

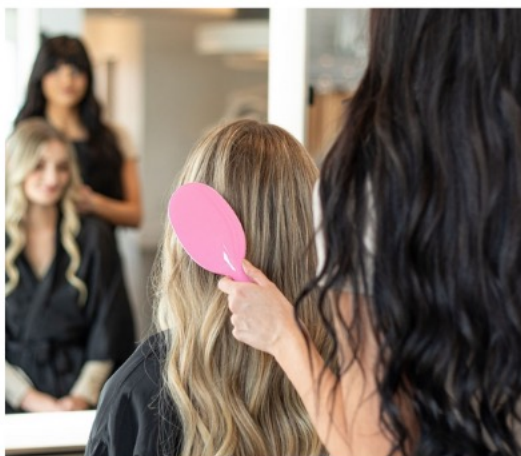
Rock & Ruddle

LONDON





Elevate daily rituals with luxury, affordable, and effective hair care tools.
Care beautifully for your hair with **Rock & Ruddle**.



WHO WE ARE

At Rock & Ruddle, we create hairbrushes that are both **lovely to look at** and **care beautifully** for hair.

Our brushes safely **detangle, stimulate,** and **exfoliate** the scalp to **encourage hair growth** and distribute natural oil to give a healthy shine.

Available in a variety of **colors, shapes** and **sizes**, our **natural bristle hairbrushes** and variety of **combs** provide unique solutions for even the most selective consumers.



MEET ROCK & RUDDLE

Alexandra Rock and **Jackie Ruddle** crossed paths while working at beauty giant, L'Oreal in London. On one fateful day, Alexandra lost her beloved luxury hairbrush. She sought out to replace it with something that had similar quality but was available at a more **attainable price point** with **beautiful design choices**.

It was at this very moment that Alexandra and Jackie decided they were going to create an affordable, quality hairbrush that would be good for your scalp and hair, but double as fun and elegant to have as an accessory. **Rock & Ruddle was born.**



THE ANATOMY OF OUR HAIRBRUSH



NATURAL BOAR BRISTLES

With one nylon tip per tuft, our bristles ensure gentle detangling and distribute oils evenly for shiny, healthier hair.



CREATED FOR ALL HAIR TYPES

Our brushes are beneficial for straight, wavy, curly, thick, thin, dry or even frizzy hair!



SCALP STIMULATION

Our unique bristles stimulate the scalp, promoting healthy hair growth with each brush stroke.



SOFT BABY BRUSHES

Featuring natural, gentle bristles that also work great for fine hair. Trade in tears for cheers with our super soft baby brushes.



FABULOUS & FUN DESIGNS

These designs won't rub or peel off our brushes. Choose styles that are unique and ban the boring brush!



REMOVABLE RUBBER PADS

These flexible pads allow bristles to go through hair without pulling. The best part? It's removable for easy cleaning.

OUR PRODUCTS

Explore our collection of **hairbrushes**, **combs** and **shower brushes** to discover **high quality, unique innovation** that is sure to delight your customers.

Rock & Ruddle helps you **create personalized experiences** with our products. Clients can select the right **color**, **size** and **hair tool** that fits their variable needs.



BRUSH OPTIONS INCLUDE:



HAIRBRUSHES

Available in a variety of patterns, 3 sizes, and variable bristle styles.



COMBS

Available in a variety of patterns, and 3 sizes, all of which serve a unique need.



SHOWER POWER BRUSH

Available in 2 colors, this new best seller is a must-have for every client.

HAIRBRUSHES

WHAT IT IS:

Our Natural Bristle Hairbrushes come standard with our top-selling brush pad – mixed natural and nylon bristles. This combination is perfect for detangling and everyday styling, and encourages hair growth by stimulating the scalp and distributing natural oils.

AVAILABLE SIZES:

Hairbrushes are available as Baby (featuring our super soft bristle pad), Small, Large, or the Extra-Large Luxury Hairbrush.

BRISTLE PAD OPTIONS:

Wholesale accounts may special order our other bristle pad types: Pure Natural Bristle, Vegan, or Very Soft Baby.



