

Rock & Ruddle

LONDON

Bright and beautiful

NATURAL AND VEGAN BOAR BRISTLE HAIRBRUSHES



Who are Rock & Ruddle?

Alexandra Rock and Jackie Ruddle worked at L'Oréal together and when Alexandra lost her hairbrush they discovered that it was impossible to replace it with something bright and colourful.

Hairbrushes were either of good quality but totally lacking in design or colour or of poor quality with plastic bristles and although sometimes bright and cheerful not made to last.

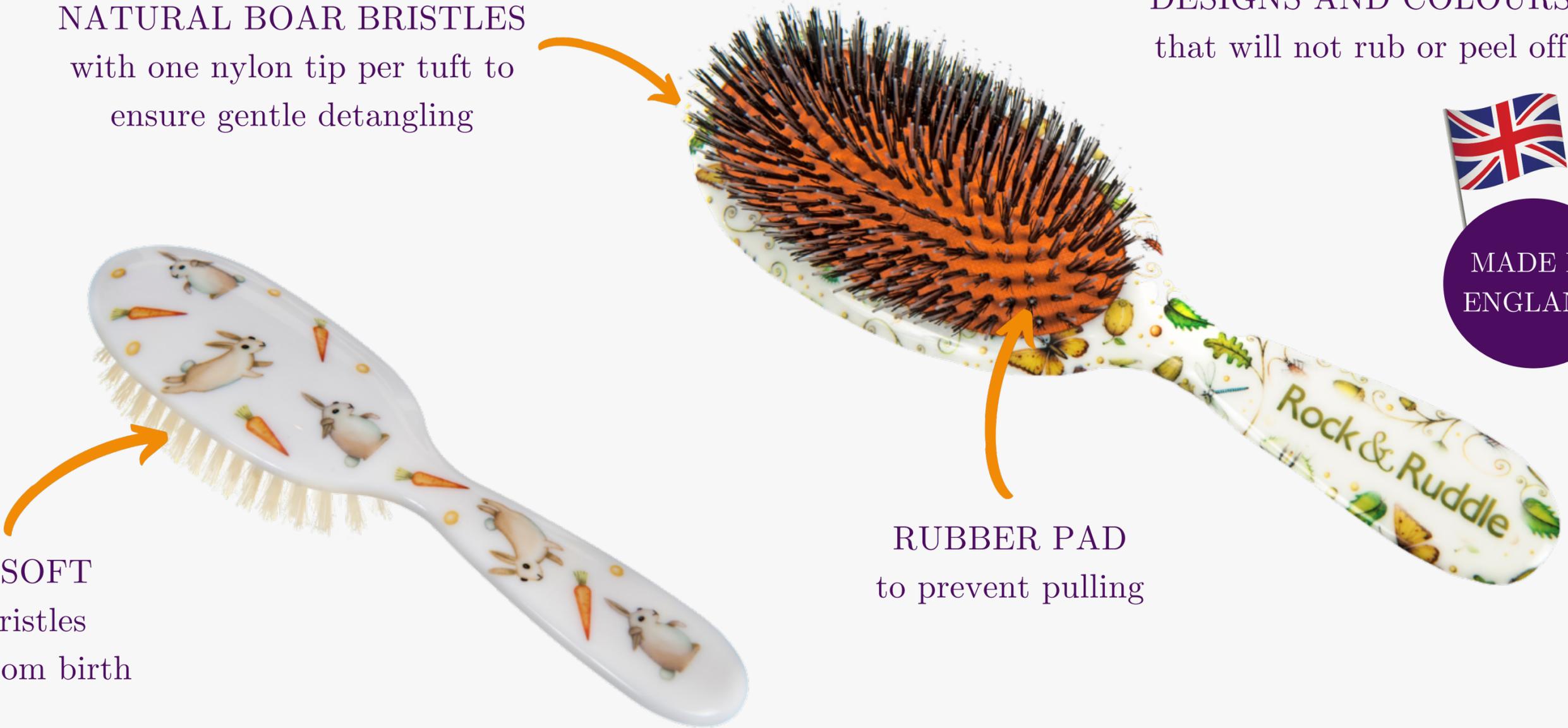
They decided there was a need for good quality hairbrushes which would be good for your scalp and hair but that were fun and elegant to have as an accessory.



