

Rock & Ruddie

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

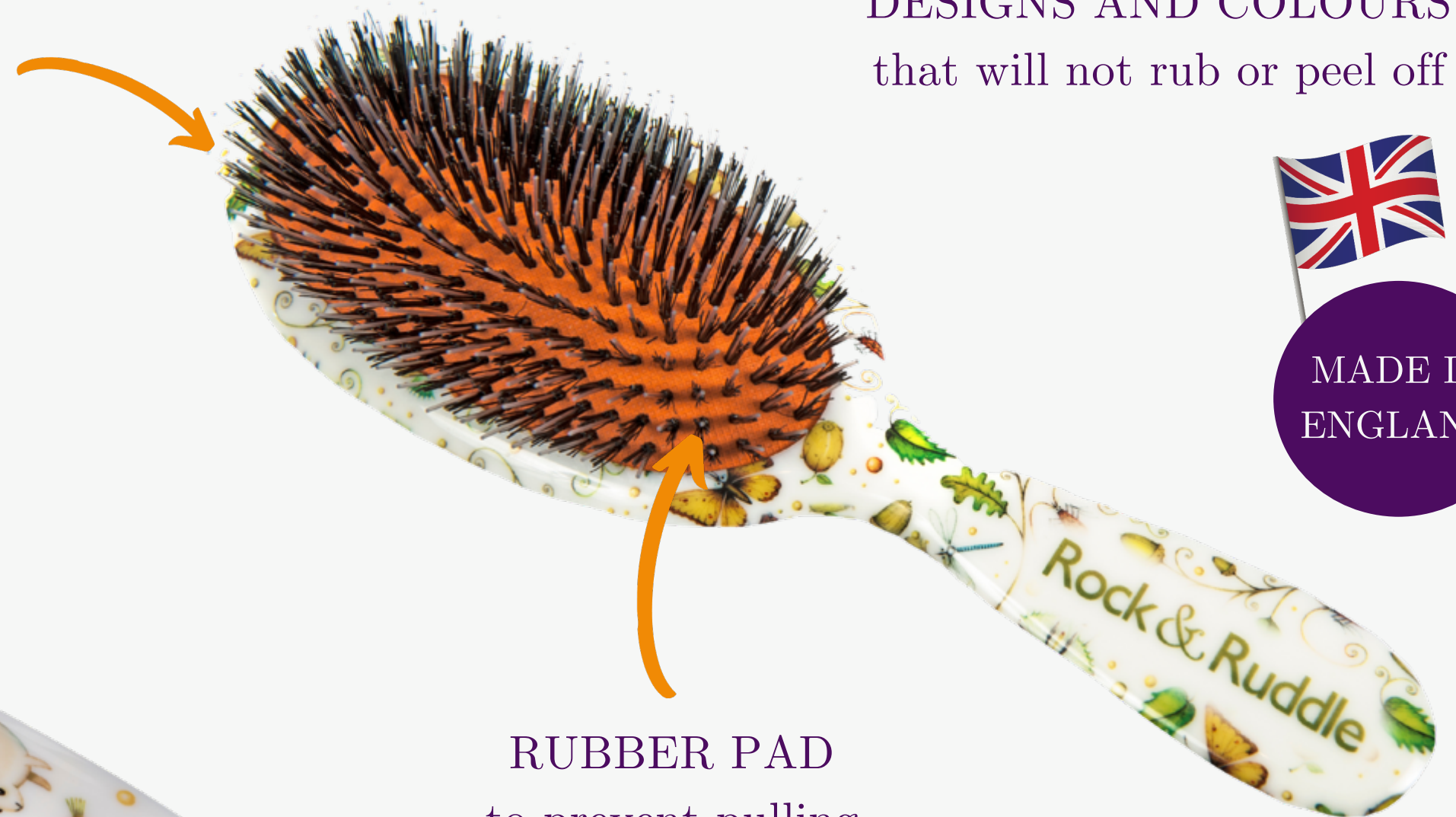
DESIGNS AND COLOURS
that will not rub or peel off



