, and artificial fragrances

Key Insight:

Brands	Nature Certified	Avado Organics	Earth Mama Angel Baby	Exederm	Lafe's	Weleda
Products	All Natural Lotion for Baby and Child	Avado Organics Baby Nappy Lotion	Earth Mama Angel Baby Lotion	Exederm Intensive Baby Moisturizer	Lafe's Organic Baby Baby Lotion	Weleda Baby Calendula Lotion - 6.8 oz.
Size	4 oz	8.45 oz	4 oz	4 oz	6 oz	6.8 oz
Price	\$12.95	\$8.49	\$14.99	\$11.99	\$16.99	\$11.99
100% Natural/ Naturally Derived	Yes	•	Yes	•	•	•
Organic Ingredients	Yes (95%)	Yes	Yes	•	Yes	•
All Natural Preservatives	Yes	•	Yes	•	Yes	Yes
Natural Fragrance	Fragrance Free	Yes	Yes	•	Fragrance Free	•
BPA and Phthalates Free Packaging	Yes	•	•	•	•	•
Positioning	Premium - Organic	Semi- Premium/ Organic	Premium - Organic	Semi Premium/ Natural	Premium - Organic	Semi- Premium/ Natural
Other	Premium airless packaging, 100% natural. 95% organic	Contains Suttocide Australian brand	Natural and organic list of ingredients. Does not specify % of organic content. Uses Cetearyl alcohol, Glyceryl oleate and stearate	Contains chemicals, petroleum derivatives and synthetic preservatives	Not 100% natural or naturally derived as it uses emulsifying wax	Contains alcohol and artificial fragrances

* Based on whether a claim of BPA or Pthalate Free was made by the company. Analysis based on information on ingredients listed on the product label, Price comparison taken at a local retailer.