The Rock & Ruddle Hairbrush

NATURAL BOAR BRISTLES
with one nylon tip per tuft to
ensure gentle detangling

DESIGNS AND COLOURS
that will not rub or peel off



VERY SOFT
baby bristles
suitable from birth

RUBBER PAD
to prevent pulling

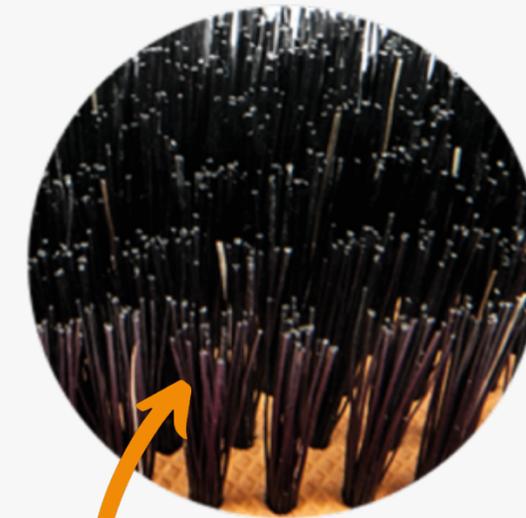
Why Boar Bristles?

They are strong and resilient and brush the hair without pulling



They help keep hair clean thanks to the scales picking up dirt and excess oils

They have microscopic scales that release and drag the natural sebum down the shaft of the hair



They stimulate the scalp which encourages the hair to grow

Our Synthetic Vegan Bristles

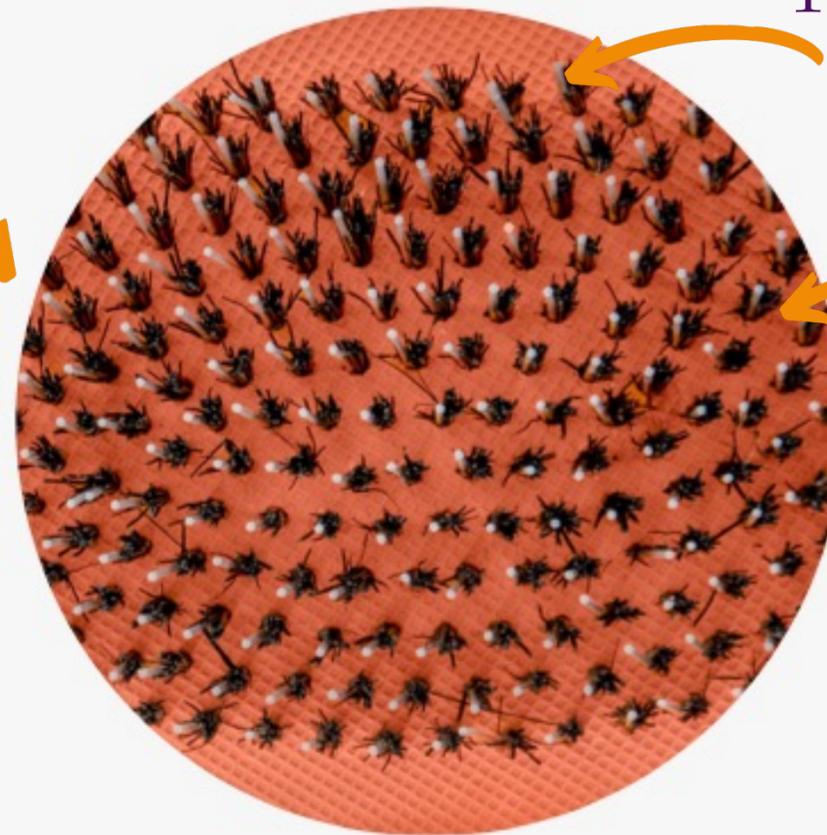
100% synthetic bristles

These bristles are available
in all of our designs

Excellent for detangling

Smoothing Black Bristles
& Detangling Nylon Tips

They are strong and resilient and
brush the hair without pulling



ALL OF OUR BRISTLE
PADS CAN BE REMOVED
FOR EFFECTIVE AND
EASY CLEANING!

The Rock & Ruddle Comb Collection

A unique take on an essential tool



POCKET COMB (137mm)
perfect for putting in a handbag or
make-up pouch



WIDE TOOTH COMB (175mm)
great for detangling and for using
on wet hair



HANDLE COMB (190mm)
a practical everyday comb to
smooth and style

NEW

The Rock & Ruddle Luxury Brush Collection



Irresistible luxurious size

Glamorous metallic & sparkly designs



Benchmarking

LUXURY



CLASSIC

DESIGN LED



MASTIGE

Our Customers

- Mainly Female
- Appeals across all ages
- Interested in quality and design
- Purchase for personal use
- Purchase as gifts



Our Eye Catching Packaging

- Packaging in translucent recyclable PET
- Shows off the quality and design of each hairbrush

DIECUT to
'feel my bristles'