BABY
BRISTLES

7" x 2"
MSRP: \$35

SMALL

7" x 2"
MSRP: \$35

LARGE

8.5" x 2.5"
MSRP: \$42

EXTRA-
LARGE

9.25" x 3.25"
MSRP: \$54

COMBS

WHAT IT IS:

Our stunning assortment of combs all aim to fill the variable needs of our customers, as well as delight them with beautiful patterns and colorways.

POCKET COMB:

A wonderful option for children's hair or the perfect little comb to keep in your bag when you're on-the-go.

WIDE TOOTH COMB:

An ideal tool to help part hair, enhance details while styling, or detangling.

BEACH WAVE COMB:

Best for distributing hair product or color, and for combing out barrel curls to create beach waves.



POCKET
COMB

5.25" x 1"
MSRP: \$13



WIDE
TOOTH

6.75" x 2"
MSRP: \$15



BEACH
WAVE

9.25" x 2.5"
MSRP: \$15

SHOWER POWER BRUSH

WHAT IT IS:

This new product is designed to gently detangle, both during a shower and after, as well as to evenly distribute your shampoo, conditioner, and styling products for better hair health and more powerful results.

WHY WE LOVE IT:

This brush was requested by some of the top hair stylists that we work with. It's an excellent companion to our bristle brushes, as well as our beach wave comb and it makes for a wonderful gift.

AVAILABLE COLORS:

Available in black and white.



