

NEW Sunlight® Body SPF 30

LAUNCH TIMING

	Launch Date(s)
CLC Early Access	February 14th
Advocate Pre-Release	February 21 st - February 29 th 2024
Client/Insider Launch	March 1 st 2024



PRODUCT LINE-UP

Product Name	Size	Retail Price	Retail CV/QV*	Advo Price	Advo CV/QV*
Sunlight® Body SPF 30	3.38 fl oz / 100 mL	\$42.00	25.20	\$33.60	20.16
Sunlight® Perfect Pair: 1 Sunlight® Facial SPF 30 1 Sunlight® Body SPF 30	n/a	\$90.00	73.20	\$72.00	58.56
Sunlight® Body Family 4-Pack: 4 Sunlight® Body SPF 30	n/a	\$159.60 (a \$168.00 value)	95.76	\$134.40	80.64

Note: Sunlight® Body SPF has a volume (CV/QV) that corresponds to 60% of the purchase price.

CONSUMER, ADVOCATE, MARKET INSIGHTS

- An estimated 90% of the signs of aging are caused by the sun.*
- In the U.S., more people are diagnosed with skin cancer than all other cancers combined.**
- 83% of consumers are concerned with sun exposure on their body.***
- 66% of consumers Like the blend of skincare benefits and sun protection.***
- 47% of consumers prefer the texture that is not sticky/tacky.***
- Most significant consumer pain point: Most people don't apply sunscreen exactly as directed. They may not apply it liberally enough, might miss spots, and may forget to reapply regularly.***

*<https://www.skincancer.org/risk-factors/uv-radiation/>

**<https://www.skincancer.org/skin-cancer-information/skin-cancer-facts/>

***<https://www.bcpp.org/resource/uv-filters/>

****<https://www.skincancer.org/skin-cancer-prevention/sun-protection/#sunscreens>

WHO'S IT FOR

Individuals of all ages who are looking for a safe and sustainable body SPF that provides broad-spectrum protection against the sun's harmful UVA and UVB rays.

PRODUCT POSITIONING

Safely guard against the sun's damaging rays with NEW Sunlight® Body SPF 30, a broad-spectrum, water-resistant sunscreen that is better for you, your family, and the planet.

PERFORMANCE BENEFITS

- | | |
|---|---|
| ✓ | Safe, non-nano mineral zinc oxide provides SPF 30 broad-spectrum protection against UVA/UVB rays to prevent sunburn and premature aging |
| ✓ | Water-resistant for up to 80 minutes |
| ✓ | Natural finish doesn't leave a "white cast" |
| ✓ | Lightweight and hydrating |
| ✓ | Never streaky or patchy |
| ✓ | Easy to apply and never sticky |
| ✓ | Clinically tested for all skin types |
| ✓ | Fragrance-free |
| ✓ | Packaged in an infinitely recyclable aluminum bottle with a 100% BPA-free, BPS-free, and Phthalate-free liner |



HOW IT WORKS

Non-Nano Mineral Zinc Oxide

What is it?

A mineral that sits on top of the skin and works by reflecting and scattering UV light, thereby providing protection to the skin.

What Does It Do?

Safe, non-nano mineral zinc oxide provides SPF 30 broad-spectrum protection against UVA/UVB rays to prevent sunburn and premature aging.

Why Non-Nano Zinc?

Studies indicate that zinc oxide nanoparticles in sunscreen products can penetrate the skin, posing a risk of biological damage to humans and entering waterways, potentially harming marine life. In our commitment to the safety of both users and the environment, we exclusively use non-nano zinc in our SPF products.



Upcycled Olive Squalane

What is it?

A moisturizing derivative rich in nourishing phytosterols and antioxidants.

What Does It Do?

- Helps provide a lightweight texture that's never heavy or greasy.
- Delivers nourishing hydration for soft and glowing skin.

How is it sourced?

As a sustainable alternative to lightweight silicones and petroleum-based hydrocarbons, our olive squalane is a by-product recovered from olive oil production, preventing it from contributing to agricultural waste.



Organic Cold-Pressed Grapeseed Oil

What is it?

An oil rich in polyphenols, linoleic acid, and vitamins C and E.

What Does It Do?

- Helps restore elasticity for stronger and visibly smoother skin.
- Antioxidant properties help protect against environmental stressors.

How is it sourced?