MADE IN
ENGLAND



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

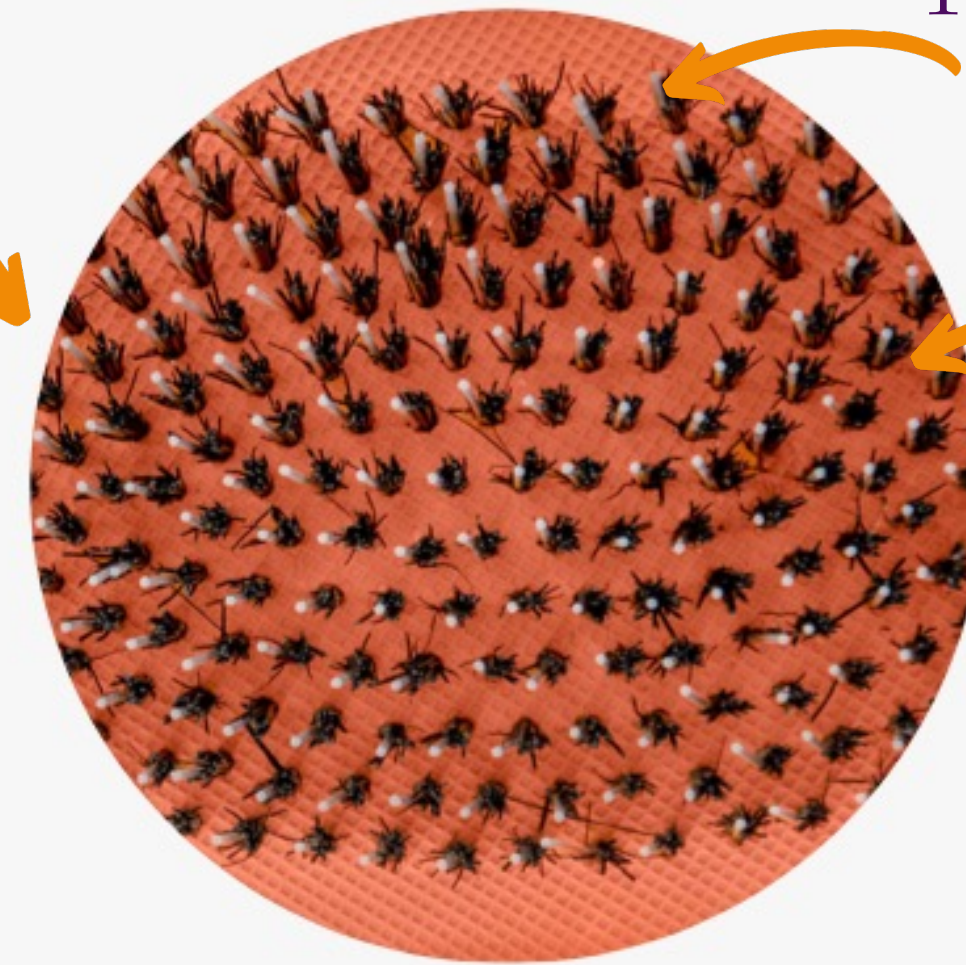
100% synthetic bristles

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



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'