Marketing Support

In Store POS



Marketing Support

Retailer Social Media



supercutsuk · Following

supercutsuk Cute-ify your hairbrush with @rockandruddle 🥰 How adorable is this ballerina design? Available now in our online shop (link in bio) 🛍️

#supercutsuk #supercutssquad #shopsupercuts #fairhair #kidshair #hairaccessories #dancecompetition #kidsaccessories #girlythings #balletgirl #hairbrush #hairprotection #roundbrush #hairproducts #hairbrushes #toolshair #hairtools #stylehair #roundbrushcurls #roundbrushblowout #hairstylingtools #hairstyles #hairstyling #hairstyle

thepraiermercantile · Following

thepraiermercantile They are here! We are excited to announce our exclusive partnership with @rockandruddle

The Prairie Mercantile is the ONLY Canadian retailer to carry Rock & Ruddle London products! This means that any R&R product purchased from us is packaged by us and shipped to you from our Canadian warehouse!

Us ladies at TPM have been obsessed with these brushes for some time now and we know you will be too! Why? 🥰

Our hairbrushes offer natural bristles, which are renowned for caring for your hair due to the structure of the

89 likes
FEBRUARY 25

Add a comment... Post



notonthehighstreet  Sponsored · 

Shop our curated collection of the most beautifully made designs from thousands of the UK's best small creative businesses.



Vintage design natural bristle hairbrush [Shop Now](#)

Natural bristle hairbrushes for babies [Shop Now](#)

Like Comment Share

Marketing Support

Retailer Social Media

QVC Sponsored

Explore big-name brands you love and products you can't get enough of here at QVC UK



Rock & Ruddle
£18 Shop Now

Philip Kingsley
£29

Like Comment Share



harveynichols • Following

harveynichols Because those abandoned locks need more love than ever right now

46 w

rockandruddle Gorgeous photo! 🥰

46 w 1 like Reply

Liked by wildivyblowdrybar and 349 others

JUNE 13, 2020

Add a comment... Post



soaptreatmentstorerothe • Follow

soaptreatmentstorerothe Marie Claire cadeau! 🌟 Nu bij aankoop van een Rock & Ruddle haarborstel een Marie Claire tijdschrift cadeau.

Zolang de voorraad strekt.

