

New & Improved Smart Primer

Advocate Ingredient Guide & FAQs

KEL MEL CRUNCHI · WEDNESDAY, MARCH 11, 2020 ·

Ingredients:

Water (Aqua), Caprylic/Capric Triglyceride, Coconut Alkanes, Propanediol, Glycerin, Silica, Capryloyl Glycerin/Sebacic Acid Copolymer, Sorbitan Sesquioleate, Diheptyl Succinate, Tri(Polyglyceryl-3/Lauryl) Hydrogenated Trilinoleate, Helianthus Annuus (Sunflower) Seed Oil*, Aloe Barbadensis Leaf Juice Powder*, Rosa Canina Fruit Oil, Butyrospermum Parkii (Shea) Butter*, Tocopherol, Rosmarinus Officinalis (Rosemary) Leaf Extract, Tremella Fuciformis (Mushroom) Extract, Xanthan Gum, Sodium Chloride, Coco-Caprylate/Caprates, Maltodextrin, Hydrogenated Castor Oil, Jojoba Esters, Gluconolactone, Calcium Gluconate, Sodium Phytate, Potassium Sorbate, Sodium Benzoate, Alcohol, Citric Acid, Dimethicone

*Certified Organic Ingredients

Retail Price \$48

Description:

Our New & Improved Smart Primer smooths the appearance of fine lines and pores, creating an even canvas for effortless makeup application that lasts all day. It is now packed with more skin-loving ingredients like mushroom extract and sunflower seed oil to leave you with fresh, healthy-looking skin. Smart Primer will elevate your foundation to another level of unprecedented performance.

How to use:

For all-day wear, apply before foundation to create a smooth, even canvas.

Product Benefits Talking Points:

- **Skin-Loving Ingredients:** Packed with nutrient-rich ingredients that nourish and hydrate your skin.
- **Great for All Skin Types:** Our unique lightweight formula works for all skin types whether it be oily or dry.
- **Blurs the Appearance of Fine Line & Pores**
Our Smart Primer fills in fine lines and wrinkles while also creating the perfect canvas for makeup that lasts all day.
- Smooths and evens the appearance of the skin
- Smooth, silky texture
- Weightless, non-greasy feel

- Complements Foundation. The perfect pair!

Ingredient Break Down

Plant-Derived Nutritive & Performance Ingredients:

Tremella Fuciformis (Mushroom) Extract

Organic Helianthus Annuus (Sunflower) Seed Oil*

Organic Aloe Barbadensis Leaf Juice Powder*

Rosa Canina Fruit Oil (Rosehip Oil)

Organic Butyrospermum Parkii (Shea) Butter*

Tocopherol (*Non-GMO sunflower derived*)

Rosmarinus Officinalis (Rosemary) Leaf Extract

Glycerin

Jojoba Esters

Caprylic/Capric Triglyceride

Coconut Alkanes

Propanediol

Coco-Caprylate/Caprates

Hydrogenated Castor Oil

Capryloyl Glycerin/Sebacic Acid Copolymer

Diheptyl Succinate

Maltodextrin

Citric Acid

*Non-Plant Derived (aka "Safe Synthetic") Functional & Performance Boosting
Ingredients:*

Dimethicone

Plant-Derived Emulsifiers:

Tri(Polyglyceryl-3/Lauryl) Hydrogenated Trilinoleate

Sorbitan Sesquioleate

Nature Identical Preservatives & Plant-Derived:

Gluconolactone & Calcium Gluconate (preserves for Mushroom Extract - not whole formula)

Sodium Phytate/Alcohol/Sodium Chloride

Potassium Sorbate

Sodium Benzoate

Mineral Derived Ingredients

Silica

Miscellaneous:

Water (Aqua)

Xanthan Gum (*emulsion stabilizer, Vegan*)

Badges:

Vegan

Leaping Bunny Certified

Cruelty-Free

Non-GMO

Gluten-Free

Toxin-Free

Made in USA

Consciously Packaged

Packaging:

Packaged in a glass bottle with a 100% BPA-free/Phthalate-free pump.

Hand-wrapped in eco-friendly, recyclable, educational wrap paper.

Benefits of Tremella Fuciformis (mushroom) Extract (statements below written in FDA compliant language)

- Helps protect skin from environmental stressors
- Natural skin protection
- Diminishes/reduces the appearance of wrinkles and fine lines
- Brightens and lightens your look
- Improves the appearance of skin tone
- Skin moisturizing and soothing effects

FAQs:

1. I have heard that the ingredient citric acid should not be used in combination with Sodium Benzoate. Is this true? Great question! There are quite a few myths and misunderstandings surrounding this topic. This topic is covered in great detail in this blog article written by one of our trusted friends and ingredient safety experts, Irina Webb:

<https://ireadlabelsforyou.com/sodium-benzoate-preservative-citric-acid-myth/>

2. I have heard amazing things about Mushroom Extract use in skincare! Where can I read more? Yes, we agree it is an amazing ingredient! Below are a few articles about the incredible benefits of Tremella Fuciformis (Mushroom) Extract and we will continue to compile additional articles as we collect them:

<https://www.mdpi.com/2079-9284/3/3/22/htm>

<https://nayelle.com/snow-mushroom-best-hydrating-ingredient/>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5561887/>

<https://www.truthinaging.com/review/tremella-a-natural-alternative-to-sodium-hyaluronate>

3. I have an allergy to mushrooms. May I use your new formula Smart Primer?

If you have a mushroom allergy of any type please refrain from use of our new formula primer until you have had a chance to consult with your allergist or qualified health care provider.

4. Why is the glycerin in the new formula Smart Primer not indicated as certified organic?

Great question! The glycerin in this formula is RSPO. Unfortunately, certified organic glycerin, and especially certified organic glycerin that is RSPO, was not able to be sourced in the quantity and in the time frame we needed for this product. We are currently looking for a source for certified organic, RSPO glycerin that we can use for our next primer production. Our policy/ philosophy is any ingredient, that can be sourced organic will be sourced organic if it is available at the time and in the quantities we need.

Another scenario where we may have an ingredient that is not organic is if the ingredient is developed coupled with another ingredient as part of the delivery system, and the adjunct/delivery ingredient is not available organic.

5. I have an allergy to coconut. May I use Crunchi products?

Many ingredients in Crunchi products are derived from coconut or plant blends that include coconut. If you have any questions about a specific ingredient or product please consult your allergist or qualified health care provider prior to use.

6. What is the Maltodextrin sourced from?

The maltodextrin is sourced from organic rice.

7. What is the citric acid sourced from?

The citric acid is derived from the fermentation of Cassava, which does technically use a fungus/mold, however, there are no harmful byproducts leftover and this ingredient can be used in the production of Certified Organic products.