

Competitor Comparison - Baby Oil Category



Our Product

Organic grapeseed oil, Organic oil blend

Corporate

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

Our Difference



Certified organic massage oils for both infants and adults.

We do not use essential oils, instead we use whole ingredients.

Our cardamom oil is made with a unique and proprietary processing method which requires 4 to 7 days.

Key Insight: Mineral oil is not a natural oil. Our oils are unique and non greasy and can be used by both children and adults.

Brands	Nature Certified	Nature Certified	Boots	Nature's Baby Organics	Lafe's	Exederm	Weleda
Products	Organic Grapeseed Oil	Organic Oil Blend for Baby and Child	Boots Botanics Organic Body Oil - 3.3 oz.	Nature's Baby Organics Organic Baby Oil (Mandarin/Coconut)-4 oz.	Lafe's Organic Baby Baby Oil	Exederm Soothing Baby Oil - 8 oz.	Weleda Calendula Oil - 6.5 oz.
Size	4 oz	4 oz	3.3	4 oz	6 Oz	8 oz	6.5 oz
Price	\$12.95	\$15.95	\$11.99	\$9.95	\$15.99	\$11.99	\$13.99
USDA Certified	Yes	Yes	Yes	Yes	Yes		
Natural Fragrance	Fragrance Free	Yes	Yes	Yes	Fragrance Free		
BPA and Phthalates Free Packaging	Yes	Yes			Yes		
Positioning	Premium - Organic	Premium - Organic	Semi- Premium/ Organic	Semi- Premium/ Organic	Premium - Organic	Semi Premium - Natural	Semi- Premium/ Natural
Target Distribution	New Product	New Product	In-store and Online	Online Only	Online Only	Online Only	Online Only
Other	Premium airless pump. Grapeseed oil can also be used for its anti-aging properties.	Premium airless pump. Unique blend of organic olive, grapeseed and coconut oil soaked and filtered with organic cardamom. Many uses.	Many ingredients used have been linked to allergies and immunotoxicity like Geraniol, Citronellol, Limonene and Citral	None	Contains Hempseed Oil whose use is restricted in Canadian Cosmetics	Completely synthetic. Contains Mineral oil, and C12-15 alkyl benzoate as its only ingredients	Not an organic oil. Contains Perfume and ingredients linked to allergies and immunotoxicity like Geraniol, Limonene, and Linalool

Baby Bath/ Soak Category



Our Product

Organic Baby Bath Tea Bag

Corporate

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

Our Difference

100% USDA organic and edible ingredients.

A unique new product with no direct competition.

10 individually wrapped tea bags made of organic ingredients to be used in child or adult bath. Relaxing bath that may help treat eczema.

Key Insight: There are many bath soaks in the market, but none that are organic or 100% natural. The organic bath tea bags would provide a unique alternative to the retailer.

Brands	Nature Certified	California Baby	Nature's Baby Organics	Nature Babycare	little twig
Products	Organic Baby Bath Tea Bags	California Baby Calming Bubble Bath	Nature's Baby Organic Bubble Bath Lovely Lavender	Nature Babycare Eco-Sensitive Bubble Bath	little twig Bubble Bath Lavender Lemon & Tea Tree
Size	10 bags/ 5 gms each	13 oz	12 oz	8.5 oz	8.5 oz
Price	\$14.95	\$12.99	\$11.99	\$8.99	\$10.99
USDA Certified	Yes				
Natural Fragrance	Yes	Yes	Yes		Yes
BPA and Phthalates Free Packaging	Yes				
Positioning	Premium-Organic	Semi- Premium/ Natural	Semi- Premium/ Organic	Semi- Premium/ Natural	Semi- Premium/ Natural
Target Distribution	New Product	In-store and Online	Online Only	Online Only	Online Only
Other	100% edible ingredients. 100% organic. Soothing baths, may help with rashes and eczema	Not organic or 100% natural. Contains synthetics like Capryloyl Glycine, and Undecylenoyl Glycine	Contains 70% organic ingredients and some synthetics like Cocamidopropyl Hydroxysultaine etc	Imported. Chemical based. Contains PEG, Sulfates, Phenoxyethanol, Benzoic Acid etc	No organic ingredients. Several chemical compounds like disodium Olefin Sulfonaten and Cocamidopropyl Betaine

* Based on whether a claim of BPA or Phthalate Free was made by the company. Analysis based on information on ingredients listed on the product label. Prices were based on prices at a local retailer.