The article firstly distinguishes four meanings of "intuitionism" in ethics: 1) meta-ethical intuitionism; 2) normative intuitionism as a perfect synonym of deontology; 3) methodological intuitionism; 4) normative intuitionism as pluralism without hierarchies or lexical orders. The paper then highlights how the moral philosophy of W.D. Ross well embodies all four previous senses of "intuitionism". It concludes by emphasizing the plausibility of at least three of the four distinct forms of intuitionism.