

# Cheekmate<sup>®</sup> Liquid Blush

## LAUNCH TIMING

	Launch Date(s)
Advocate Pre-Release	November 1 <sup>st</sup> - November 7 <sup>th</sup> , 2023
Client/Insider Launch	November 8 <sup>th</sup> , 2023



## PRODUCT LINE-UP

Product Name	Shade Description	Size	Advo Price	Retail Price
Cheekmate <sup>®</sup> Liquid Blush – <i>Pomegranate</i>	warm pink rose	0.17 fl oz/ 5 mL	\$25.60	\$32.00
Cheekmate <sup>®</sup> Liquid Blush – <i>Spiced Mango</i>	warm deep coral	0.17 fl oz/ 5 mL	\$25.60	\$32.00
Cheekmate <sup>®</sup> Liquid Blush – <i>Guava</i>	soft neutral pink	0.17 fl oz/ 5 mL	\$25.60	\$32.00

## CONSUMER, ADVOCATE, MARKET INSIGHTS

- Blush growth is driven by the emergence of cream and liquid blushes as the most searched-for product by consumers like ours (Global Cosmetics Industry, Feb. 2023).
- Young women (18-34) and Hispanics are willing to trade up for offerings if they see an improved perception of value, such as makeup with skincare benefits (Intel, 2019).
- 45% of Gen Z and 56% of Millennials are willing to pay more to buy beauty products from sustainable brands (Global Cosmetics Industry, Feb. 2023).
- Liquid Blush pain points: sticky, patchy, hard to apply, streaky, drying (matte formulas), does not last.\*\*

\*Among top-selling liquid blush in the specialty retail channel (Sephora, Ulta)

\*\*Evaluation of top-selling liquid blush in specialty retail channel reviews

## WHO'S IT FOR

Individuals looking for a natural, healthy flush of color that's high-performing, safe, and sustainable.

## PRODUCT POSITIONING

Cheekmate® Liquid Blush is raising the bar in clean beauty. This lightweight, buildable, blendable formula, enriched with 100% pure earth pigments and plant squalane, delivers a long-lasting, healthy flush of color while hydrating, soothing, and protecting skin. Available in 3 universal shades.

## PERFORMANCE BENEFITS

- Long-lasting, healthy flush of color
- Silky, lightweight texture
- Builds and blends effortlessly
- Hydrates, nourishes, and protects skin
- Never sticky, streaky, or patchy
- Creates a natural glow



## HOW IT WORKS

### INGREDIENT HIGHLIGHT

## 100% Pure Earth Pigments

#### What do they do?

Deliver a long-lasting, healthy flush of color for all skin tones.

#### How are they sourced?

- ✦ Free from FD&C pigments and Lake Dyes, our pigments are sourced from the highest purity grade iron oxides, manganese violet, and titanium dioxide minerals.
- ✦ All minerals are third-party tested and confirmed to have the lowest possible heavy metal levels.
- ✦ Our mica is ethically sourced from regions that do not involve child labor practices.



### INGREDIENT HIGHLIGHT

## Plant Squalane

#### What does it do?

- ✦ Provides a silky-smooth texture that's blendable and lightweight.
- ✦ Supports a healthy skin barrier and provides moisture.

#### How is it sourced?

- ✦ Our squalane is sourced from the most ethical and sustainable certified renewable sugarcane on the market.
- ✦ It is grown in Brazil without irrigation, waste streams are converted to electricity, and the process generates significantly less greenhouse gas than similar products produced from petroleum sources.



HOW IT WORKS

INGREDIENT HIGHLIGHT

Nourishing Botanical Blend



**Meadowfoam Seed Oil**

An oil rich in phytosterols and vitamin E to help soothe skin.



**Ecocert Snow Mushroom**

A natural alternative to hyaluronic acid to help hydrate, lock moisture in, and plump.



**Licorice Root Extract**

Packed with antioxidant properties to help protect against environmental stressors.

