

I AM Bright[®] Vitamin C Facial Serum

LAUNCH TIMING

Launch Date(s)	
Advocate Pre-Release	July 26, 2023
Client Launch	August 16, 2023



PRODUCT

Product Name	Size	Advo Price	Retail Price
I AM Bright [®] Vitamin C Facial Serum	1.0 fl. oz / 30 mL	\$78.40	\$98.00

CONSUMER, ADVOCATE, MARKET INSIGHTS

- The global vitamin C market was valued at 1.06 billion (USD) in 2022 and is projected to reach a value of \$1.67 billion (USD) by 2030 at a CAGR (Compound Annual Growth Rate) of 5.90% over the forecast period (Vantage Market Research Nov. 2023).
- Emerging vitamin C serum benefits: protects against blue-light damage.*

*Biggest and emerging benefits among top Vitamin C Serum in the Specialty Channels

WHO'S IT FOR

- Individuals with post-acne marks and premature aging concerns.
- Those noticing first signs of aging and environmental damage (dark spots, dull tone, uneven texture).
- People focused on maintaining optimal skin health, radiance, and youthfulness.
- Those seeking clean, safe, and sustainable skincare solutions.

WHAT IS IT

A beyond clean, EWG Verified® vitamin C serum that visibly brightens and evens skin tone, minimizes the appearance of dark spots and post-acne marks, and protects against environmental damage and premature aging.

WHY YOU NEED IT

Environmental stressors, sun exposure, and acne can contribute to dark spots, uneven skin tone, post-acne marks, and premature aging. I AM Bright® Vitamin C Facial Serum is designed to visibly improve the appearance of affected skin and is packed with clinically proven antioxidants to help protect from further damage.

WHAT IT DOES

- Visibly brightens and helps even skin tone.
- Minimizes the appearance of dark spots and post-acne marks.
- Helps protect skin from environmental stressors, blue-light damage, and premature aging.
- Helps prevent the appearance of new dark spots.



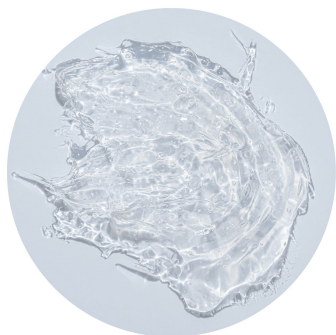
Before

After

HOW IT WORKS

Brightening Complex Technology

Stable Vitamin C (Ascorbyl Glucoside)



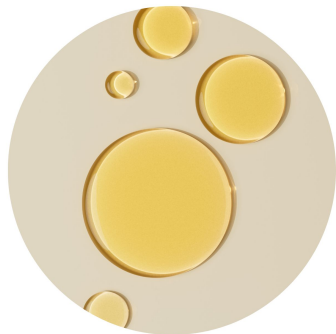
What is it?

Ascorbyl glucoside is 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?

- Visibly brightens the skin with time-release technology, providing benefits throughout the day.
- Minimizes the appearance of dark spots and post-acne marks.

Ferulic Acid



What is it?

Ferulic acid is a powerful antioxidant used to enhance the stability and efficacy of other antioxidants in skincare formulations.

What does it do?

Ferulic Acid helps boost the efficacy of our Stable Vitamin C for faster, more visible results with less irritation.

Niacinamide (Vitamin B3)



What is it?

Niacinamide, also known as Vitamin B3, is a water-soluble vitamin.

What does it do?

- Evens skin tone and visibly brightens skin.
- Minimizes the appearance of pores.

HOW IT WORKS

Why Choose Stable Vitamin C Over Traditional Vitamin C?

Stable Vitamin C (Ascorbyl Glucoside)	VS.	Vitamin C (Ascorbic Acid)
<ul style="list-style-type: none"> ✓ Long-term stability in formulation ✓ Innovative time-release technology ✓ Maximum efficacy in every drop ✓ Easily absorbs into the skin 		<ul style="list-style-type: none"> ✗ Unstable in formulation ✗ Heat & light sensitive ✗ Oxidizes rapidly ✗ Doesn't absorb easily into skin

Kakadu Plum Fruit



What is it?

Sourced from Northern Australia, kakadu plum is a superfruit that contains one of the highest concentrations of vitamin C among all fruits, with 100 times more vitamin C than oranges.

