

Competitor Comparison - Shampoo + Body Wash Category



Our Product

Foaming All Natural Body Wash and Shampoo for Baby and Child

Corporate

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

Our Difference

78% HIGHEST
Organic Ingredients.

No synthetic preservatives. Tear Free. Natural aroma blend.

Decyl Glucoside, a plant derived, mild, biodegradable non-ionic cleanser, the only surfactant used.

Key Insight: Even the Natural brands carried have synthetic ingredients and are not truly natural or naturally derived.

Brands	Nature Certified	Aveeno	Burts Bees	Johnson's	Method	Yes to Carrots
Products	Foaming All Natural Body Wash and Shampoo for Baby & Child	Aveeno Baby Wash and Shampoo	Burt's Bees Baby Bee Shampoo and Wash	Johnson's Natural Foaming Baby Wash	Method Kids 3-in-1 Shampoo - Fuzzy Peach	Yes To Baby Carrots Shampoo + Body Wash - 10 oz.
Size	5 oz	18 oz	12 oz.	18 oz	10 oz	10 oz
Price	\$12.95	\$7.99	\$8.99	\$6.49	\$6.99	\$7.99
100% Natural/ Naturally Derived	Yes	•	•	•	•	•
Foaming	Yes	•	•	Yes	•	Yes
Organic Ingredients	Yes (78%)	•	•	•	•	Yes
All Natural Preservatives	Yes	•	•	•	•	•
Natural Fragrance	Yes	•	•	•	•	Fragrance Free
BPA and Phthalates Free Packaging	Yes	•	•	•	•	•
Positioning	Premium - Organic	Mass market	Semi- Premium/ Natural	Mass market	Mass market	Semi- Premium/ Natural
Other	Organic ingredients, all natural preservatives	Johnson's brand. Several chemicals used. Not natural or naturally derived	96% natural. Artificial fragrances and chemicals. No organic ingredients	98% Naturally derived (not natural or organic)	Contains Benzyl Alcohol (associated with human neurotoxicity), artificial fragrances	Uses sythethic preservatives

Key Insight: Nature Certified Body Wash and Shampoo is among the most Natural and Organic products available in the market

Brands	Nature Certified	California Baby	Earth Mama Angel Baby	Lafe's	Nature's Baby	Weleda
Products	Foaming All Natural Body Wash and Shampoo for Baby & Child	California Baby Calming Shampoo and Body Wash	Earth Mama Angel Baby Shampoo and Body Wash - 5.3 oz.	Lafe's Organic Baby Foaming Baby Shampoo & Wash	Nature's Baby Organics Shampoo & Body Wash (Lavender/Chamomile)-8 oz.	Weleda Baby Calendula Shampoo and Body Wash
Size	5 oz	17.5 oz	5.3 oz	12 oz	8 oz	7.2 oz
Price	\$12.95	\$18.99	\$12.95	\$19.99	\$8.95	\$9.99
100% Natural/ Naturally Derived	Yes	•	•	Yes	•	•
Foaming	Yes	•	Yes	Yes	•	•
Organic Ingredients	Yes (78%)	•	Yes	Yes	•	•
All Natural Preservatives	Yes	•	Yes	Yes	•	Yes
Natural Fragrance	Yes	Yes	Yes	Fragrance Free	Yes	Yes
BPA and Phthalates Free Packaging	Yes	•	•	Yes	•	•
Positioning	Premium - Organic	Semi- Premium/ Natural	Premium - Organic	Premium - Organic	Semi- Premium/ Organic	Semi- Premium/ Natural
Other	Organic ingredients, all natural preservatives	Contains sythethic microbial. No organic ingredients	Mostly organic and natural. Contains potassium citrate	Simple Organic Castile Soap	Uses sythethic preservatives. Several chemical compounds (albeit from natural sources)	Contains Alcohol and Disodium Cocoyl Glutamate

* 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, Prices based on products at a local retailer.