PLASTIC-FREE PRIMARY PACKAGING

Recyclable glass tube

Placed in a 100% recyclable and biodegradable FSC-certified paper carton



BPA-free/ phthalate-free plastic cap and applicator wand

How to *Recycle*

1. Remove the cap, wand, and stopper from glass tube. Wash glass tube and all components clean.
2. Drop glass tube in recycle bin.\*
3. Recycle plastic wand & cap through Pact Collective.

\*Curbside recycling programs vary by location. Check your local guidelines for more information.

## UNIQUE SELLING PROPOSITION

### 100% Pure Pigments

Free from FD&C pigments and Lake Dyes, Crunchi invests in the highest purity grade minerals to deliver a long-wearing, healthy flush of color while ensuring ethical sourcing and the lowest possible heavy metal levels.

### Plant Squalane

Sourced from the most sustainable and ethical sugarcane on the market, it helps provide a silky-smooth texture that's buildable, blendable, and lightweight while supporting a healthy skin barrier.

### Made Without Potentially Harmful Ingredients Widely Used In "Clean" Cosmetics:

- No Talc
- No Phenoxyethanol
- No Fragrance
- No GMO Ingredients
- No FD&C Pigments & Lake Dyes

And so many more. [Click to learn more about our banished list](#)

### Plastic-Free Primary Packaging

## THE CRUNCHI® WAY

### Cheekmate® Liquid Blush Badges



## Cheekmate® Liquid Blush Third Party Testing

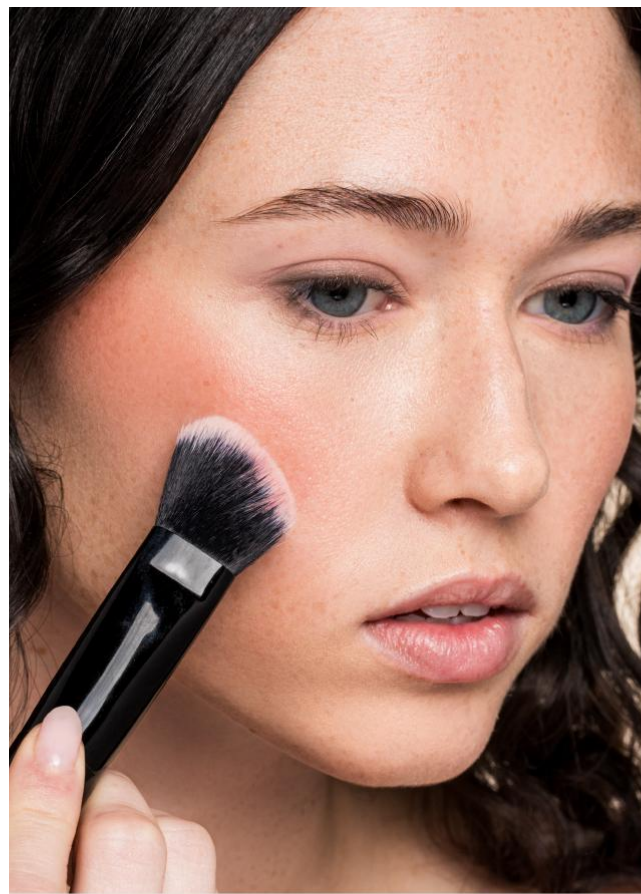
- Tested for heavy metals lead, arsenic, mercury, and cadmium and confirmed well below the United States, Canadian, and European Union cosmetic limits.
- All ingredients are sourced ethically from reputable U.S. companies and their global suppliers. Our mica is ethically sourced from regions that do not involve child labor practices.
- Tested and confirmed gluten is undetectable.

## HOW TO USE



### Step 1: Tap

Use the soft and precise tip applicator to tap two or three dots on each cheek.



