

Powerlight™ Eye Cream

Advocate Ingredient Guide & FAQs

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Ingredients

Water (Aqua), Glycerin*, Squalane, Caprylic/Capric Triglyceride, Camellia Sinensis Leaf Extract*, Coconut Alkanes, Cetearyl Alcohol, Olea Europaea (Olive) Fruit Oil*, Helianthus Annuus (Sunflower) Seed Oil*, Cetearyl Oliviate, Hydrogenated Vegetable Oil, Tetrahexyldecyl Ascorbate, Butyrospermum Parkii (Shea) Butter*, Zea Mays (Corn) Starch*, Phenethyl Alcohol, Hydrolyzed Hyaluronic Acid, Tamarindus Indica Seed Polysaccharide, Palmitoyl Tripeptide-38, Niacinamide, Rosmarinus Officinalis (Rosemary) Leaf Extract, Tocopherol, Sodium Phytate, Sorbitan Oliviate, Polyglyceryl-2 Stearate, Glyceryl Stearate, Stearyl Alcohol, Coco-Caprylate/Caprata, Glyceryl Caprylate, Xanthan Gum, Hydroxypropyl Cyclodextrin, Sodium Hydroxide, Alcohol

*Certified Organic Ingredients

Retail Price

\$58

Weight

Net Wt. 0.5 oz. / 15 mL

Description

Powerlight™ Eye Cream instantly goes to work to visibly plump fine lines, minimize the appearance of crow's feet, and deliver a tighter firmer look to the delicate eye area.

How to use

Using your ring finger, gently tap a dime-sized amount of Powerlight™ onto the skin around your entire eye area morning and night.

Pro Tips

1. Store Powerlight™ in the refrigerator for even more under-eye magic.
2. To use as a quick and effective eye mask, place a heavier layer (about a quarter size amount) of Powerlight™ under the eye area. Leave for 5-10 minutes and press any remaining product into the skin.

Featured Ingredients

Niacinamide (Vitamin B3)
Organic Green Tea
Hyaluronic Acid
Vitamin C (Tetrahexyldecyl Ascorbate)
Squalane
Palmitoyl Tripeptide-38
Tamarindus Indica Seed, Shea Butter, Vitamin E, and more!

Key Ingredients & Benefits

Power-packed Peptides

Minimizes the appearance of crow's feet

Potent Vitamin C

Creates the look of a brighter, even complexion

Naturally-derived Caffeine

Organic Green Tea rapidly reduces the appearance of undereye puffiness

Hyaluronic Acid

Visibly plumps fine lines and wrinkles

Plant-derived Squalane

Locks in moisture to keep skin hydrated

Niacinamide (Vitamin B3)

Improves the appearance of dull skin

Additional Product Benefits Talking Points

Powerhouse of ingredients

Enhances the appearance of the under-eye area

Absorbs easily/quickly

Lays beautifully under makeup

Lightweight feel and texture

Promotes a radiant, glowing under-eye area

Helps reduce the appearance of fine lines and wrinkles

Helps minimize the appearance of under-eye circles and discoloration

Formulated specifically for the delicate eye area

**Please see FDA Compliant Language Chart below for additional information*

FDA Compliant Language When Discussing Powerlight™ Product Benefits:

<i>Non-Compliant Statement</i>	<i>Compliant Statement</i>
<p>Protects the skin against UV and blue light</p> <p>Protects the skin against pollution</p>	<p>"Helps protect against environmental stressors"</p> <p>"Leaves your skin feeling smoother and calmer"</p>
<p>Wrinkle and fine line filler/eraser</p> <p>Fight against wrinkles</p> <p>"Facelift in a bottle"</p>	<p>"Helps minimize the appearance of crow's feet"</p> <p>"Defy your age"</p> <p>"Visibly plumps wrinkles and fine lines"</p>
<p>Depuffing effects</p> <p>Anti-Inflammatory</p>	<p>"Keeps the delicate skin around your eyes looking hydrated and plump"</p> <p>"Temporarily reduces the appearance of puffiness"</p> <p>"Rapidly reduces the appearance of puffiness"</p> <p>"Rejuvenates tired eyes"</p>
<p>Balances skin tone</p> <p>Lightens dark spots</p> <p>Improves skin elasticity/ firmness</p>	<p>"Helps improve the appearance of dull skin"</p> <p>"Provides rejuvenating moisture"</p> <p>"Give your eyes a youthful glow"</p> <p>"Creates the appearance of a brighter, smoother complexion"</p>

Ingredient Breakdown

Plant-Derived Nutritive & Performance Ingredients:

Organic Glycerin*
Squalane (*Ecocert*)
Caprylic/Capric Triglyceride (*Ecocert/RSPO*)
Organic Camellia Sinensis Leaf Extract* (*caffeine source*)
Coconut Alkanes (*Ecocert*)
Organic Olea Europaea (Olive) Fruit Oil*
Organic Helianthus Annuus (Sunflower) Seed Oil*
Hydrogenated Vegetable Oil (*Cosmos*)
Organic Butyrospermum Parkii (Shea) Butter*
Hydrolyzed Hyaluronic Acid (*Cosmos*)
Tamarindus Indica Seed Polysaccharide (*Cosmos*)
Rosmarinus Officinalis (Rosemary) Leaf Extract (*Cosmos*)
Tocopherol (*Vitamin E, non-GMO, sunflower derived*)
Polyglyceryl-2 Stearate (*Cosmos/RSPO*)
Glyceryl Stearate (*Cosmos/RSPO*)
Coco-Caprylate/Caprates (*Ecocert*)

