



DNA Miracles™ Natural Foaming Wash & Shampoo vs. The Competition



	DNA Miracles Natural Foaming Wash & Shampoo	Noodle & Boo Newborn 2-in-1 Hair & Body Wash	Babo Botanicals Baby Shampoo & Wash	Dr. Mercola Organic Foaming Baby Wash	Weleda Calendula Shampoo & Body Wash	Poya Organics Baby Wash	LaVanila Laboratories Healthy Baby Wash	Mustela Baby Shampoo
Pediatrician Approved	✓	✓	✗	✗	✗	✗	✗	✓
Alcohol Free	✓	✓	✓	✓	✗	✓	✓	✓
Free of Irritating Essential Oils	✓	✓	✓	✓	✗	✗	✓	✓
Easy to Use Foaming Pump	✓	✓	✗	✓	✗	✓	✓	✗
Phenoxyethanol Free	✓	✗	✓	✓	✓	✗	✓	✓
Price Per Ounce	\$1.48	\$1.75	\$1.88	\$2.13	\$1.91	\$1.26	\$2.28	\$1.63