Cold-pressed from organic grape seeds to preserve the oil's nutrients and reduce CO2 emissions through a heatless process.



SUSTAINABLE PACKAGING

Certified Plastic Neutral

Our goal: Remove 100,000 lbs. of plastic from our oceans while reducing plastic use overall.



How To Recycle

1. Remove the cap. Wash aluminum bottle and all components clean.
2. Drop aluminium bottle in recycle bin.*
3. Recycle cap through Pact Collective.

SUN PROTECTION 101

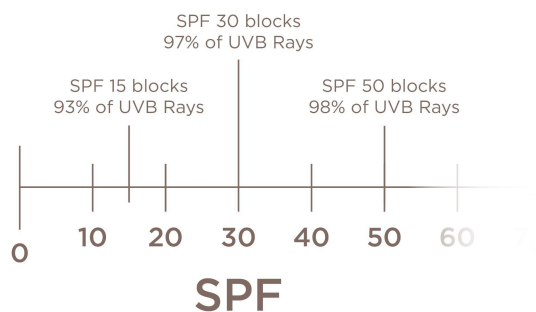
What Does SPF Mean?

“SPF” stands for the sun protection factor, which is a measure of protection from the sun’s UVB rays.



What Is the SPF Sweet Spot?

The SPF sweet spot lands between SPF 30 and SPF 50.*



*For optimal protection, the American Academy of Dermatology recommends a **minimum of SPF 30**. Using anything **above SPF 50** won't provide significantly more protection and **may create a false sense of all-day protection** from the sun's rays.

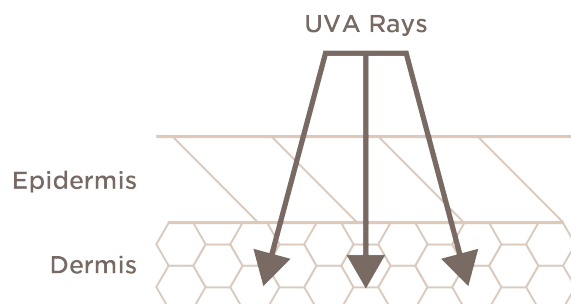
What Is Broad Spectrum SPF?

Broad spectrum protects from both UVA and UVB rays.

SUN PROTECTION 101

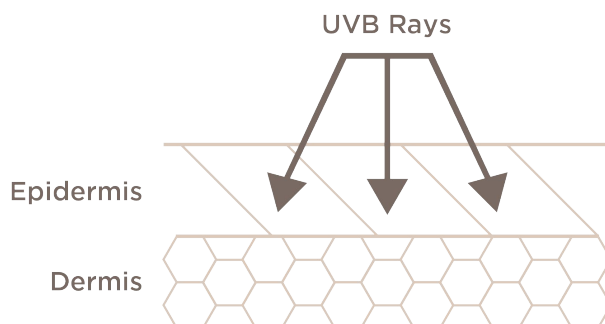
What Is UVA?

These rays can enter the middle layer of your skin, called the dermis which contribute to premature aging and skin cancer. They're present year-round and can penetrate glass and clouds.



What Is UVB?

These rays only reach the outer layers of your skin, called the epidermis. They are the primary cause of sunburn and skin cancer.



What Does Water-Resistance Mean?

It refers to how long the sunscreen stays on wet skin, usually for 40 or 80 minutes. Sunscreen must undergo extensive testing before earning the water-resistant claim.

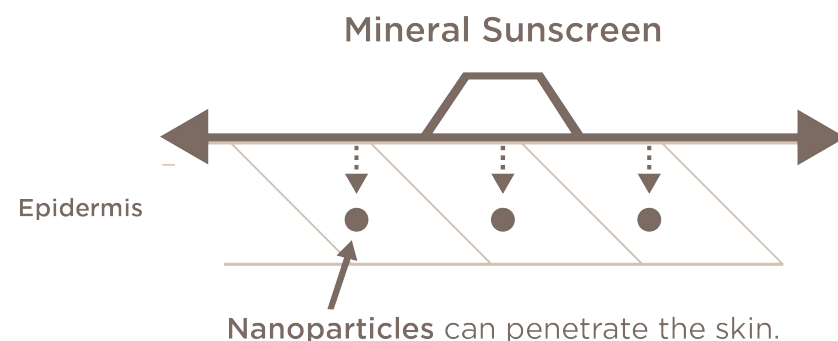
It's important to note that waterproof sunscreen does not exist; however, very water-resistant sunscreen is an option and lasts for 80 minutes in the water. After 80 minutes, you'll need to reapply sunscreen.