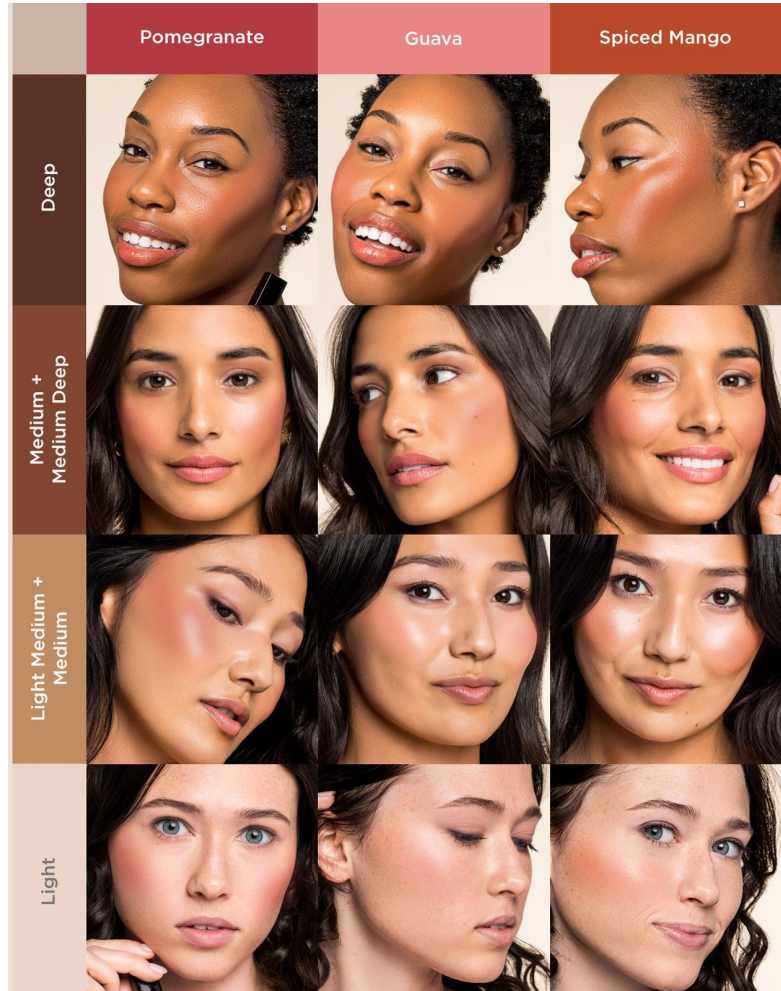
### Step 1: Blend

Use fingertips, or our Luxury Vegan #4 Angled Brush, to gently blend into your skin for a seamless finish.

*Pro tip: For a soft, natural, customized look, apply over (or under) our Beautifully Flawless Foundation.*

## SHADE LINE-UP

### Three Universal Shades For All Skin Tones



## HOW IS IT DIFFERENT

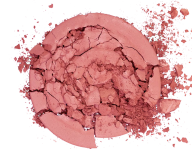
### Cheekmate® Liquid Blush

- Liquid texture
- Gives a dewy, healthy flush of color
- Lightweight hydration + long-wearing color



### Cheekmate® Powder Blush

- Powder texture
- Gives a semi-matte, pop of color
- Long-wearing color



**Pro tip: our blushes are designed to work together!**  
Layer Cheekmate® Powder Blush over Cheekmate® Liquid Blush when you want intensely radiant color.

## FIND YOUR SHADE

### Use Cheekmate® Powder Blush As A Guide

Cheekmate® Powder Blush		Cheekmate® Liquid Blush	
Coral Pink		Spiced Mango	
Dusty Mauve		Pomegranate	