What does it do?

- Protects against environmental stressors, including blue-light damage.
- Helps prevent premature aging.

Snow Mushroom Extract



What is it?

Derived from the tremella fuciformis mushroom, snow mushroom extract is a natural, hydrating ingredient with powerful antioxidant properties.

What does it do?

- Hydrates the skin and reinforces the skin barrier.
- Helps protect the skin from environmental stress and blue light damage.

PLASTIC-FREE PRIMARY PACKAGING



————— Glass Bottle

UNIQUE SELLING PROPOSITION

High Performance

A powerhouse blend of the most stable vitamin C on the market, niacinamide, and ferulic acid visibly brightens and minimizes the appearance of dark spots and post-acne marks. While kakadu plum and snow mushroom help protect against environmental stress and blue light.

Beyond Clean, EWG Verified® Formula

Free from:

- Hydroquinone
- Silicones
- Phenoxyethanol
- Ethoxylated Ingredients
- Fragrance
- GMO Ingredients

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

Plastic-Free Primary Packaging

Bottle is made of glass.

HYDROQUINONE VS. CRUNCHI BRIGHTENING COMPLEX TECHNOLOGY

Key Benefits	Hydroquinone	I AM Bright™ Brightening Complex Technology
Visibly brightens and helps even skin tone	✓	✓
Minimizes the appearance of dark spots and post-acne marks	✓	✓
Encourages cell turnover for healthy, radiant skin	✗	✓
Compatible with sun exposure	✗	✓
Non-Irritating*	✗	✓
Not a Crunchi banished ingredient	✗	✓
Banned in the European Union	✓	✗
Classified as a carcinogen & exhibits mutagenic properties in animals**	✓	✗
Linked to organ-system toxicity***	✓	✗
Linked to respiratory tract Irritation***	✓	✗

These statements are designed for educational purposes only. You should not rely on this information as a substitute for, nor does it replace, professional medical advice, diagnosis, or treatment. If you have any concerns or questions about your health, you should always consult with a physician or other health-care provider.

* Read More <https://pubmed.ncbi.nlm.nih.gov/29200759/>

** Read more <https://www.safecosmetics.org/chemicals/hydroquinone/>

*** Read more <https://pubmed.ncbi.nlm.nih.gov/23940708/>

THE CRUNCHI® WAY

Badges



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.
✓	Tested and confirmed gluten is undetectable.

FOR BEST RESULTS

1. Start with freshly cleansed skin. Apply Clarilight® Facial Essence to tone and prep.
2. Apply 1-2 pumps of I AM Bright® Vitamin C Facial Serum to your face, neck, and décolleté. Use day or night depending on your routine.
3. Follow with Crunchi moisturizer. Choose from our Daylight® and Nightlight® Facial Creams, Daylight® and Nightlight® Advanced Youth-Activated Creams, or I AM Luminous® Facial Oil based on your preference.

FDA COMPLIANT LANGUAGE

It Is Important To Use FDA Compliant Language When Promoting I AM Bright® Vitamin C Facial Serum To Your Clients

Non-Compliant Statement	Compliant Statement
Improves hyperpigmentation	“...can help minimize the appearance of dark spots to promote healthy skin”
Reduces post-inflammatory hyperpigmentation	<p>“...helps even skin appearance” “...helps create the appearance of an even, glowing complexion”</p> <p>“Creates the appearance of a brighter and more even complexion</p>
Increases cell regeneration	<p>“...promotes skin’s natural cell turnover process...”</p> <p>“encourages revitalized skin.” “....helps rejuvenate skin.”</p> <p>“....helps create a radiant and glowing complexion”</p> <p>“....helps reduce the appearance of dull skin.”</p>
Repairs or prevents free radical damage and blue-light damage	<p>“...helps protect from environmental stressors and blue-light damage”</p> <p>“...natural defenses to care for skin”</p>
Combats free radicals/oxidative stress	<p>“Antioxidant-packed helps protect from environmental stressors”</p> <p>“...helps protect from indoor and outdoor elements”</p>