26 w

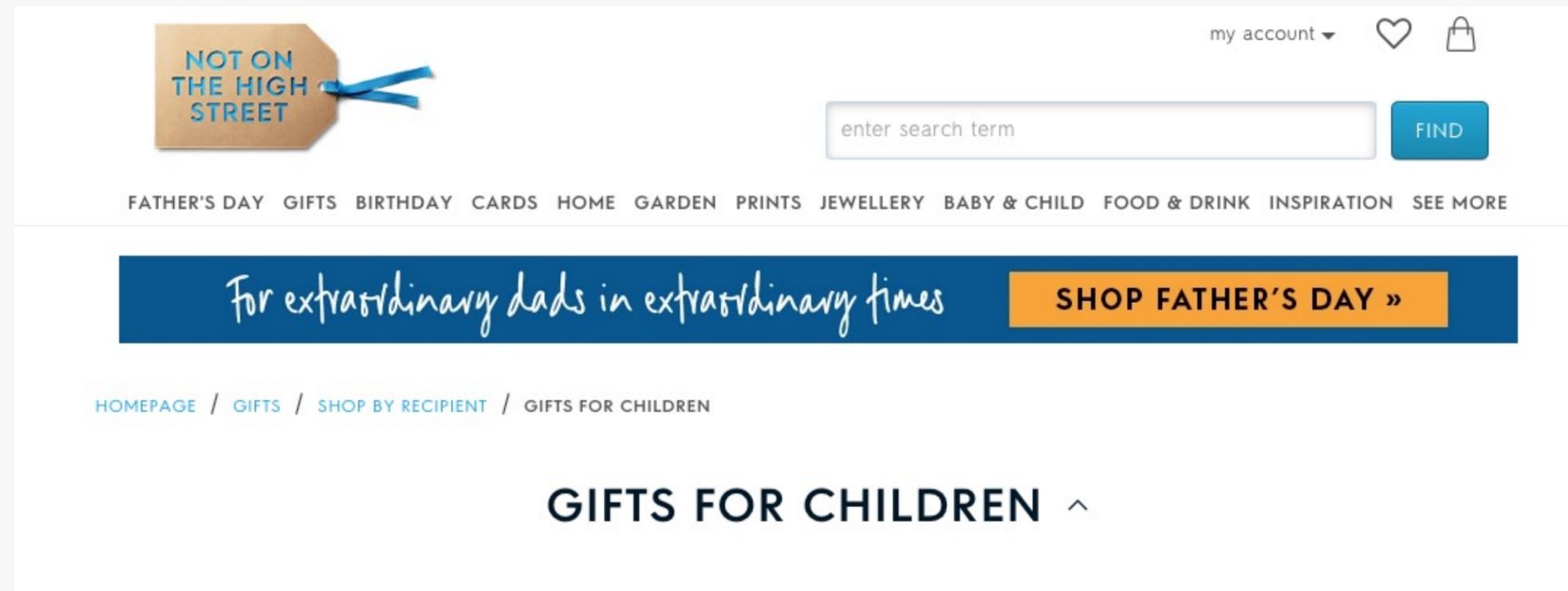
Liked by beautyimport_nl and 13 others

NOVEMBER 6, 2020

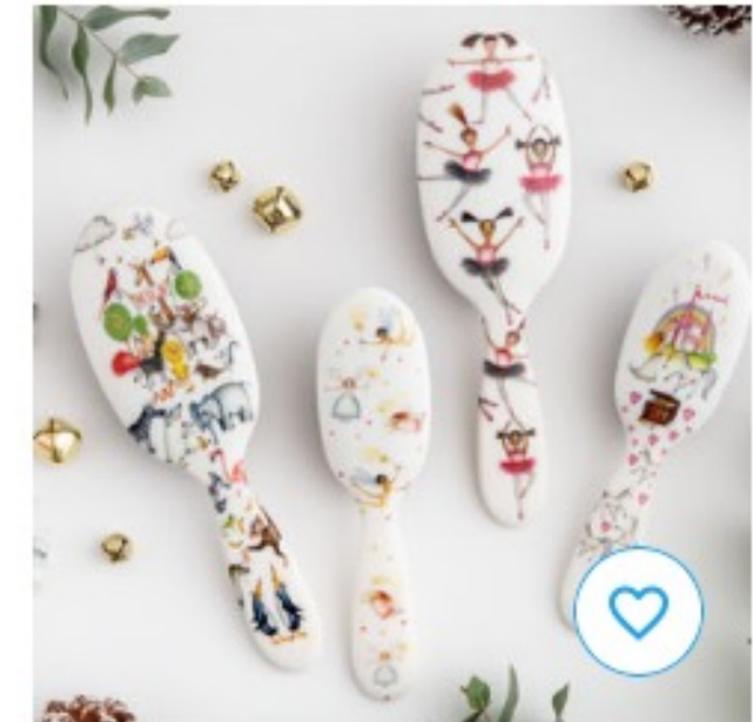
Add a comment... Post

Marketing Support

Retailer Sponsored Posts - Not On The High Street



The screenshot shows the top navigation bar of the 'Not On The High Street' website. On the left is a logo featuring a brown tag with the text 'NOT ON THE HIGH STREET' and a blue ribbon. To the right are links for 'my account', a heart icon, and a shopping bag icon. Below these is a search bar with the placeholder text 'enter search term' and a blue 'FIND' button. A horizontal menu lists various categories: FATHER'S DAY, GIFTS, BIRTHDAY CARDS, HOME GARDEN, PRINTS, JEWELLERY, BABY & CHILD, FOOD & DRINK, INSPIRATION, and SEE MORE. A large blue banner contains the text 'For extraordinary dads in extraordinary times' in a white script font, followed by an orange button that says 'SHOP FATHER'S DAY »'. Below the banner is a breadcrumb trail: 'HOMEPAGE / GIFTS / SHOP BY RECIPIENT / GIFTS FOR CHILDREN'. The main heading 'GIFTS FOR CHILDREN' is displayed with an upward-pointing arrow.



Sponsored

£20

**Natural Bristle
Hairbrushes For
Children**

[By Rock & Ruddle](#)

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Sponsored Posts - Amazon

amazon.co.uk Deliver to MRS London SW115EB Beauty Hello, Rock Account & Lists Returns & Orders Basket

All Food & Grocery Buy Again Free Delivery Amazon Business Gift Cards & Top Up Shopper Toolkit Gift Ideas Vouchers Rock's Amazon **amazon business** | Downloadable VAT invoices >