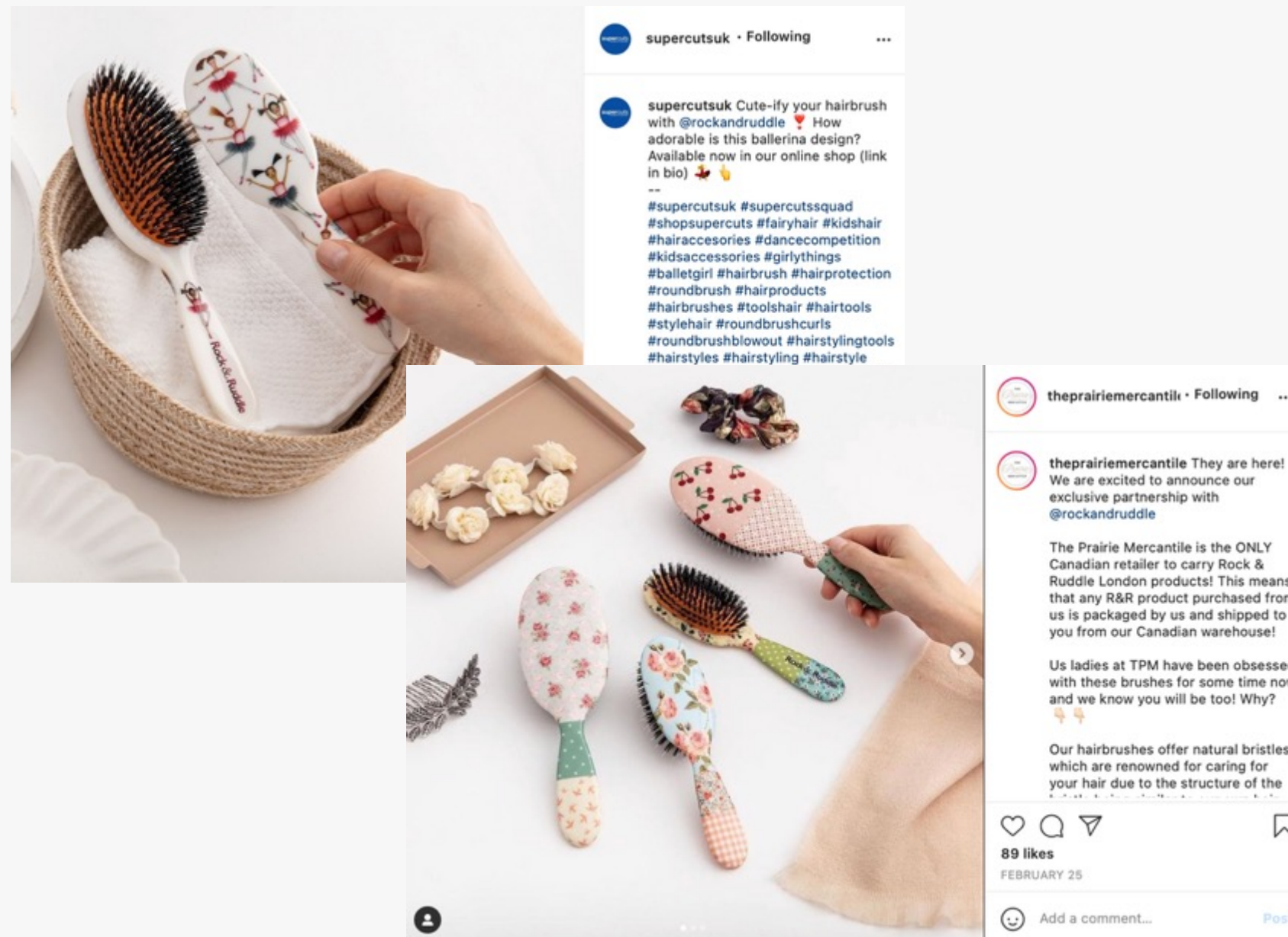
Marketing Support

In Store POS





Marketing Support

Retailer Social Media




Marketing Support

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Rock & Ruddle
£18


[Shop Now](#)

Philip Kingsley
£29


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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](#)







soaptreatmentstorerotterdam · Follow

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


Zolang de voorraad strekt.