HOW IS IT DIFFERENT

	I AM Bright® Vitamin C Facial Serum	Goldenlight® Multi-Peptide Facial Serum
Ideal For	Dark spots, post-acne marks, uneven skin tone, and dull skin.	Loss of elasticity, skin sagging, fine lines and wrinkles.
Key Benefits	<ul style="list-style-type: none"> • Visibly brightens • Minimizes the appearance of dark spots and post-acne marks • Helps protect against premature aging 	<ul style="list-style-type: none"> • Visibly firms • Smooths the appearance of fine lines and wrinkles • Visibly lifts, contours, and sculpts
Key Ingredients	Stable Vitamin C, Ferulic Acid, Kakadu Plum	Multi-Peptide Complex, Phytonutrients, Arnica

Mix It Up

For visibly brighter, firmer, more even skin tone



AM



PM



1 dropperful + 2 pumps

I AM BRIGHT® VITAMIN C FACIAL SERUM INGREDIENT BREAKDOWN

Ingredient	Function	Source
Water	Used As A Carrier To Help Enhance Ingredient Performance	Purified Sources
Propanediol (Non-GMO Corn Sugar))	Active Ingredient Booster	Plant
Sodium Citrate	pH Adjuster	Plant
Niacinamide (Vitamin B-3)	Skin Brightening	“Safe” Synthetic
Ascorbyl Glucoside (Vitamin C)	Skin Brightening & Antioxidant	Plant
Musa Sapientum (Banana) Leaf/Trunk Extract	Preservative Booster	Plant
Glycerin	Moisturizer	Plant
Ferulic Acid	Antioxidant	“Safe” Synthetic
Sodium Phytate	Chelating Agent	Plant
Citric Acid (Non-Gmo Corn)	pH Adjuster	Plant
Sclerotium Gum	Thickening Agent	Plant
Caprylhydroxamic Acid	Preservative	Plant
Phenylpropanol	Preservative	Plant
Tremella Fuciformis Sporocarp (Snow Mushroom) Extract	Moisturizer With Antioxidant Properties	Plant
Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract	Antioxidant	Plant

FAQs

<p>Q: What contributes to the scent in I AM Bright™?</p>	<p>A: There is no added scent to I AM Bright™. The scent (which has been described as a welcoming, warm spice) comes primarily from the ferulic acid in the formula. Ferulic acid boosts the efficacy and performance of vitamin C.</p>
<p>Q: What contributes to the color in I AM Bright™?</p>	<p>A: The ferulic acid in the formula gives I AM Bright™ it's slightly cloudy appearance. This is normal and doesn't indicate any issues or oxidation of the formula.</p>
<p>Q: Why doesn't I AM Bright™ feature any organic ingredients?</p>	<p>A: We prioritize the use of certified organic ingredients in our formulations whenever possible. There are, however, rare instances when a formulas simple and effective ingredients cannot be sourced organically at the time of formulation and production. As always, each ingredient is carefully selected, and when organic sourcing is unavailable, we ensure each ingredient at least meets non-GMO standards.</p>
<p>Q: What percentage of vitamin C is in I AM Bright™?</p>	<p>A: I AM Bright™ Vitamin C Facial Serum contains the recommended maximum level of stable vitamin C (Ascorbyl Glucoside) to produce demonstrated efficacy to provide visibly brighter skin tone in clinical studies. In addition, we ran third-party clinical studies to ensure our formula doesn't cause skin irritation.</p> <p>Discussion of vitamin C percentages does not help compare vitamin C formulas since the efficacy and stability of vitamin C depends on the specific type. Many vitamin C serums utilize unstable types of vitamin C that rapidly oxidize, are sensitive to light and heat, and lose efficacy quickly over time. For maximum efficacy, a stable, time-release form of vitamin C, such as Ascorbyl Glucoside, is ideal.</p>
<p>Q: Is I AM Bright™ good for all skin types, including, acne-prone or sensitive skin?</p>	<p>A: I AM Bright™ was formulated for all skin types, especially those concerned with dark spots, post acne marks, dull skin, and uneven skin tone. 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.</p>
<p>Q: I've seen other companies using Ascorbyl Glucoside (vitamin C) in their formulations - how is the Ascorbyl Glucoside in I AM Bright™ different?</p>	<p>A: Not all vitamin C used in cosmetic formulations are the same. In fact, there are many different types of vitamin C that use the name 'Ascorbyl Glucoside' as its formula ingredient label name. There simply isn't a 'like/as' comparison for this ingredient.</p> <p>Our Ascorbyl Glucoside (vitamin C) features innovative time-release technology to ensure the skin benefits throughout the day. It also demonstrates efficacy and performance in the final formula and, due to its stability profile, is effective from drop to drop since it doesn't oxidize.</p>
<p>Q: How does the vitamin C used in Daylight® ADVANCED and Nightlight® ADVANCED differ?</p>	<p>A: Because I AM Bright™ is a water-based serum, we chose to use Ascorbyl Glucoside, which is designed to work in water-based formulations that need a lightweight texture for maximum skin absorption. The vitamin C used in ADVANCED and Powerlight (Tetrahexyldecyl Ascorbate) is designed to work in formulas that are emulsions and there is a limit to the percentage of vitamin C that can be loaded into an emulsion system.</p>