Beauty Premium Beauty Skin Care Make-up Nail Care Hair Care Fragrance Sun Care & Tanning Tools & Accessories Men's Grooming New Arrivals Top Offers Expert Skin Care Salon & Spa

ghd Glide Hot Brush - Hot Brushes for Hair Styling (Black) 1,326 **£139.00**

Sponsored

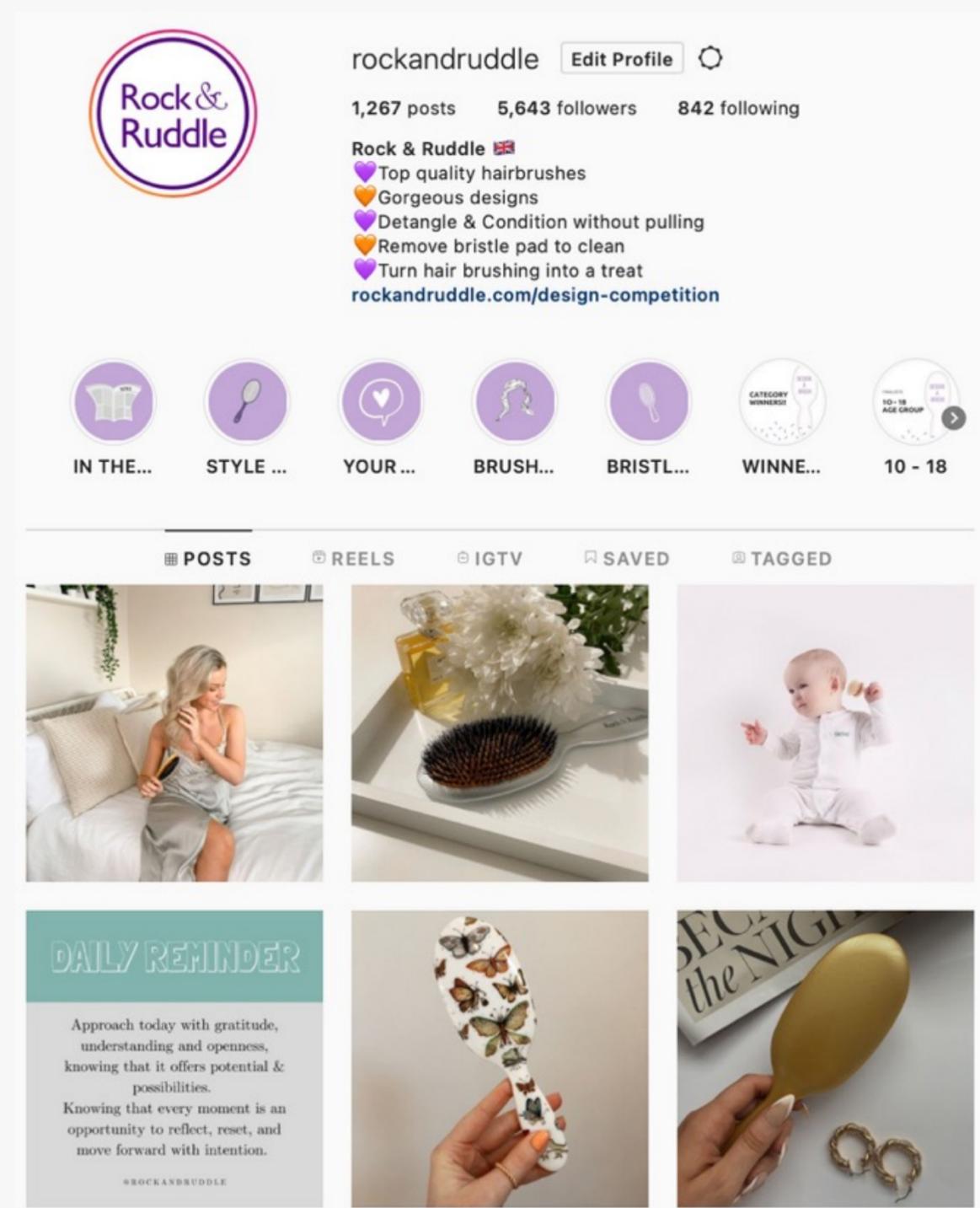
Customers who viewed Rock & Ruddle Natural Mixed Bristle Hair Brush for Women and Kids (Small... also viewed

	<p>Rock & Ruddle Natural Mixed Bristle Hair Brush for Women and Kids (Large, 21cm) - Perfect for Wet or Dry Hair, Detangling Smoothing Blowdrying - Designed & Made in UK - Acorns & 158</p> <p>£30.00 1 used and new from £30.00</p>		<p>Rock & Ruddle Natural Bristle Hair Brush for Women and Kids (Small, 17.5cm) - Perfect for Wet or Dry Hair, Detangling Smoothing Blowdrying - Designed & Made in UK - Ponies Design 1</p> <p>£20.00 1 used and new from £20.00</p>		<p>Rock & Ruddle Soft White Natural Bristle Hairbrush for Babies and Young Children. Perfect for Fine Hair Detangling and Smoothing. Little Ducks Design, Small 5</p> <p>£20.00 2 used and new from £20.00</p>
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Marketing Support

