

## PRESS RELEASE

### **Lillian Ruff Launches Berry Blue Brightening Face & Body Wash** *New York Based Brand Illuminates the Grooming Industry with New Multi-use Brightening Shampoo*

January 2020: Following extensive research, Lillian Ruff is delighted to announce the launch of its revolutionary new product, Berry Blue Brightening Face & Body Wash.

Infused with blueberry & apple fruit extracts, Berry Blue Brightening Face & Body Wash is a whitening and brightening shampoo that delivers professional results. When used as directed, its unmatched formula is proven to reduce tear stains, dirt, and product build up, while restoring fluorescent whites and brightening all coat colors. Engineered as both a face *and* body wash, Lillian Ruff has implemented the highest standards in pet safety by insuring their new product is tear free and safe for puppies, mature dogs, and cats.



A vast majority of grooming products on the market today contain parabens; preservatives used to extend product shelf life. These chemicals are absorbed through the skin and can potentially spur the growth of certain types of cancer. In pets that experience heightened sensitivity, parabens can also cause irritation like redness, dryness, itching, rashes, welts, and hair loss. Every Product produced at Lillian Ruff is completely free of parabens. Unlike even the most popular paraben free grooming products, many of the products featured in the Lillian Ruff line-up are also:

- gluten free
- sulfate free
- formaldehyde free
- tear free
- vegan

“We always put the finest quality ingredients into our products and try to use as many natural ingredients as possible, without compromising the intended purpose of the product,” said Jonathan Rovner, President and founder of Lillian Ruff. “Our line is produced to human standards and formulated for pets.”

Based in New York, Lillian Ruff is a leading supplier of grooming products specially formulated to be gentle and effective. What started as a core line of 5 grooming products, has grown to encompass thirteen pet-focused, cruelty-free lifestyle products designed to meet the requirements of professional groomers, while remaining readily available to the average consumer. Lillian Ruff continues to raise the bar and deliver exemplary, high quality products that exceed customer expectations and deliver outstanding results.



Booth #4480