

New & Improved
SUNLIGHT® DAILY FACIAL SUNSCREEN

Broad Spectrum SPF 30

Advocate Ingredient Guide & FAQs

June 9th, 2021

Ingredients

ACTIVE INGREDIENT: Zinc Oxide 12.5% (non-nano)

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, 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

Retail Price

\$48

Weight

1.0 fl. oz. / 30 mL

Description

Combat the sun's harmful rays and nourish your skin with our New and Improved Broad Spectrum SPF 30 Sunscreen. Cutting edge non-nano zinc technology creates a lightweight,

non-greasy, faster absorbing invisible finish. Help decrease your risk of skin cancer and early signs of aging by using Sunlight® 365 days a year, rain or shine.

How To Use

A formula designed to layer perfectly over Crunchi Daylight® and under Crunchi's iconic Smart Primer and Beautifully Flawless Foundation. Great for all skin types.

**See below for additional information required by the FDA*

FDA Required Drug Facts

Apply liberally 15 minutes before sun exposure. Children under 6 months of age: Ask a doctor. Re-apply at least every 2 hours. Reapply after swimming or sweating.

Key Ingredients & Benefits

Lightweight & Non-greasy

Alone or under makeup, this weightless SPF is ideal for all skin types

Prevents Premature Aging

Critical daily defense against damaging rays

Invisible Finish

Fast-absorbing, transparent cutting-edge zinc technology

Non-nano

Formulated without controversial nano-particles found in most sunscreens

Nourishing Ingredients

With squalane, organic grape seed oil & organic shea butter

Beyond Reef Safe

Ingredients and packaging not only safe for people, but also our coral reefs

Additional Product Benefits Talking Points

New and Improved Formula!

No white cast

Easier application & absorption

Lightweight

Non-greasy

Transparent application

Absorbs quickly into the skin

Works great under makeup and over other skincare products

Great for all skin types

Leaves a beautiful radiance, no oily or heavy feeling on the skin

Ingredient Breakdown

Sunscreen Active:

Zinc Oxide 12.5% (non-nano)

Plant-Derived Nutritive & Performance Ingredients:

Organic Bisabolol* (*Ecocert/Cosmos*)

Organic Butyrospermum Parkii (Shea) Butter*

Coco-Caprylate/Caprates (*Ecocert/Cosmos*)

Coconut Alkanes (*Ecocert/Cosmos*)

Ethylhexyl Olivates

Heptyl Undecylenate (*Ecocert/Cosmos*)

Polyhydroxystearic Acid

Propanediol

Sodium Hyaluronate (*Ecocert/Cosmos*)

Squalane

Tocopherol (*Vitamin E, non-GMO, sunflower derived*)

Organic Vitis Vinifera (Grape) Seed Oil*

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

Butyloctyl Salicylate

Ethyl Ferulate (*plant and synthetically derived*)

Triethoxycaprylylsilane

Plant-Derived Emulsifiers:

Cetearyl Alcohol (*RSPO*)

Cetearyl Olivates (*Cosmos*)

Cetyl Palmitate (*Cosmos*)

Sodium Stearoyl Glutamate (*Cosmos/RSPO*)

Sorbitan Oleate (*Cosmos*)

Sorbitan Olivates (*Cosmos*)

Sorbitan Palmitate (*Cosmos*)

Nature Identical & Plant-Derived Preservatives:

Glyceryl Caprylate (*Ecocert/Cosmos*)

Glyceryl Undecylenate (*Ecocert/Cosmos*)

Phenethyl Alcohol

Sodium Phytate (*Cosmos*)

Miscellaneous:

Citric Acid (*pH adjuster, non-GMO corn, Cosmos*)
Water
Xanthan Gum (*non-GMO corn & sugar cane/beet*)*Ecocert/Cosmos*)

Badges

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

Packaging

Packaged in a glass bottle with a 100% BPA/BPS-free/Phthalate-free pump and recyclable cap.

Placed in an 100% recyclable and biodegradable, FSC Certified paper carton.

Packaging End of Life

Glass Bottle: Widely recyclable. Rinse and place in the recycle bin. Discard pump.
Plastic Cap: Widely recyclable. Remove and place in the recycle bin.
Paper Carton: Widely recyclable. Remove and place in the recycle bin.

Conventional Ingredients NOT found in Sunlight® Daily Facial Sunscreen

Parabens (e.g. Isobutylparaben, Propylparaben, Butylparaben, etc.)
Formaldehyde Releasers (e.g. Diazolidinyl Urea, Imidazolidinyl Urea)

Propylene Glycol

Fragrance

BHT

Retinyl Palmitate

Phenoxyethanol

Oxybenzone

Octinoxate

Octocrylene

4-methylbenzylidene camphor

Para-aminobenzoic acid (PABA)
Triclosan
Nanoparticles (including of zinc oxide or titanium dioxide)

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

Does a higher SPF number mean it is better?

