

Nightlight® Advanced Youth-Activating Facial Cream

PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
Nightlight® Advanced Youth-Activating Facial Cream	1.0oz / 30mL	\$65.60	\$82.00



WHAT IS IT

Nightlight® Advanced Youth-Activating Facial Cream is a rich, overnight reparative moisturizer. Powered by bakuchiol, azelaic acid, and stable vitamin C, it combats visible signs of aging. With continued use, your skin will appear brighter, smoother, and more radiant.

WHY YOU NEED IT

As your skin ages, it can become uneven, dull, and less hydrated. Nightlight® Advanced deeply repairs overnight by replenishing essential hydration and smoothing your complexion, offering the powerful benefits of retinol without irritation or safety concerns.

WHO IT'S FOR

Perfect for anyone seeking an effective anti-aging solution, from wrinkles and loss of firmness to fine lines, uneven tone, and texture.

WHAT IT DOES

- Reduces the appearance of fine lines and wrinkles.
- Visibly brightens and smooths uneven skin tone and texture.
- Plumps and firms the look of skin.
- Rich formula replenishes essential hydration.



Before



After 4 weeks use

WHAT ELSE YOU NEED TO KNOW

- Ideal for dry, oily, normal/combo skin
- Organic lavender oil provides a calming and relaxing scent
- Formulated to pair perfectly with our skincare

HOW IT WORKS

Youth-Activated Complex

Bakuchiol



What is it?

Bakuchiol is a natural compound derived from the Babchi plant, traditionally used in Ayurvedic and Chinese medicine. It mimics retinol's anti-aging effects by helping to increase skin's cell turnover but without the associated irritation or safety concerns.

What does it do?

Smooths the appearance of fine lines and wrinkles.

Azelaic Acid



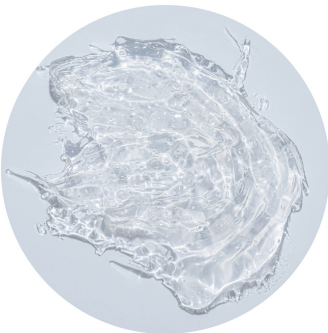
What is it?

Azelaic acid is a naturally occurring compound derived from plants.

What does it do?

- Soothes stressed skin and promotes cell turnover to even skin tone and texture.
- Minimizes the appearance of pores.

Stable Vitamin C



What is it?

A stable, antioxidant form of vitamin C. Its stability ensures it doesn't oxidize, making it more effective and reliable in skincare formulations.

What does it do?

- Plumps and firms the look of skin.
- Visibly brightens skin tone.

HOW IT WORKS

Propanediol



What is it?

Propanediol is a natural, non-GMO ingredient derived from corn sugar.

What does it do?

It helps the active ingredients in the formula absorb better into the skin, ensuring they work effectively for optimal results.

Organic Botanical Oils



What are they?

Organic jojoba oil and organic argan oil are natural, plant-derived oils known for their skin-loving properties.

What do they do?

- Deeply hydrate and nourish the skin.
- Balance moisture levels for all skin types.

Hibiscus Flower Extract



What is it?

Hibiscus Flower Extract is a natural plant-derived ingredient, known for its rich content of antioxidants, natural acids, and moisturizing agents.

What does it do?

- Boosts skin hydration.
- Brightens the complexion.

HOW TO USE

Apply an even layer to clean skin in the morning. Use after any Crunchi treatment to lock in moisture.

Nightly 5-Step Routine



**Step 1:
Cleanse**



**Step 2:
Tone**



**Step 4:
Treat**



**Step 5:
Moisturize**



**Weekly Boost
Exfoliate**

After cleansing, use 1-2 times a week,
or as tolerated.

SUSTAINABLE PACKAGING



Plastic-free
jar

— Recyclable glass

How to Recycle

1. Remove BPA-free, BPS-free, and phthalate-free cap. Wash the glass jar and all components clean.
2. Drop the glass jar into a recycle bin.*
3. Recycle the plastic cap through Pact Collective.* [Click to learn more](#)

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

UNIQUE SELLING PROPOSITION

Safe and effective retinol alternative

EWG Verified® formula with a trifecta of clinically-proven active ingredients—bakuchiol, azelaic acid, and stable vitamin C—designed to smooth the appearance of fine lines and wrinkles, visibly even skin tone and texture, and deeply hydrate overnight.