Non-Plant Derived (aka “Safe Synthetic”) Functional & Performance Boosting Ingredients:

Tetrahexyldecyl Ascorbate (*Vitamin C*)
Palmitoyl Tripeptide-38 (*plant and synthetically derived*)
Niacinamide
Hydroxypropyl Cyclodextrin (*plant and synthetically derived*)

Plant-Derived Emulsifiers:

Cetearyl Alcohol (*RSPO*)
Cetearyl Olivates (*Ecocert*)
Sorbitan Olivates (*Ecocert*)
Stearyl Alcohol (*Cosmos/RSPO*)

Nature Identical & Plant-Derived Preservatives:

Phenethyl Alcohol
Sodium Phytate (*Cosmos*)
Glyceryl Caprylate (*Cosmos/RSPO*)
Alcohol (*Cosmos*)

Miscellaneous:

Water (Aqua)
Organic Zea Mays (Corn) Starch*
Xanthan Gum
Sodium Hydroxide

Badges

Leaping Bunny Certified
Vegan
Non-GMO
Gluten-Free
Toxin-Free
Cruelty-Free
Made in the USA
Consciously Packaged

Packaging

Packaged in a recyclable glass jar with a 100% BPA-free/Phthalate-free and recyclable lid.

Placed in eco-friendly, recyclable, and biodegradable carton made from 10% recycled material and produced by a FSC (Forest Stewardship Council) certified printer.

Packaging End of Life

Glass Jar: Recyclable at facilities that accept opaque glass. Check with your local facilities. Rinse and place in recycle bin or reuse.

Plastic Cap: Widely recyclable. Remove foam liner from inside of cap before placing in recycle bin.

Paper carton: Widely recyclable. Remove and place in recycle bin.

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Conventional Ingredients NOT found in Powerlight™ Eye Cream

Parabens (e.g. Isobutylparaben, Propylparaben, Butylparaben, etc.)

Formaldehyde Releasers (e.g. Diazolidinyl Urea, Imidazolidinyl Urea)

Propylene Glycol

PEGs

Fragrance

Phthalates

BHT

Mineral Oil

Lake Dyes & FD&C Colorants

Lilial (Butylphenyl Methylpropional)
Petrolatum
Retinols (e.g. Retinyl Propionate, Retinyl Palmitate)
Methylisothiazolinone
Ethylenediaminetetraacetic Acid (EDTA) (e.g. Tetrasodium EDTA, Tripotassium EDTA, and
Trisodium EDTA)
Phenoxyethanol

Best Cross-Selling Crunchi Products

STEP 1 Facial Bars

Cleanse your skin with either our Charcoal Facial Bar or our Gentle Facial Bar. Gently massage over face and neck. Rinse with warm water and pat dry.

STEP 2 Clarilight® Facial Essence

This powerful essence works to enhance the performance of skincare, leaving skin feeling hydrated and refreshed. Generously saturate organic cotton round and swipe over face, neck, and décolleté.

STEP 3 Powerlight® Eye Cream

This power-packed eye cream visibly plumps wrinkles and fine lines. Using your ring finger, gently tap a dime-sized amount onto the skin around your entire eye area morning and night.

STEP 4 Daylight® or Nightlight® Facial Cream

Moisturize and rejuvenate your skin with our Daylight® and Nightlight® Facial Creams. Apply to freshly cleansed face, neck, and décolleté each day/night.

STEP 5 Sunlight® Daily Facial Sunscreen

Protect and nourish your skin with our Broad Spectrum SPF 30 Sunscreen. Gently massage over face, neck, and décolleté prior to sun exposure.

FAQs:

How much caffeine is in Powerlight™?

Excellent question! Our estimation is that each topical application of Powerlight™ contains the equivalent of approximately 3.5 - 7 mg of orally ingested caffeine. For reference, a one-ounce piece of dark chocolate contains approximately 12 mg of caffeine. The exact amount of caffeine for each application will vary depending on the amount of Powerlight™ that is applied to the eye area.

What is the source of caffeine in Powerlight™?

The caffeine in Powerlight™ is derived from organic green tea.

Can I use Powerlight™ if I am pregnant or nursing?

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.

How many applications can we expect in a Powerlight™ jar?

Great question! There are many variables that affect this answer. Please keep track and report back! We would love to compile the range of outcomes!

Has Powerlight™ been clinically tested to be safe for use around eyes?

Yes, Powerlight™ has been clinically tested and is considered “non-irritating” for eyes.

Does Powerlight™ contain Dimethicone?

No, Powerlight™ does not contain dimethicone.

Does Powerlight™ contain essential oils?

No, essential oils can be irritating to the sensitive skin around the eyes.

I notice Powerlight™ has a clear white fiber appearance sometimes. Is this normal?

Yes! You are observing the ingredient delivery system at work! This is a revolutionary and proprietary delivery mechanism designed for optimal active ingredient absorption and efficacy.

I have noticed Powerlight™ has both Niacinamide and Vitamin C in the formula. I know those are both great ingredients but I have heard they should not be used together. Is that accurate?

No. There is overwhelming data that suggests the concern was only indicated with non-stable forms of both ingredients, and specifically with Vitamin C in the form of ascorbic acid--not the Vitamin C we are using which is one of the most stable in the industry (Tetrahexyldecyl Ascorbate). Therefore we can confidently debunk this myth.