26 w

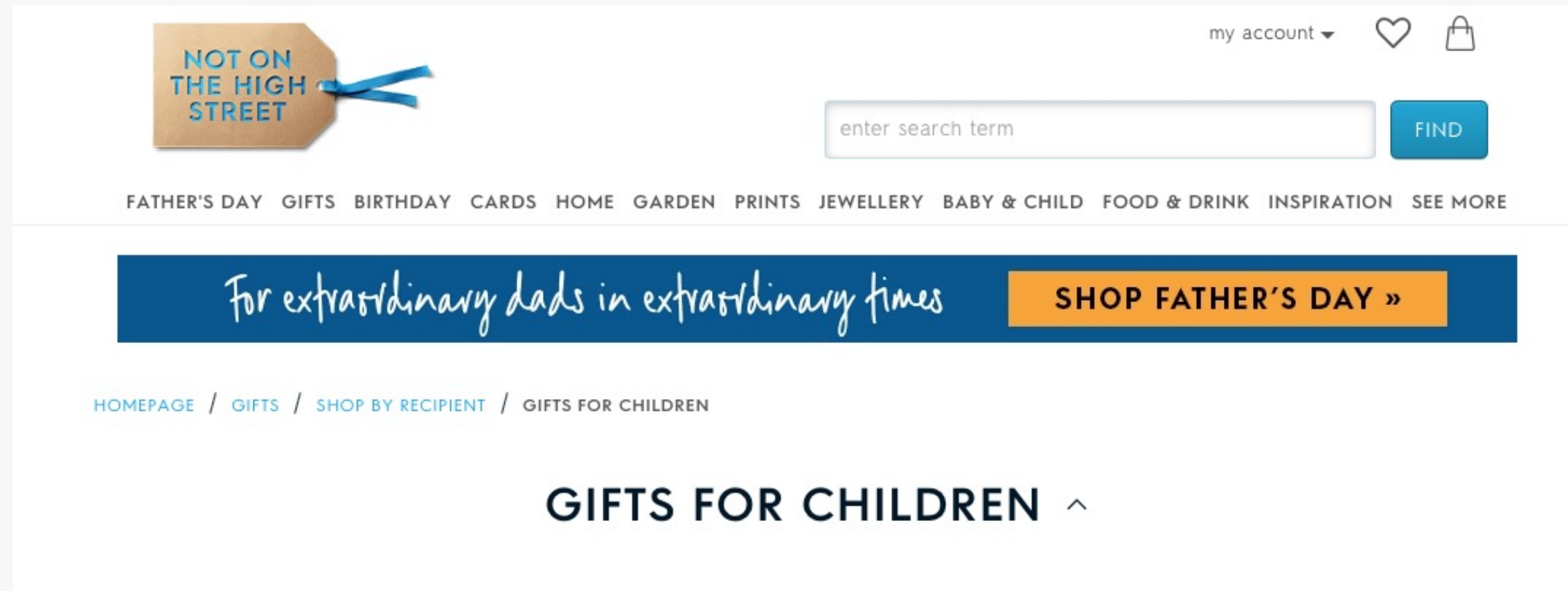
Liked by beautyimport_nl and 13 others

NOVEMBER 6, 2020

 Add a comment... [Post](#)

Marketing Support

Retailer Sponsored Posts - Not On The High Street



The screenshot shows the top of the Not On The High Street website. At the top left is the brand logo, a brown tag with a blue ribbon and the text "NOT ON THE HIGH STREET". 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 navigation menu lists various categories: FATHER'S DAY, GIFTS, BIRTHDAY, CARDS, HOME, GARDEN, PRINTS, JEWELLERY, BABY & CHILD, FOOD & DRINK, INSPIRATION, and SEE MORE. Below the navigation menu is a dark blue banner with the text "For extraordinary dads in extraordinary times" in white script, followed by an orange button that says "SHOP FATHER'S DAY »". At the bottom of the banner area, there is a breadcrumb trail: "HOMEPAGE / GIFTS / SHOP BY RECIPIENT / GIFTS FOR CHILDREN". Below this is a large heading "GIFTS FOR CHILDREN" with an upward-pointing chevron.

NOT ON THE HIGH STREET

my account

enter search term

FIND

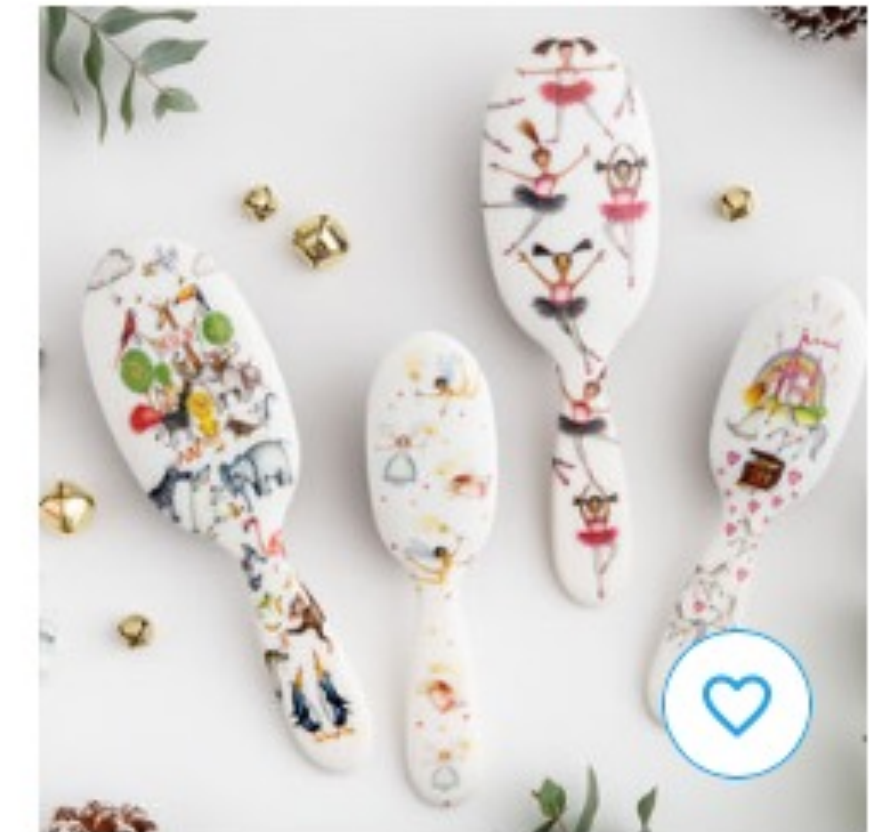
FATHER'S DAY GIFTS BIRTHDAY CARDS HOME GARDEN PRINTS JEWELLERY BABY & CHILD FOOD & DRINK INSPIRATION SEE MORE