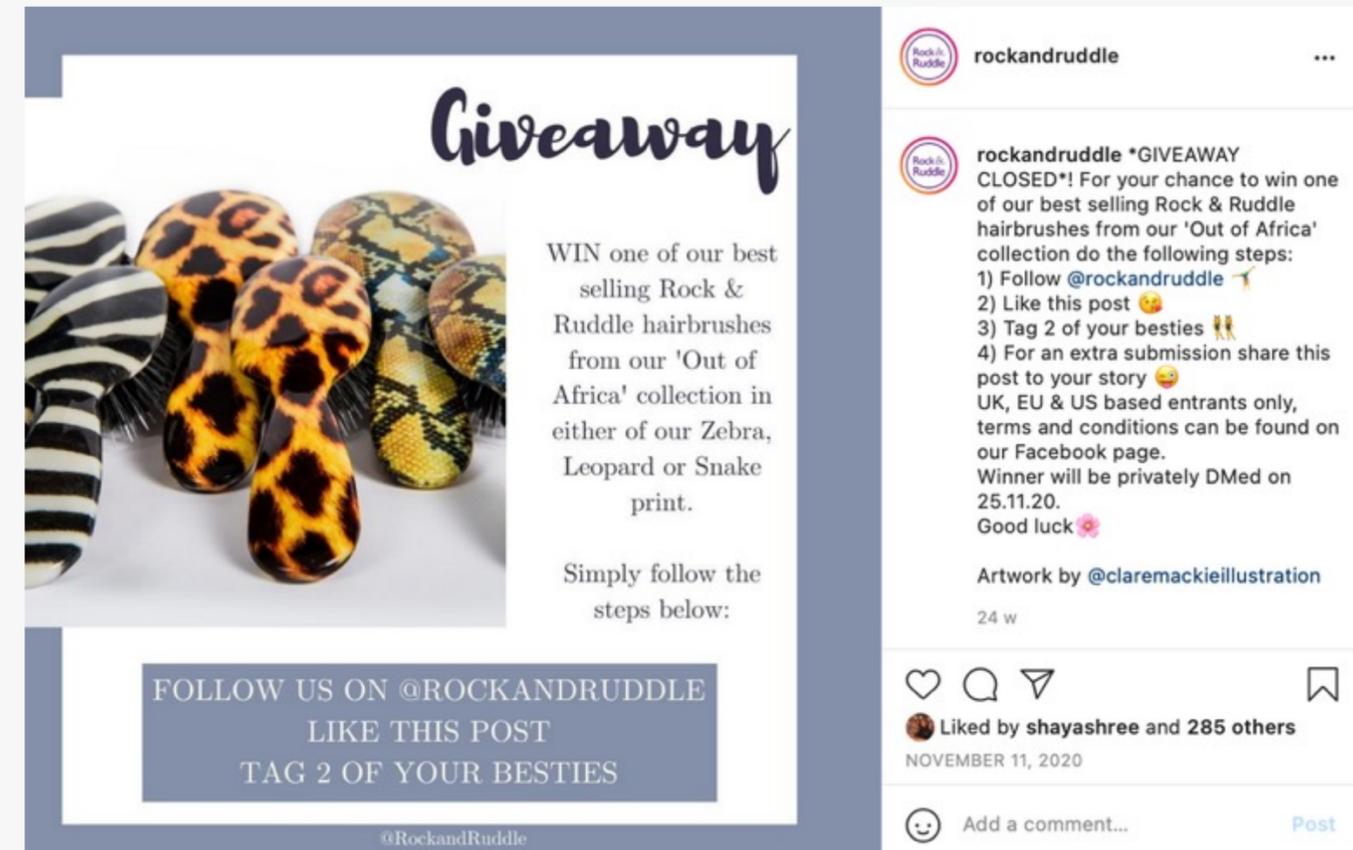
Social Media Focus

- Strong social media presence on Instagram
- Giveaways
- Brand collaborations
- Influencer collaborations
- Social media adverts (Facebook & Instagram)



Marketing Support

Social Media Competitions



Marketing Support

Brand Collaborations



rockandruddle

rockandruddle *12 DAYS OF CHRISTMAS GIVEAWAY*! 🎄 CLOSED
 How is it day 9 already?! Today we have teamed up with the lovelies at @percyandreed to offer 2 lucky winners the chance to win a 'Turn Up the Volume' gift set & a 'Mini Body Builders' gift set from Percy & Reed and a large Metallic brush and comb Rock & Ruddle bundle!
 Here's how to enter:
 1) Follow @rockandruddle & @percyandreed 🦋
 2) Like this post 🙌
 3) Tag 2 of your favourite gal pals 🧑‍🤝🧑
 4) For an extra submission share this post to your story and tag us 😊
 UK based entrants only.
 One winner will be announced on our page and one on Percy & Reed's page