FAQs

<p>Q: Should I be concerned with using too much vitamin C on my skin if I'm already using Daylight® ADVANCED, Nightlight® ADVANCED and Powerlight® Eye Cream?</p>	<p>A: No. The skin LOVES vitamin C for the multiple benefits it delivers to the skin. I AM Bright™ was formulated to work in combination with Daylight® ADVANCED, Nightlight® ADVANCED and Powerlight® Eye Cream, so we can deliver the maximum levels of vitamin C to the skin for maximum benefits, without irritation.</p>
<p>Q: I've read vitamin C can be unstable in formulas, how can we be sure this serum is staying in its potent, active form?</p>	<p>A: The most widely used format of vitamin C in skin care is ascorbic acid. It is notorious for being unstable and losing its efficacy as soon as it is exposed to water. At Crunchi, we only use vitamin C derivatives that are clinically tested and proven to be efficacious and provide long-lasting, active stability. We strategically paired this specific vitamin C (Ascorbyl Glucoside) with ferulic acid to boost its efficacy and performance.</p>
<p>Q: If my client is allergic to any of the ingredients in I AM Bright™ can they use this product?</p>	<p>A: For questions or concerns surrounding any potential ingredient allergy, please refrain from use and consult an allergist or qualified health care provider.</p>
<p>Q: Why do I need I AM Bright™ if there is vitamin C in my Daylight® ADVANCED and Nightlight® ADVANCED products already?</p>	<p>A: The skin LOVES vitamin C for the multiple benefits it delivers to the skin. I AM Bright™ was formulated to work in combination with Daylight® ADVANCED and Nightlight® ADVANCED so we can deliver the maximum levels of vitamin C to the skin for maximum benefits, without irritation.</p>
<p>Q: Can I use I AM Bright™ if I am pregnant or breastfeeding?</p>	<p>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.</p>
<p>Q: How long will I have to use I AM Bright™ before I see improvements in my skin?</p>	<p>A: Individual results will vary from person to person depending on the frequency of usage and skin type. Each ingredient in I AM Bright™ was strategically chosen based on its efficacy and potential benefits to the skin. We would love for you to keep track of the progress you may see over time and report back!</p>

DIMETHICONE 101 SKINCARE VS. COSMETICS

What Is Dimethicone?

A mineral derived ingredient commonly used in skincare and cosmetics as a film former, which sits on top of the skin to form a barrier. Dimethicone helps provide the appearance of smooth skin by filling in pores and wrinkles and an instant glow. It also helps improve texture, blendability and longevity in cosmetics.

How Is Dimethicone Sourced?

Ethically sourced from sand.

Why Is It Safe?

Crunchi® has conducted extensive safety testing on dimethicone and has concluded the ingredient is safe to use at low levels to improve cosmetic performance. Please refer to your Crunchi® App education section for more details regarding dimethicone.

Crunchi Skincare

How Is It Used?

We do not use dimethicone in our skincare products, as we are able to deliver smooth skin texture and a healthy glow using efficacious levels of nourishing ingredients which are readily available to the skin.

Crunchi Makeup

We use dimethicone at a very low level in both our Beautifully Flawless Foundation and Smart Primer®. This small amount of dimethicone allows all ingredients to work harmoniously in delivering optimal performance relating to longevity, texture and blendability.

SOURCES

[Impact Of Bluelight Source 2](#)

[Impact Of Bluelight Source](#)

[Pollution Impact On Skin](#)