For extraordinary dads in extraordinary times

SHOP FATHER'S DAY »

HOMEPAGE / GIFTS / SHOP BY RECIPIENT / GIFTS FOR CHILDREN

GIFTS FOR CHILDREN ^



Sponsored

£20

Natural Bristle
Hairbrushes For
Children

[By Rock & Ruddle](#)

Marketing Support

Sponsored Posts - Amazon

amazon.co.uk

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London SW115EB

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ghd
good hair day


ghd Glide Hot Brush - Hot Brushes for Hair Styling (Black)

★★★★★ 1,326
£139.00 ✓prime


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



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 & Ponies Design
★★★★★ 158
£30.00
1 used and new from £30.00



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
£20.00
1 used and new from £20.00

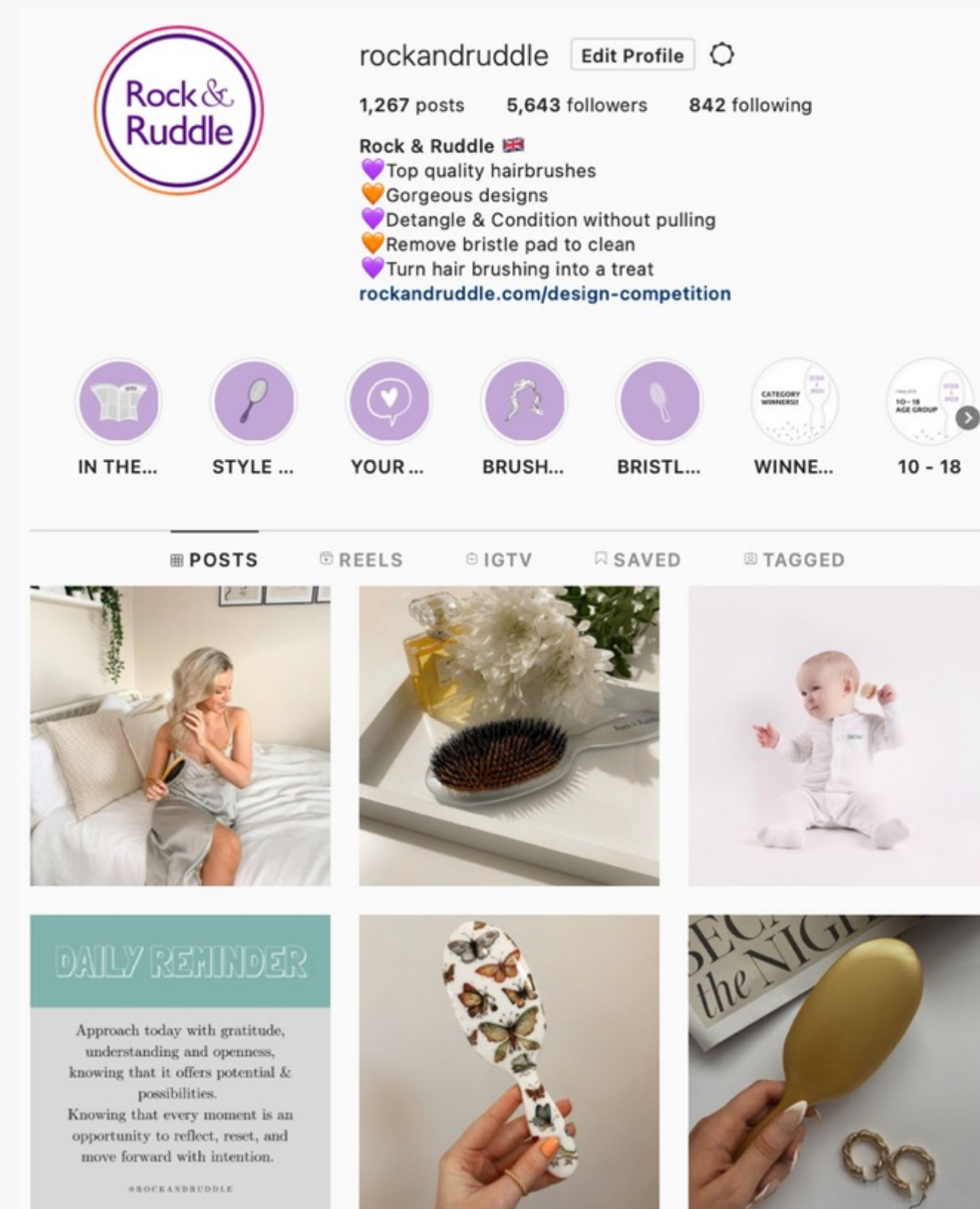


Rock & Ruddle Soft White Natural Bristle Hairbrush for Babies and Young Children. Perfect for Fine Hair Detangling and Smoothing. Little Ducks Design, Small
★★★★★ 5
£20.00
2 used and new from £20.00