Made without potentially harmful ingredients widely used in “clean” skincare products:

- No retinols
- No hydroquinone
- No phenoxyethanol
- No fragrance
- No ethoxylated ingredients
- No silicones
- No GMO ingredients

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

Plastic-free primary packaging

Bottle is made of glass.

THE CRUNCHI® WAY

Nightlight® Advanced Badges



Nightlight® Advanced 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.
- All essential oils have been tested for purity and are free from any form of adulteration.
- Tested and confirmed that gluten is undetectable.

WORDS TO SAY

"Are you looking for something to brighten your skin or smooth fine lines? Our Nightlight® Advanced Facial Cream might be perfect for you! It works overnight to hydrate, firm, and even out skin tone using clean ingredients like bakuchiol and vitamin C. Do you want to hear more?"

"Have you been searching for a product to tackle uneven tone or hydration? Our Nightlight® Advanced Facial Cream is a gentle, effective solution that reduces fine lines and smooths skin while you sleep. Would you like to try it?"

"Do you prefer skincare with clean, non-toxic ingredients? Our Nightlight® Advanced Facial Cream delivers all the benefits of retinol without irritation. It's perfect for anyone who wants glowing, hydrated skin. Does that sound like something you'd love?"

CALL TO ACTION

Looking for tips on how to get the best results from your Nightlight® Advanced Facial Cream?

We've got you covered! Check out additional resources in the Penny App. Share these insights with confidence and enhance your skincare routine along with your followers.

HOW IS IT DIFFERENT

	Nightlight® Advanced Youth-Activating Facial Cream	Nightlight® Facial Cream
Ideal For	Anti-Aging, Dry, Oily & Normal/Combination	Normal/Combination, Dry, Oily, Acne-Prone, & Teen
Key Benefits	<ul style="list-style-type: none"> • Reduces the appearance of fine lines & wrinkles. • Visibly brightens and smooths uneven skin tone and texture. • Plumps and firms the look of skin. • Rich formula replenishes essential hydration. 	<ul style="list-style-type: none"> • Nourishing formula replenishes essential hydration. • Rejuvenates and soothes skin overnight. • Plumps and firms the look of skin.
Key Ingredients	<ul style="list-style-type: none"> • Bakuchiol • Azelaic Acid & Vitamin C • Organic Argan & Jojoba Oils 	<ul style="list-style-type: none"> • Hibiscus Flower Extract • Aloe Vera • Organic Jojoba & Avocado Oils

NIGHTLIGHT® ADVANCED INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
Organic Aloe Barbadensis Leaf Juice*	Performance	Plant-Derived
Organic Glycerin*	Performance	Plant-Derived
Simmondsia Chinensis (Jojoba) Seed Oil	Performance	Plant-Derived
Polyhydroxystearic Acid	Performance	Plant-Derived
Argania Spinosa Kernel (Argan) Oil*	Performance	Plant-Derived
Propanediol	Performance	Plant-Derived
Hibiscus Sabdariffa Flower Extract	Performance	Plant-Derived
Tetrahexyldecyl Ascorbate (Vitamin C)	Performance	Plant-Derived
Tocopherol (Non-GMO sunflower derived)	Performance	Plant-Derived
Azelaic Acid	Performance	Plant-Derived
Arginine	Performance	Plant-Derived
Bakuchiol	Performance	Plant-Derived
Organic Lavandula Angustifolia (Lavender) Oil*	Performance	Plant-Derived
Stearyl Alcohol	Emulsifiers	Plant-Derived
Cetyl Alcohol	Emulsifiers	Plant-Derived
Cetearyl Alcohol	Emulsifiers	Plant-Derived
Cetearyl Olivatate	Emulsifiers	Plant-Derived
Sorbitan Olivatate	Emulsifiers	Plant-Derived
Stearic Acid	Emulsifiers	Nature Identical/Plant-Derived
Cetyl Palmitate	Emulsifiers	Nature Identical/Plant-Derived
Sorbitan Palmitate	Emulsifiers	Nature Identical/Plant-Derived
Sorbitan Oleate	Emulsifiers	Nature Identical/Plant-Derived
Methylheptylglycerin	Preservatives	Nature Identical/Plant-Derived
Caprylyl Glycol	Preservatives	Nature Identical/Plant-Derived
Phenethyl Alcohol	Preservatives	Nature Identical & Plant-Derived Preservatives:
Ethylhexylglycerin	Preservatives	Nature Identical & Plant-Derived Preservatives:
Sodium Phytate	Preservatives	Nature Identical & Plant-Derived Preservatives:
Water	Used As A Carrier To Help Enhance Ingredient Performance Purified Sources	Used As A Carrier To Help Enhance Ingredient Performance Purified Sources
Xanthan Gum	Formula Texture Enhancement	Plant-Derived