Liked by gail.berry and 260 others
 DECEMBER 9, 2020

Add a comment... Post



rockandruddle

rockandruddle *CLOSED* 🦋 INTERNATIONAL WOMEN'S DAY GIVEAWAY 🦋
 We wanted to give back to YOU our beautiful, strong and independent Rock & Ruddle lovers! To kick things off have we have teamed up with the ladies at @theoriginalflatlayco 🦋. We are giving TWO lucky people the chance to win an amazing bundle 🦋
 You could win:
 1 x The Flat Lay Co. Brush Case
 1 x Rock & Ruddle Small Ladybird Ladybird Hairbrush

To enter follow the steps below:
 🦋 Follow @rockandruddle & @theoriginalflatlayco
 🦋 Like this post

Liked by claremackieillustration and 162 others
 MARCH 3



rockandruddle

rockandruddle CLOSED 🦋 IT'S COMPETITION TIME 🦋
 Rock & Ruddle have teamed up with @naturtintuk to give TWO lucky people the chance to #WIN a lockdown hair care bundle of dreams 🦋
 You could win:
 x1 Naturtint 2-in-1 Shampoo & Conditioner Bar of your choice
 x1 Naturtint online voucher worth £30
 x1 Rock & Ruddle Large Toucans Hairbrush with Synthetic Bristles
 x1 Rock & Ruddle Small Butterflies Hairbrush with Synthetic Bristles

TO ENTER:
 🦋 Follow @rockandruddle & @naturtintuk
 🦋 Like this post

Liked by claremackieillustration and 326 others
 JANUARY 25

Add a comment... Post

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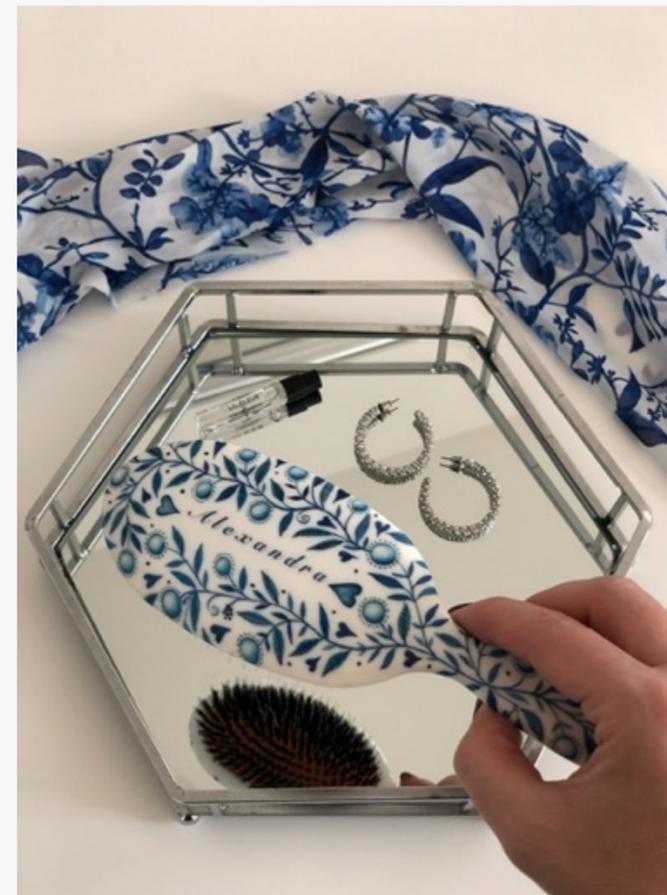
Influencer Collaborations



@kennie.cheng
25.3K Followers



@nicole.martinxx
12.6K Followers



@itsalxndra
10.5K Followers



@nma_style
112K Followers

Marketing Support

PR

9 best kid's hair brushes: Happy detangling for every hair type

Even the knottiest of knots don't stand a chance

Martha Alexander | Friday 12 March 2021 18:30



Before buying, think about the sensitivity of an infant or child's scalp and the size of their hands
(iStock/TheIndependent)

Rock & Ruddle wild brush



The first thing we noticed about this brush was the rather fabulous illustrations of birds and beasts across the back. But if you aren't into creatures and critters, there is a wealth of other designs to choose from including fairies and geometric patterns. There are two sizes – the children's size is of course the smaller, although older children with thicker hair might try the large.

And there's as much substance as there is style: the bristles are natural which will suit sensitive scalps or thinner hair, but they do offer a brush with a natural and nylon mix which might suit children with thicker or afro hair better.