Marketing Support

Social Media Focus

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



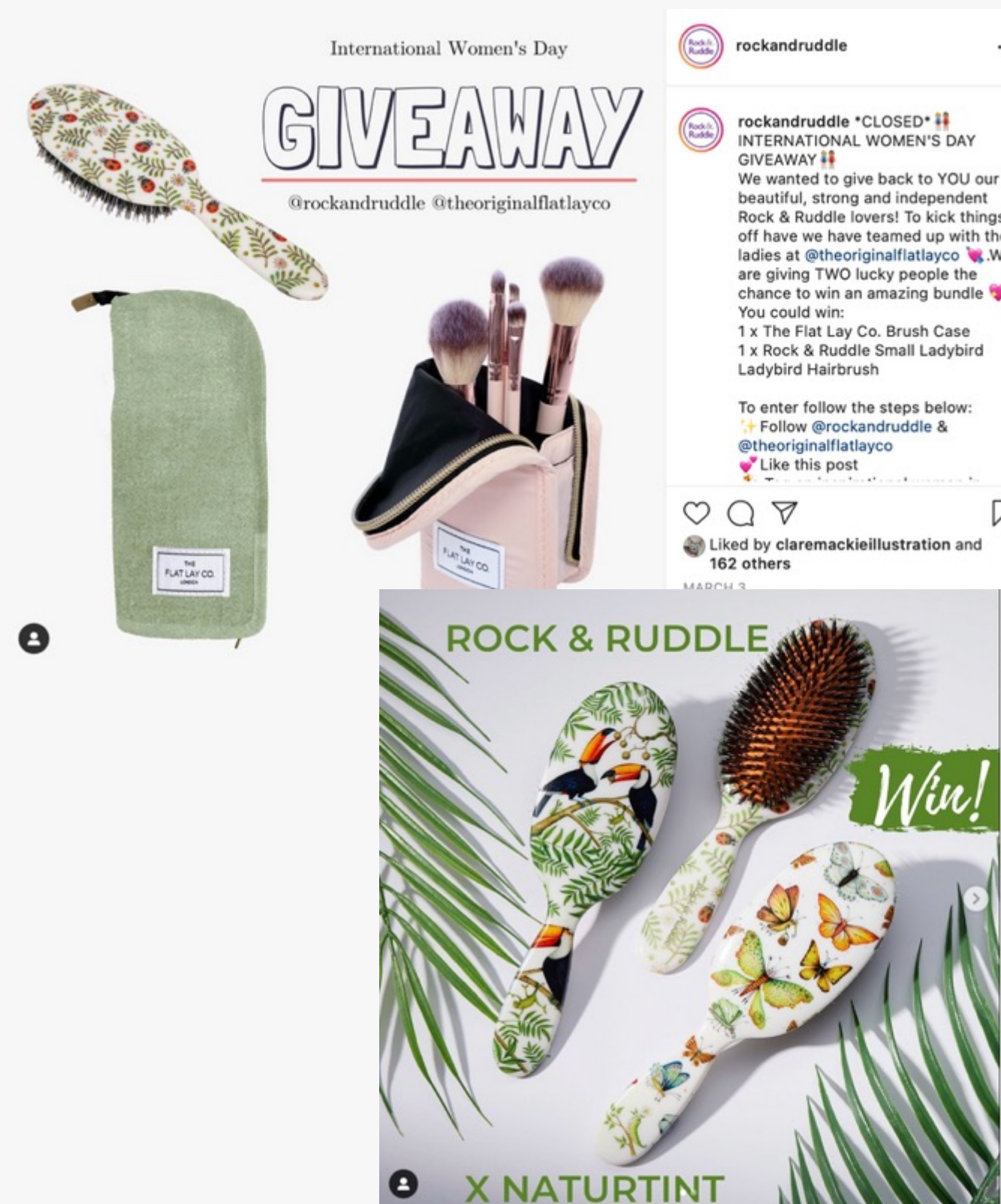
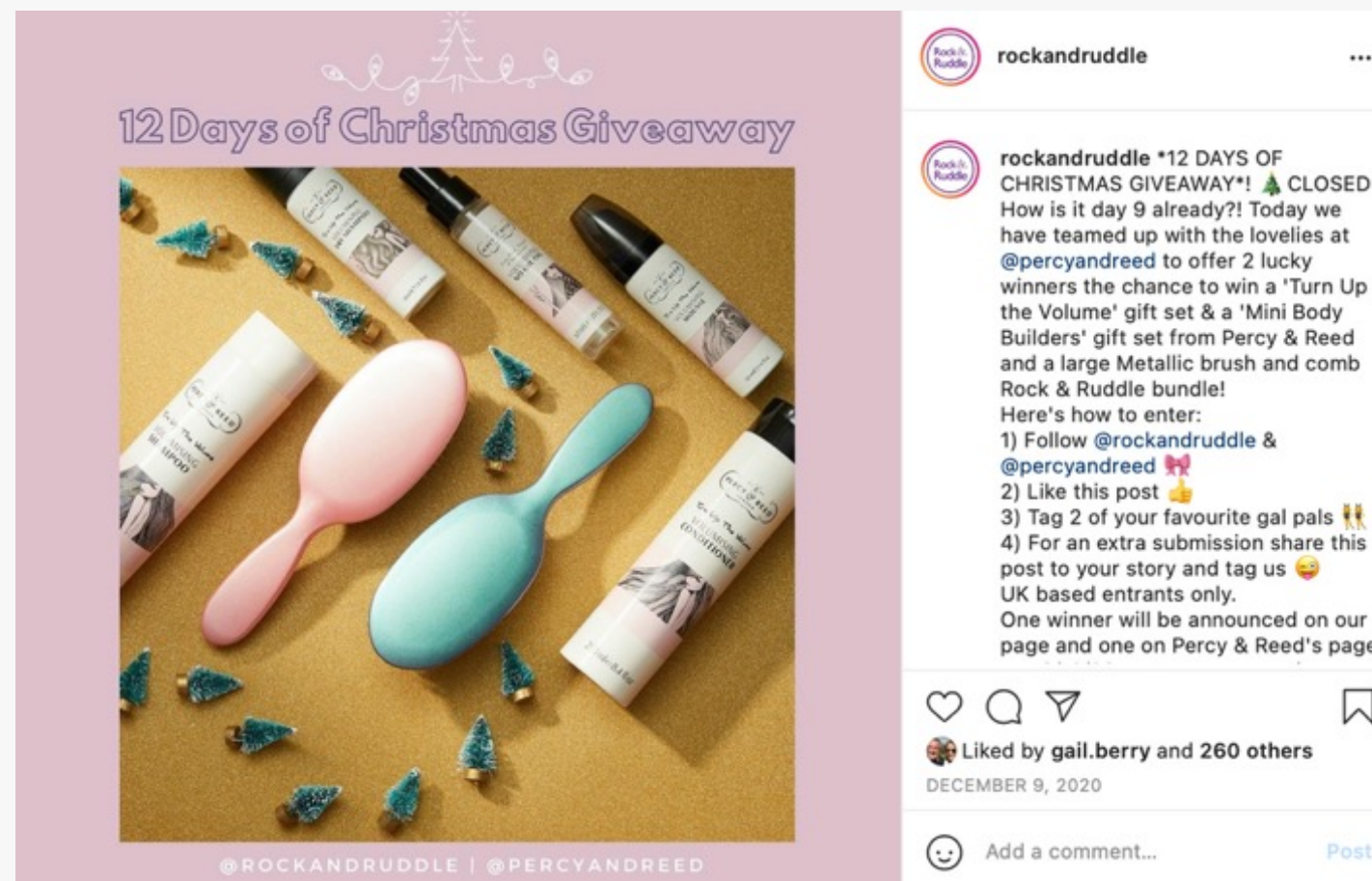
Marketing Support

