

Luminescence® Highlighter
Advocate Ingredient Guide & FAQs

Updated April 24th, 2023

Ingredients

Mica, Magnesium Stearate, Olea Europaea (Olive) Fruit Oil*, Silica, Lauryl Laurate, Zea Mays (Corn) Starch, Dimer Dilinoleyl Dimer Dilinoleate, Coco-Caprylate/Caprates, Simmondsia Chinensis (Jojoba) Seed Oil*, Lauroyl Lysine, Coconut Alkanes, Glyceryl Caprylate, Water/Aqua, Helianthus Annuus (Sunflower) Seed Oil, Stearic Acid, Tocopherol, May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499)

***Certified Organic Ingredients**

NOTE: We prioritize the use of certified organic ingredients in our formulations. Due to the unpredictable nature of the organic supply chain, there may be unforeseen disruptions (e.g.: crop failures, natural disasters, etc.) that 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.

Retail Price

\$38

Weight

Net Wt. 0.12 oz. / 3.5 g

Description

Luminescence® Highlighter has a smooth, silky texture that delivers luminous pigment to brighten your favorite features. This versatile formula can be applied to the high points of the face, eyes, and body to create a radiant complexion. Universally flattering to complement all skin tones, Luminescence Highlighter's light reflecting particles capture all the glow while softening the appearance of skin.

How to use

Using the No. 5 Highlighter brush, apply Luminescence™ to the tops of the cheekbones, bridge of the nose, center of the chin, above the brows, or anywhere on the face or body you wish to create a luminous glow.

Product Benefits Talking Points

Soft golden light
Instantly livens the complexion
Easy to apply
Leaves a radiant finish
Great for all skin types
Reflects light for a luminous glow
Customizable glow
No "glittery" effect
Creamy, smooth texture
Universally flattering for all skin tones
Creates an effortless "glow from within" luminous complexion
Buildable and Blendable

Ingredient Breakdown

Plant-Derived Nutritive & Performance Ingredients:

Magnesium Stearate
Organic Olea Europaea (Olive) Fruit Oil*
Lauryl Laurate
Zea Mays (Corn) Starch
Coco-Caprylate / Caprate
Dimer Dilinoleyl Dimer Dilinoleate
Organic Simmondsia Chinensis (Jojoba) Seed Oil*
Lauroyl Lysine
Tocopherol (*non-GMO, sunflower derived*)
Coconut Alkanes

Nature Identical & Plant-Derived Preservatives:

Glyceryl Caprylate

Mineral Derived Ingredients & Pigments:

Silica
Mica (CI 77019) (*Ethically Sourced, see FAQ*)

May Contain+/- :
Titanium Dioxide (CI 77891)
Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)

Badges

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

Packaging

Plastic-free paperboard packaging and paper sleeve.

Packaging End of Life

Paperboard compact: Widely recyclable. Remove the tin pan. Soak compact in water for approximately 3 hours. Remove the magnet & metal strip located at the front of the compact. Place paperboard in the recycle bin.

Tin pan: Widely recyclable. Remove from paperboard and place in the recycle bin.

Paper sleeve: Widely recyclable. Remove and place in the recycle bin.

Conventional Ingredients not found in Luminescence® Highlighter

Talc
PTFE (Teflon)
Parabens (e.g. Isobutylparaben, Propylparaben, Butylparaben, etc.)
Lake Dyes & FD&C Colorants
Formaldehyde Releasers (e.g. Diazolidinyl Urea, Imidazolidinyl Urea)
Aluminum Powder
Propylene Glycol
Fragrance
BHT
Retinyl Palmitate
Phenoxyethanol
Petrolatum

FAQs

I have heard that Mica can be sourced unethically using child labor in some parts of the world, does Crunchi source the mica used in their cosmetics ethically?

Yes! All of our ingredients are supplied from highly reputable, ethically maintained U.S. companies who source ingredients from within the U.S. and globally. Our Mica is sourced ethically and from regions that do not involve child labor practices.

Has Luminescence® Highlighter been third-party tested for heavy metals?

Yes! Luminescence® has been third party laboratory tested for the heavy metals lead, arsenic, mercury, and cadmium. We are thrilled to report that they are well below the United States, Canadian, and European Union cosmetic limits.

Crunchi invests in the highest purity grade colorants (iron oxides) available for all our color cosmetics to achieve the lowest possible heavy metal levels. For more information, please see the heavy metal FAQ at crunchi.com.

Has Luminescence® been third-party tested for gluten?

Yes! Luminescence® has been independently third-party laboratory tested to confirm gluten is non-detectable. The testing performed is the same method and standards required for food products to make a gluten-free claim.

Will there be additional shades of Luminescence® in the future?

Great question! At this time we do not have additional shades in the pipeline. However, we are working on innovative and additional formats of highlighter for the future. Be sure to tune in to the *Behind the Scenes with Product Development* each month for possible hints and sneak peeks! 😊

Is the shade “Glow” a universal highlighter shade?
Yes! Luminescence® is universally flattering for all skin tones.