The natural bristles help to keep hair and follicles moisturised and healthy. With that said, the company has created a vegan brush with a 100 per cent synthetic bristle – which won't have the same moisturising qualities as the natural versions – but we salute the option. Our five-year-old tester who has moderately thick, very long straight hair found this brush a dream to use, as it glided through with minimal pulling or pain.

What we really liked was how the brush can be taken apart, allowing you to clean it thoroughly (with cold water – we used a little bit of mild baby soap), which is not something we see regularly with hairbrushes. We worried that we'd never be able to put it back together again, but the whole process was quicker and easier than we could have believed possible.

Buy now £20, [Rockandruddle.com](https://www.rockandruddle.com)



INDEPENDENT

The Independent

Circulation - 19,300,000

Marketing Support

PR

marie claire

Marie Claire Netherlands

Circulation - 900,840

**NU MARIE CLAIRE
CADEAU***
BIJ AANKOOP VAN EEN
ROCK & RUDDLE
HAARBORSTEL!

Rock & Ruddle
LONDON

OP = OP

NU MAAR € 4,99

#IMPOSTER SYNDROME
BANGEN DEN JE
GOED IN JE WERK

UITGEKENEN
OP JE PARTNER
WIE TRUK LIEVEN DE...

67 GORGEOUS
CADEAUS
+ DE MOESTE
BEAUTE
& MODE

DE NIEUWE
EMPLUUTENNER
SIN STYL, WEL PUKEN

TEENVY TINY
PARTY

*TOT ZOLANG DE VOORRAAD STREKT - EXCLUSIEF BENELUX DISTRIBUTEUR

BEAUTY-IMPORT.NL

Distribution



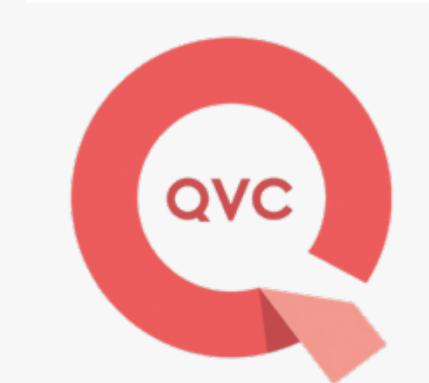
DIGITAL PLATFORMS Amazon & Not On The High Street



UK
Department stores (including Harvey Nichols), QVC, chemists and perfumeries, gift shops, high-end hair salons and spas.



WORLD WIDE
Available in the USA, Canada, Australia (David Jones), Holland, Belgium, Luxembourg, Germany, U.A.E, Russia, Belarus, Kazakhstan and Denmark, Norway and Sweden.



Objectives

- To be the brand of choice for customers wanting both good quality and a standout design with their hairbrush
- To own the gift market category in hairbrushes

Strategy

- Have outstanding and eye-catching designs
- Expand internationally
- Develop online partners
- Increase brand awareness through relevant digital and social media platforms

I love my brush



THE ROCK & RUDDLE

offer

The Rock & Ruddle Offer

- A unique offering of excellent quality and gorgeous design including bespoke colours and designs
- New designs and accessories keeping the offer fresh and interesting



Baby Hairbrush Designs

- To target the gifting market for babies/young children: beautiful designs with naturally soft bristles perfect for fine hair



Out of Africa Collection

Bring a touch of exotic Africa to your day with these glamorous print inspired hairbrushes.

A gorgeous leopard design which is such a refreshing change from the usual silver or black brushes...
- The Beauty & Lifestyle Hunter



Metallics Collection

Choose from stunning Silver, gorgeous Gold, beautiful Rose Gold or iridescent Green & Purple Shimmer. A brush as stylish and contemporary as it is brilliant for your hair styling and conditioning.

I'm a fan of Rock & Ruddle hairbrushes like the shimmering petrol blue & green one, so good...
- Hannah Kane, Pheonix Magazine



Feathered Friends Collection

Everything from bright and glorious peacocks to hot pink flamingos. In this collection, there is something for everyone! Created by our incredible artist Clare Mackie.

With everything
from bright and glorious
peacocks to hot pink
flamingos there is
literally something
for everyone...
- Alana Hebenton, Blogger



Vintage Collection

Gorgeous designs celebrating the beauty of vintage design. Four of the prettiest designs to choose from.

These brushes are too pretty and so great to use!
- Jane, Not On The Highstreet



Pricing

Product Details

RRP GBP

Large Brush

£30.00

Small Brush

£20.00

Wide Tooth Comb

£12.50

Handle Comb

£12.50

Pocket Comb

£ 9.50

Contact Us

If you have any questions or would like further information

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