## CROSS-SELL OPPORTUNITY

# Complexion *Refresh*

For healthy, radiant skin



- 1**

**PRIME**

SMART PRIMER®
- 2**

**FOUNDATION**

BEAUTIFULLY FLAWLESS FOUNDATION

+  
No. 1 Flat Top Brush
- 3**

**CONCEAL**

MY ALIBI® CONCEALER+ EYE PRIMER

+  
No. 6 Concealer Brush
- 4**

**BLUSH**

CHEEKMATE® LIQUID BLUSH

+  
No. 4 Angled Brush
- 5**

**SET**

TRANSLUCENT FINISHING POWDER

+  
No. 2 Powder Brush

## CHEEKMATE® LIQUID BLUSH INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
Ethylhexyl Palmitate	An emollient that helps condition and soften the skin	Plant/RSPO Certified
Glycerin	A plant-derived humectant that attracts water to itself, making it a moisturizing powerhouse	Plant/RSPO Certified
Mica	Provides reflected light to create a glowing and smooth appearance to the skin	Ethically Sourced Mineral
Glyceryl Stearate SE	Emulsifier	Plant
Silica Dimethyl Silylate	Helps balance and bind the formula	Safe Synthetic
Silica	Helps balance and bind the formula	Mineral
Glyceryl Caprylate	Preservative	Plant
Limnanthes Alba (Meadowfoam) Seed Oil	Hydrates and seals in moisture	Plant
Organic Squalane	It helps provide a silky-smooth texture that's blendable, lightweight, and supports a healthy skin barrier	Plant/Ethically Sourced Sugar Cane
Dipotassium Glycyrrhizate (Licorice Root)	Antioxidant	Plant/Licorice Root
Glyceryl Undecylenate	Preservative	Plant
Water (Aqua)	Provides cushion and better product dispersion	Purified Sources
Propanediol	A moisturizer that nourishes and softens the skin	Plant/ Non-GMO Corn Sugar
Gluconolactone	A moisturizer that nourishes and softens the skin	Plant
Tremella Fuciformis (Ecocert Snow Mushroom)	A natural alternative to hyaluronic acid. It helps hydrate, seal in moisture, and plump the skin	Plant/ Ecocert Snow Mushroom
Sambucus Nigra (Elderberry) Fruit Extract	Antioxidant	Plant/Elderberry
Althaea Officinalis Root (Marshmallow Root Extract)	A moisturizer that helps lock moisture in and soothe skin	Plant/Marshmallow Root
Sodium Benzoate	Preservative	Mineral
Calcium Gluconate	Helps stabilize formula	Mineral
Titanium Dioxide (CI 77891),	Color	Mineral
Iron Oxides (CI 77491, CI 77492, CI 77499)	Color	Mineral
Manganese Violet (CI 77742)	Color	Mineral

## INGREDIENTS

Ethylhexyl Palmitate, Glycerin, Mica, Glyceryl Stearate SE, Tribehenin, Silica Dimethyl Silylate, Silica, Glyceryl Caprylate, Dipotassium Glycyrrhizate, Limnanthes Alba (Meadowfoam) Seed Oil, Squalane, Water (Aqua), Glyceryl Undecylenate, Propanediol, Gluconolactone, Tremella Fuciformis (Mushroom) Extract, Sambucus Nigra Fruit Extract, Althaea Officinalis Root Extract, Sodium Benzoate, Calcium Gluconate, May Contain + / -: Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Manganese Violet (CI 77742)

\* Certified Organic Ingredients

*NOTE: We prioritize the use of certified organic ingredients in our formulations. Due to the organic supply chain's unpredictable nature, unforeseen disruptions (e.g., crop failures, natural disasters, etc.) could impact the availability of organic ingredients and conventional (non-GMO) ingredients that may be substituted. For the most up-to-date certified organic ingredient declaration, please refer to the individual product page on Crunchi.com.*

## EDUCATIONAL RESOURCES

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

## FAQs

Can I wear Cheekmate® Liquid Blush without foundation?	Yes! Cheekmate® Liquid Blush applies beautifully over bare skin as well as over (or under) foundation.
How long does Cheekmate® Liquid Blush last?	Cheekmate® Liquid Blush lasts all day, with color that stays true and doesn't fade.
Can Cheekmate® Liquid Blush be used on lips and eyes as well?	We did not test on the eye and lip area, but you're welcome to get creative!
Which shade works best for myself and my client?	All three Cheekmate® Liquid Blush options are designed to be universal and work with all skin tones. We encourage you to select your shade based on preference.