SUN PROTECTION 101

Mineral vs. Chemical Sunscreen

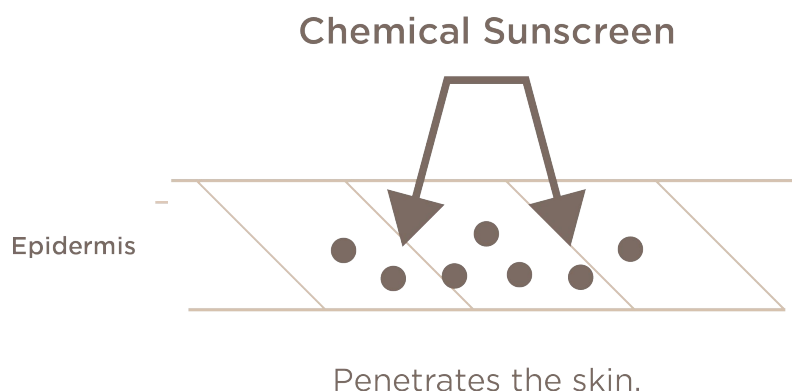
Mineral (Physical)

The active ingredients in mineral sunscreens, titanium dioxide, and zinc oxide, create a skin barrier that reflects UV light without absorption. However, the nanoparticles of zinc oxide and titanium dioxide can penetrate the skin, posing a risk of biological damage and potential cancer. Furthermore, when these nanoparticles enter waterways, they threaten marine life. For these reasons, nanoparticles have always been on Crunchi's Banished List.



Chemical

Chemical sunscreens absorb UV rays by altering their chemical structure to reduce sun damage. However, they are known to penetrate the skin, posing a risk of biological damage that may lead to cancer. Moreover, chemical sunscreens can enter our waterways, including lakes, rivers, and oceans, potentially harming marine life. For these reasons, chemical sunscreens have always been on Crunchi's Banished List.



*<https://crunchi.com/explore/banished-ingredients>

** <https://oceanservice.noaa.gov/news/sunscreen-corals.html>

SUN PROTECTION 101

Key Benefits	SPF Active Ingredients: Chemical <i>(Oxybenzone, Octinoxate, Octocrylene, Avobenzone, Homosalate, PABA, & more)</i>	SPF Active Ingredients: Mineral Nanoparticle <i>(Nanoparticle Zinc Oxide & Nanoparticle Titanium Dioxide)</i>	SPF Active Ingredients: Mineral Non-nanoparticle <i>(Non-nanoparticle Zinc Oxide, Non-nanoparticle Titanium Dioxide)</i>
Absorbs UV rays by changing their chemical structure to reduce sun damage.	✓	✗	✗
A physical SPF Active, creates a barrier on your skin that reflects UV light.	✗	✓	✓
Does not penetrate the skin and pose harm to human health.*	✗	✗	✓
Poses no harm in waterways or to marine life.**	✗	✗	✓
Does not cause irritation.	✗	✓	✓
Approved Crunchi Ingredient (Not on Crunchi Banished List)	✗	✗	✓

*<https://crunchi.com/explore/banished-ingredients>
<https://oceanservice.noaa.gov/news/sunscreen-corals.html>

POINT OF DIFFERENCE/KEY SELLING POINTS

High-Performing & Free From Potentially Harmful SPF Active Ingredients

- Multitasking formula using safe, non-nano mineral zinc oxide delivers all the protection benefits of a broad-spectrum SPF that's water-resistant for up to 80 minutes and never leaves a "white cast."
- Free from SPF active ingredients, including:
 - Nanoparticles (nanoparticle zinc oxide & nanoparticle titanium dioxide)
 - Harmful chemicals such as:
 - Oxybenzone
 - Octinoxate
 - Octocrylene
 - Avobenzone
 - Homosalate
 - PABA

and so many more...

[Click to learn more about our Banished List](#)

Safe & Sustainable Functional Ingredients

- Our body sunscreen features non-nano mineral zinc oxide as the SPF active ingredient. This choice offers a safer alternative compared to SPF chemical active ingredients and SPF nanoparticle mineral active ingredients, all of which pose potential threats to both human health and marine life.
- Our upcycled olive squalane helps deliver a lightweight texture and hydration. It's a safer and more sustainable alternative to silicones and petroleum-based hydrocarbons.
- Organic cold-pressed grapeseed oil helps improve skin elasticity and is extracted with less CO2 emissions.