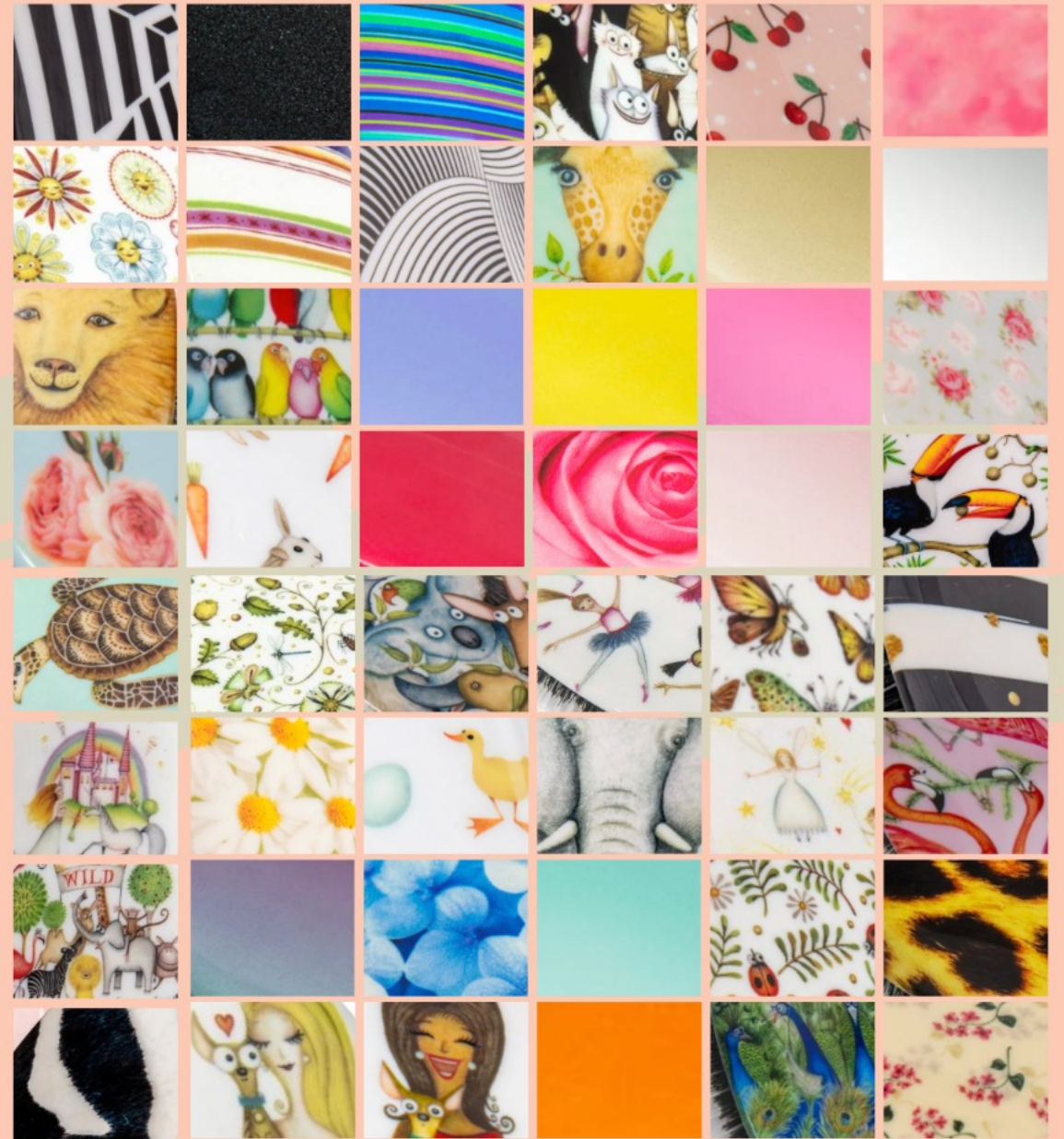
SHOWER POWER

MSRP: \$15

COLLECTIONS

Our various colors, patterns, and artwork draw inspiration from our founders' life in the UK and support philanthropic causes like the Lion Landscapes.

Rock & Ruddle launches new colors twice per year, which allows us to constantly provide our clients with newness and excitement for their styling tool needs.

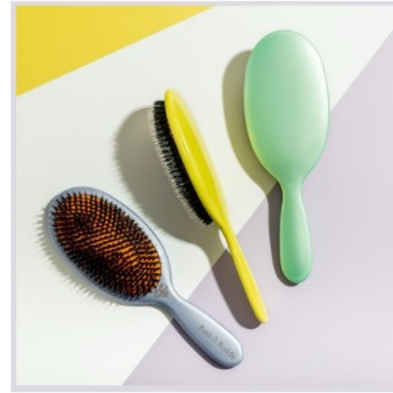


FEATURED COLLECTIONS



FLORAL COLLECTION

The newest collection to our Rock & Ruddle assortment, these patterns draw inspiration from Chelsea in Bloom and feature stunning floral designs.



LUXURY

Recognized by its beautiful, shimmering colors, the Luxury Collection is available in our Extra-Large size and is a must-have for long or thick hair.



VINTAGE

Step back in time with our beautiful Vintage Collection. Featuring stunning floral designs, these brushes are a perfect addition to add some cheer to a clients' routine.



HOLIDAY 2023

Get festive with customer favorites this holiday season with Rock & Ruddle. As a luxury item with an attainable price point, it makes for an excellent gift.

PACKAGING THAT POPS

Our packaging includes the following features to act as our silent salesman and create frictionless customer experiences:

- 🇬🇧 Packaged in recyclable PET.
- 🇬🇧 Translucent designs allows for design to shine.
- 🇬🇧 Packaging can stand on its own or hang on a hook.
- 🇬🇧 Beautiful acrylic product displays are available.
- 🇬🇧 Die cut opening allows for customer to feel bristles.



WHAT PEOPLE ARE SAYING



Our brushes are loved across the world, but don't take our word for it! Listen to what some of our clients have said about why they love Rock & Ruddle hair tools.

These hairbrushes are my go-to gifts for everyone from godsons to grannies. They are unique, funky and functional, as well as being great for our hair. Love them.
- Cindy

Beautiful brush I bought for my 1-year-old daughter. It's fantastic and doesn't hurt her at all, but firm enough to get through her hair. Very happy and recommend 100%!
- Clare

I am prone to build up on my scalp due to seborrheic dermatitis and this brush has helped so much while also reducing frizz. I will never own another brush.
- Megan

The [Shower Power Brush] is perfect for use during and after showering, as the large surface area of the brush helps distribute your favorite conditioner or styling product throughout hair. The soft bristles glide through hair without causing pain, breakage, frizz, or split ends.
- Enya

BRAND PRESENCE

PARTNERS

Available at carefully-selected distribution partners across the globe.

HARVEY NICHOLS DAVID JONES

CANYONRANCH.

de Bijenkorf 

M[★]agasin FORTNUM & MASON
EST 1707

REGIS 

PRESS

A key feature in industry-leading publications.