Social Media Competitions



Marketing Support

Brand Collaborations



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Influencer Collaborations



@kennie.cheng
25.3K Followers



@nicole.martinxx
12.6K Followers



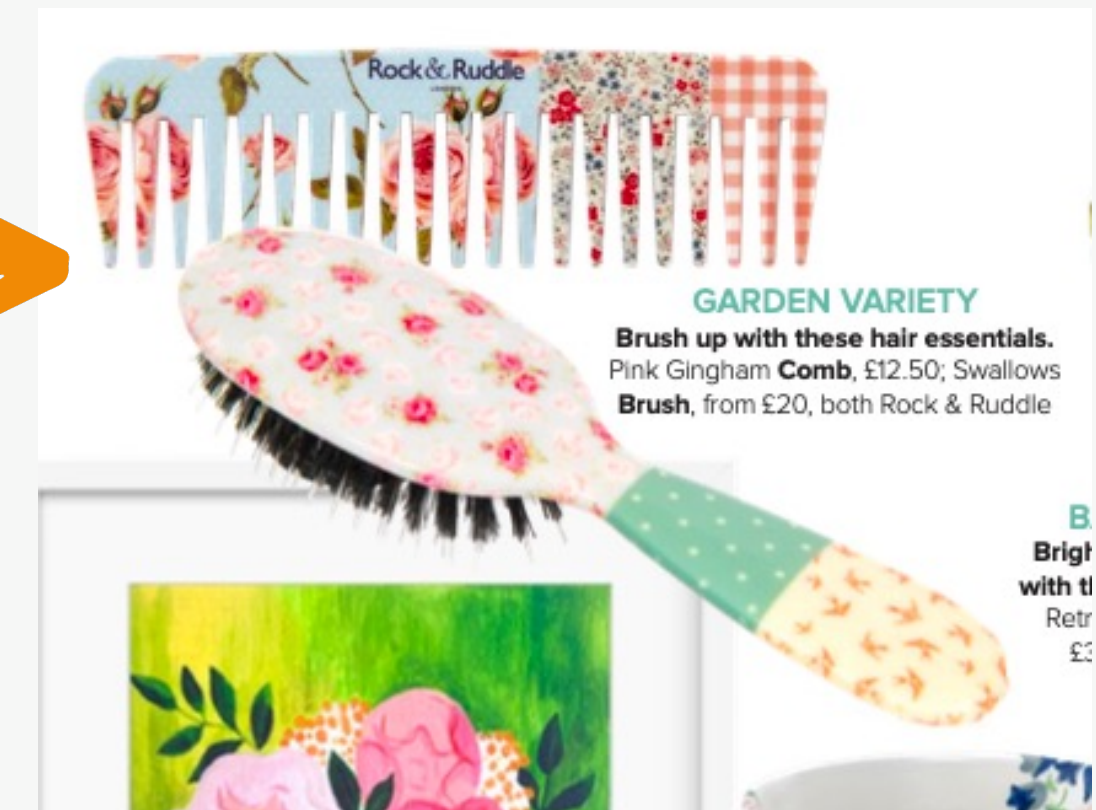
@itsalxndra
10.5K Followers



@nma_style
112K Followers

Marketing Support

PR



prima

Prima Magazine
Circulation - 212,089

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

marie claire

67
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CADEAUS
+
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BEAUTY
& MODE

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



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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