It is a common misconception that high SPF values protect skin longer or more effectively than lower ones. In fact, high SPFs provide only a marginal increase in sunburn protection, along with a false sense of security.

Dermatologists recommend using a sunscreen with an SPF of at least 30, which blocks 97 % of the sun's UVB rays. A higher-number SPF may block slightly more of the sun's UVB rays, but no sunscreen can block 100 percent of the sun's UVB rays.

<https://www.aad.org/media/stats/prevention-and-care/sunscreen-faqs>

What does the term broad spectrum mean, and what are UVA and UVB rays?

Broad-spectrum sunscreens protect against both UVA and UVB rays. Light from the sun consists of two types of harmful rays that reach the earth, UVA rays and UVB rays. Overexposure to either type of ray can lead to skin cancer. Additionally, UVA rays (a.k.a. aging rays) can prematurely age your skin, causing wrinkles and age spots, and can pass through window glass. UVB rays (a.k.a. burning rays) are the primary cause of sunburn and are blocked by window glass.

Crunchi Sunlight is a broad spectrum sunscreen which means it protects against both UVA and UVB rays.

<https://www.aad.org/media/stats/prevention-and-care/sunscreen-faqs>

Is Sunlight® waterproof or water resistant?

Sunlight was not formulated or tested to make the claim to be water resistant.

Note from the FDA website: "There's no such thing as 'waterproof' sunscreen. People should also be aware that no sunscreens are 'waterproof.' All sunscreens eventually wash off. Sunscreens labeled "water resistant" are required to be tested according to the required SPF test procedure.

Why are New & Improved Sunlight® ingredients listed in alphabetical order?

Excellent question! The ingredient listing is in alphabetical order due to FDA regulations and guidelines specifically for this type of SPF product. Please note the alphabetical listing of ingredients does not reflect the order of percentage of each ingredient in this formula.

Is New & Improved Sunlight® gluten-free?

Yes! Sunlight has been third-party laboratory tested to confirm gluten is non-detectable (< 20 ppm). The testing performed is the same method and standard required by the FDA for food products to make a gluten-free claim. This product is suitable for those who wish to avoid gluten.

Is Sunlight® non-nano?

Yes! Sunlight® is formulated without the use of controversial nano particles found in most conventional sunscreens.

What are the differences between the new and improved formula vs the previous Sunlight® Formula?

Excellent question! We are constantly striving to improve our products, and Sunlight® was no exception. We completely redesigned the formula. You will notice that this new and improved formula is different from the original formula in a number of ways. We enhanced the application and absorption of the product while making sure it provided the broad spectrum protection needed for daily preventative sunscreen. We included skin-loving ingredients, removed the essential oils and Tamanu Oil that contributed to the original scent profile, and enhanced the application experience to provide a transparent finish.

What does it mean to be “reef safe”?

Sunlight® is formulated without the following ingredients shown to be harmful to coral, as acknowledged in the Hawaii State Legislature Bill guidelines, in addition to several other chemicals found to be harmful to ocean reefs:

Oxybenzone
Octinoxate
Octocrylene
Avobenzone
4-methylbenzylidene camphor (Enacamene)
Para-aminobenzoic acid (PABA)
Parabens
Triclosan
Microplastic spheres or beads
Nanoparticles including zinc oxide or titanium dioxide

How do I reapply Sunlight® every 2 hours if I’m wearing makeup?

Great question! It is not recommended to apply Sunlight® over makeup. If wearing alone, we recommend following the directions located on the Sunlight unit carton for best results.

Can I mix Sunlight® with foundation to create a tinted SPF?

While you *can* mix these two formulas, doing so will decrease the SPF value. For the best results, we recommend following the directions stated above located on the Sunlight packaging.

Does the New & Improved Sunlight® have a scent?

There are no added essential oils or ingredients with significant scent profiles in the New & Improved Sunlight. The scent of this product is very mild and simply the raw material scent.

Is New & Improved Sunlight® considered a Mineral/Physical sunscreen, or is it a Chemical sunscreen?

Sunlight® uses non-nano, mineral zinc oxide as the active ingredient. Zinc is considered a physical sunscreen and does not contain controversial chemical ingredients like Oxybenzone, Octinoxate, Octocrylene, Avobenzone.

Has New & Improved Sunlight been tested for Benzene?

Our New & Improved Sunlight SPF manufacturer had multiple products that were third party tested for Benzene according to the recent Valisure publication and 100% were confirmed to not have benzene. Many of these products were formulated with the exact zinc oxide that is in our New & Improved Sunlight. With both of these pieces of information we are confident in the safety of our formulations.

Additionally, since the recent news and notification to the FDA regarding the presence of benzene in suncare products, our reputable and responsible SPF manufacturer has invested in a state-of-the-art Gas Chromatograph Mass Spectrometer (GC-MS) instrument to detect and confirm that there are non-detectable levels of benzene in our products. This is a test that we will run on every manufactured SPF batch to further ensure we continue to provide the highest quality and safest products.