COSMOPOLITAN

 INDEPENDENT


THE SUNDAY TIMES

 *STYLIST*

RECENT AWARDS

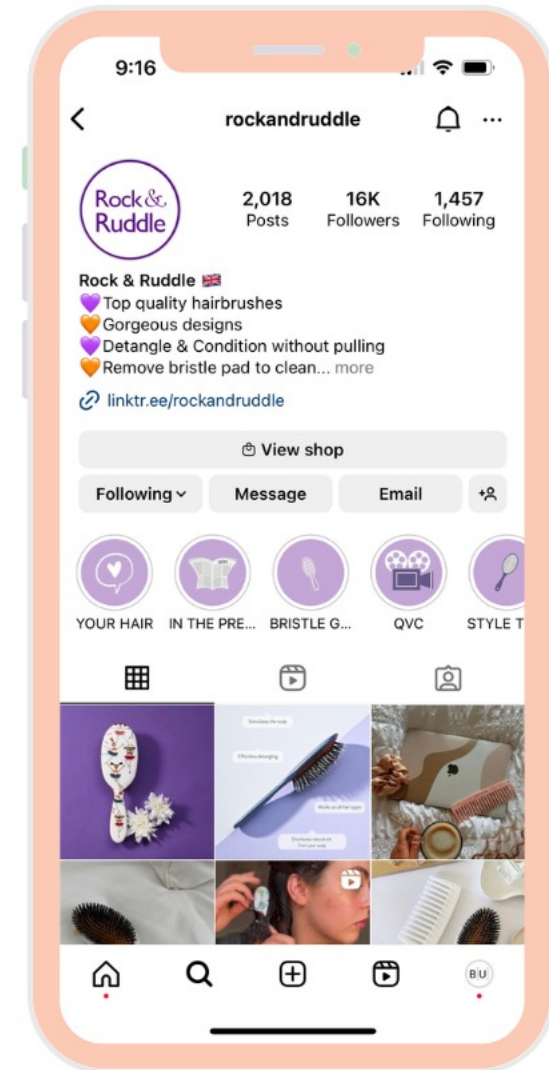
A recent recipient of BEST PADDLE BRUSH in 2023 by Hair Magazine, this distinct honor recognizes hair heroes of leading salons. Voted for by their readers, this is an insider's guide to the top products in the hair world.



SOCIAL MEDIA MARKETING

With an engaged audience and strong influencer relations, our social marketing strategy and support tools are outlined below:

- 🇬🇧 Strong presence across various channels: Instagram, Facebook, Pinterest, and TikTok
- 🇬🇧 Successful brand collaborations in place to increase brand awareness
- 🇬🇧 Frequent influencer activations increase exposure and can be seen in-feed through UGC
- 🇬🇧 Paid social opportunities halo brand awareness





SUPPORT TOOLS

Our team knows what it takes to be successful at the point of sale. That's why we prioritize support tools for our retail and spa partners to ensure we can build a healthy replenishment business together.

U.S. SALES SUPPORT

Our U.S. distributor, London Vine Sales Group, handles importing from the UK and customer service needs.

PACKAGING & DISPLAYS

Our easy-to-hang and stand packaging can support existing features. Branded display units are also available.

MARKETING ASSETS

Rock & Ruddle's beautiful imagery and assets are available to support our partners' marketing efforts.

TRAINING

Our team knows the importance of product knowledge and can support virtual and in-person training.

EVENTS

Our U.S. team is available for strategic event opportunities to support our partners and engage clients.

LET'S SHINE TOGETHER

FOR U.S. SALES:

Amy Finnegan | London Vine Wholesale
amy@londonvinesalesgroup.com
(801) 836-2990

CONTACT OUR FOUNDERS:

info@rockandruddle.co.uk
Jackie: +44 7768 944 001
Alexandra: +44 7774 236 599

FOLLOW ALONG ON SOCIAL:



[@rockandruddle](https://www.instagram.com/rockandruddle)



[@rockandruddle](https://www.facebook.com/rockandruddle)



[@rockandruddle](https://www.pinterest.com/rockandruddle)



[@rockandruddlelondon](https://www.tiktok.com/@rockandruddlelondon)