INGREDIENTS

Water, Stearyl Alcohol, Aloe Barbadosensis Leaf Juice*, Cetyl Alcohol, Glycerin*, Simmondsia Chinensis (Jojoba) Seed Oil, Cetearyl Alcohol, Methylheptylglycerin, Cetearyl Oliviate, Polyhydroxystearic Acid, Argania Spinosa Kernel (Argan) Oil*, Propanediol, Stearic Acid, Sorbitan Oliviate, Hibiscus Sabdariffa Flower Extract, Tetrahexyldecyl Ascorbate (Vitamin C), Caprylyl Glycol, Cetyl Palmitate, Sorbitan Palmitate, Sorbitan Oleate, Tocopherol, Azelaic Acid, Sodium Phytate, Arginine, Xanthan Gum, Phenethyl Alcohol, Ethylhexylglycerin, Bakuchiol, Lavandula Angustifolia (Lavender) Oil*

* Certified Organic Ingredients

EDUCATIONAL RESOURCES

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

FAQs

Q: I notice that the Nightlight® Advanced contains bakuchiol and I've read it is a plant based alternative to retinol, is this true?

A: Yes! Bakuchiol is an excellent plant-based alternative to retinol. Studies have shown that bakuchiol not only performs as well, if not better than traditionally used retinol, but is also much less irritating and tolerated by those with sensitive skin types. Despite having the same skin benefits as a retinol, Bakuchiol has a very different mechanism of action and is the choice of many who prefer to avoid retinol due to safety concerns.

Q: When is the best time to apply Nightlight® Advanced?

A: Nightlight® Advanced is a rich facial cream perfect for your nightly skincare routine.

Q: Can I use Nightlight® Advanced if I am pregnant or nursing?

A: 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.

Q: I've heard that hibiscus flower can be phototoxic, is that the case in the Nightlight® Advanced formula?

A: Great question! Hibiscus Sabdariffa Flower Acid has been independently tested and is not phototoxic. As always if you have any questions or concerns regarding an ingredient in one of our products, please consult your healthcare professional prior to use.

FAQs

Q: I notice a refreshing lavender scent in Nightlight® Advanced. What is used to create this scent in Crunchi's skincare products?

A: The scent of Crunchi skincare products is a combination of the product's raw material scent with very small percentages of select essential oils. Crunchi is dedicated to disclosing all ingredients that create a scent in a product and therefore only use USDA-NOP certified organic essential oils such as *lavandula angustifolia* (lavender) oil. Crunchi does not use synthetic "fragrance" or even "natural fragrance" to add scent to products.

Q: How many applications can we expect in a Nightlight® Advanced bottle?

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

Q: If my client is allergic to any of the ingredients in Nightlight® Advanced can they use this product?

A: For questions or concerns surrounding any potential ingredient allergy, please refrain from use and consult an allergist or qualified health care provider.

Q: Is Nightlight® Advanced good for all skin types, including acne-prone or sensitive skin?

A: Nightlight® Advanced was formulated to be great for all skin types, especially those experiencing the first signs of fine lines, wrinkles, or loss of firmness. With any new skin care product, start with a patch test to ensure you don't experience any skin irritation. A patch test is best conducted on your neck, behind your ear. If you experience any skin irritation, stop use immediately and consult with your healthcare professional.

Q: Why is it recommended to use I AM Bright® if Nightlight® Advanced already has vitamin C?

A: While Daylight Advanced is a powerful facial cream that hydrates, smooths the appearance of fine lines and wrinkles, and evens skin tone, I AM Bright® is a concentrated serum designed to reduce the appearance of dark spots and visibly brighten. Using them together in your daily routine enhances your results—think of I AM Bright® as your targeted solution and Daylight Advanced as your everyday skincare essential. Together, they're the perfect duo for youthful, even-toned skin.

Q: How do I ease my way into using Daylight® and Nightlight® Advanced with Bakuchiol?

A: If you're new to bakuchiol, it's best to introduce Daylight Advanced gradually into your routine to allow your skin to adjust. Start by using it every other day for the first week, applying it after cleansing and before sunscreen in the morning. If your skin feels comfortable and shows no signs of sensitivity, you can transition to daily use. Bakuchiol is known for being gentle, but taking it slow ensures your skin gets all the benefits without any irritation. Always follow with sunscreen for added protection and optimal results.