100% Infinitely Recyclable Aluminum Bottle With BPA-Free, BPS-Free & Phthalate-Free Liner

THE CRUNCHI® WAY

Sunlight® Body SPF 30 Badges



THE CRUNCHI® WAY

Sunlight® Body SPF 30 Third Party Testing

✓	Tested and confirmed benzene is undetectable.
✓	Tested for heavy metals lead, arsenic, mercury, and cadmium and confirmed well below the United States, Canadian, and European Union cosmetic limits.
✓	Tested and confirmed gluten is undetectable.



HOW TO USE

1. Apply liberally 15 minutes prior to sun exposure.
2. Reapply after 80 minutes of swimming, sweating, and/or immediately after towel-drying, and at least every two hours. For children under six months, consult your healthcare provider.

HOW IS IT DIFFERENT



Sunlight® Facial SPF 30

Specially formulated for the face, this sunscreen provides broad-spectrum SPF 30 protection and works perfectly under our complexion formulas.



Sunlight® Body SPF 30

Designed for active days, this high-performance body sunscreen offers broad-spectrum SPF 30 protection and is water-resistant for up to 80 minutes.

BUNDLE OPPORTUNITY
Upsell In One Easy Click

Sunlight® Duo

Safer sun protection for face & body



Sunlight® Body SPF 30



Sunlight® Body SPF 30
Family 4-pack

Safer Sun Protection for the whole family



Sunlight® Body SPF 30



SUNLIGHT® BODY SPF 30 INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
Water	Used as a carrier to help enhance ingredient performance	Purified Sources
Zinc Oxide (<i>non-nano</i>)	Sunscreen Active	Non-Nano Mineral
Upcycled Squalane	Moisturizer	Non-GMO Olive Fruit
Sodium Phytate	Chelating Agent	Non-GMO Corn
Citric Acid	pH Adjuster	Non-GMO Corn
Sodium Stearoyl Glutamate	Emulsifier	Non-GMO: Coconut, RSPO Palm Kernel Oil & Sugar Beet
EcoCert Glyceryl Caprylate	Emulsifier	Non-GMO: Coconut & RSPO Palm Oil
EcoCert Glyceryl Undecylenate	Emulsifier	Non-GMO: Coconut, RSPO Palm Oil & Castor Oil
EcoCert Xanthan Gum	Viscosity Builder	Non-GMO: Corn, Sugar Beet & Sugar Cane
EcoCert Sodium Hyaluronate	Skin Conditioner	Non-GMO: Corn Starch, Soybean & Yeast
Propanediol	Active Ingredient Booster	Non-GMO Sugar Cane
Butyloctyl Salicylate	Performance Boosting Ingredient	Safe Synthetic
Methyl Dihydroabietate	Film Former	Non-GMO Wood Rosin
Certified Organic Bisabolol	Skin Conditioner	Non-GMO Candeia Wood
Tocopherol	Antioxidant	Non-GMO Sunflower
Polyhydroxystearic Acid	Dispersant	Non-GMO Castor Oil
Certified Organic Grapeseed Oil	Moisturizer & Antioxidant	Non-GMO Grapeseed Oil
EcoCert Heptyl Undecylenate	Moisturizer	Non-GMO Castor Oil
Triethoxycaprylylsilane	Coating	Safe Synthetic
Ethyl Ferulate	Coating	Safe Synthetic
Cetearyl Alcohol	Viscosity Builder	Non-GMO, RSPO Palm Kernel Oil
Cetearyl Oliviate	Emulsifier	Non-GMO Plant
Cetyl Palmitate	Emulsifier	Non-GMO Plant
Sorbitan Palmitate	Emulsifier	Non-GMO Plant
Sorbitan Oleate	Emulsifier	Non-GMO Plant
EcoCert Coconut Alkanes	Moisturizer	Non-GMO Coconut
EcoCert Coco-Caprylate/Caprates	Moisturizer	Non-GMO Coconut
Phenethyl Alcohol	Preservative	Safe Synthetic

INGREDIENTS

Active Ingredient: Zinc Oxide – 12.5%

INACTIVE INGREDIENTS: Bisabolol*, Butyloctyl Salicylate, Butyrospermum Parkii (Shea) Butter*, Cetearyl Alcohol, Cetearyl Oliviate, Cetyl Palmitate, Citric Acid, Coco-Caprylate/Caprata, Coconut Alkanes, Ethyl Ferulate, Ethylhexyl Oliviate, Glyceryl Caprylate, Glyceryl Undecylenate, Heptyl Undecylenate, Methyl Dihydroabietate, Phenethyl Alcohol, Polyhydroxystearic Acid, Propanediol, Sodium Hyaluronate, Sodium Phytate, Sodium Stearoyl Glutamate, Sorbitan Oleate, Sorbitan Oliviate, Sorbitan Palmitate, Squalane, Tocopherol, Triethoxycaprylylsilane, Vitis Vinifera (Grape) Seed Oil*, Water, Xanthan Gum.

*Certified Organic Ingredients

NOTE: We prioritize the use of certified organic ingredients in our formulations whenever possible, however, there are rare instances when a formula simple and effective ingredients can not be sourced organically at the time of formulation and production. As always, each ingredient is carefully selected and when organic sourcing is not available, we ensure each ingredient at least meets Non-GMO standards.

EDUCATIONAL RESOURCES

Educational resources and shareable content are found on the Tools page in the Crunchi App.

FAQs

Q: Is Sunlight® Body SPF 30 safe for use if I am pregnant or nursing?

A: Crunchi's mission is to create safe, high-performing cosmetics free of the many potentially harmful ingredients found in most conventional products on the market. However, if you have any specific ingredient questions or concerns with use during pregnancy or breastfeeding please consult with your healthcare provider prior to use.

Q: Does Sunlight® Body SPF 30 have a scent?

A: There are no added essential oils or ingredients with significant scent profiles in Sunlight® Body SPF 30. The scent of this product is very mild and simply the raw material scent.

Q: Is Sunlight® Body SPF 30 invisible on the skin?

A: In mineral SPF formulations, small white powders are a natural component...and achieving complete transparency poses a unique difficulty. Within our Sunlight® Body SPF 30, we've combined non-nano zinc with upcycled squalane, certified organic grapeseed oil, and various emollients. This mixture facilitates seamless blending on the skin, delivering not only a reduction in the appearance of a white cast but also providing beneficial effects for the skin.

FAQs

Q: Can you share the percentage breakdown by ingredient in the Sunlight® Body SPF 30 formula?

A: We meticulously research and vet each ingredient in our formulas for safety and performance. Key ingredients, particularly performance-enhancing ones, are always included at third-party verified levels for optimal effectiveness. However, the percentage breakdown of each ingredient is proprietary and cannot be disclosed. These percentages are considered 'trade secrets' crucial to maintaining our competitive advantage and protecting our brand. For detailed information about the function of each ingredient, please refer to the product training guide.

Q: Why is the Volume (CV/QV) reduced for Sunlight® Body SPF 30?

A: In order to uphold our high standards for ingredient safety, product performance, and sustainability, while also offering a competitive price, we reduced the volume (CV/QV) for Sunlight® Body SPF. This decision was challenging, and we sincerely appreciate your support allowing us to bring this product to market.

Q: How will this affect my commissions?

A: Your commission payout remains the same, the volume (CV/QV) amount associated with Sunlight® Body SPF is 60% of the purchased price, rather than 100%.

Q: How is the volume (CV/QV) calculated when the 10% New Client offer or Crunchi Cash is applied to Sunlight® Body SPF 30?

A: Volume is calculated on the subtotal after applying all discounts to the product. For example, your New Client placed an order over \$50 that included Sunlight® Body SPF 30 (\$42 SRP) and used the 10% New Client offer. After applying the 10% New Client discount, the Sunlight® Body SPF 30 is now \$37.80 and the Volume (CV/QV) earned is 60% on the discounted price, making the volume (CV/QV) 22.68.

Q: Does the same return policy for bundles and sets apply to the Sunlight® Body Family 4-Pack and Sunlight® Perfect Pair?

A: Yes, sets, including the Sunlight® Body Family 4-Pack and Sunlight® Perfect Pair, are eligible for a refund only as a complete set. If dissatisfied with any individual items, the entire set must be returned for a refund. This policy allows us to maintain our generous 30-day money-back return policy and simplify costly back-end logistics.