

Crunchi Shadow Bar™ Palettes & Eyeshadow Singles

Advocate Ingredient Guide & FAQs

Updated November 9, 2020

Ingredients

Mica (CI 77019), Simmondsia Chinensis (Jojoba) Seed Oil*, Zinc Stearate, Bis-Stearyl Dimethicone, Silica, Dimethicone, Tocopherol, Rosmarinus Officinalis (Rosemary) Leaf Oil*, Phenethyl Alcohol, Ethylhexylglycerin, May Contain +/- : Titanium Dioxide (CI 77891), Manganese Violet (CI 77742), Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499)

NOTE: Order of ingredients may differ depending on the shadow.

Retail Price

Shadow Bar™ Palettes
\$48

Eyeshadow Singles
\$24

Weight

Shadow Bar™ Palettes
Net Wt. 4 x 0.05 oz. / 1.6 g

Eyeshadow Singles
Net Wt. 0.05 oz. / 1.6 g

Description

Our eyeshadows are equipped with an ultra-blendable, rich pigment that is long-wearing and buildable, making them perfect for any occasion.

Our variety of colors and finishes can be used separately or together, making it easy to achieve any look, from natural to glam.

Shades

Shadow Bar™ Vol. I:
Awaken - light matte beige
Faded Mauve - matte cool mauve
Golden Luster - metallic golden shimmer
Bordeaux - rich, matte mauve

Shadow Bar™ Vol. II:
Linen - soft matte ivory
Hazelnut - matte medium brown
Merlot - deep matte burgundy
Eclipse - matte black

Eyeshadow Singles:
Allure - warm mauve shimmer

Peach - pastel matte peach

Faux Suede - matte chocolate brown

Champagne - golden champagne shimmer

Devious - dark brown with golden shimmer

Fearless - rusty copper shimmer

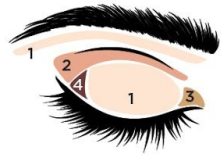
Curiosity - light pink shimmer

How To Use

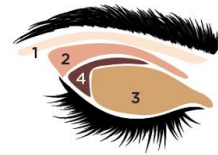
1. Prime your eyelids with My Alibi™ Concealer or Beautifully Flawless Foundation.
2. Set with Translucent Finishing Powder.
3. Combine our variety of shades to create show-stopping looks! From natural to smoky, the possibilities are endless.
4. Eyeshadows are best applied using a combination of our No. 7, No. 8, No. 9, and No. 10 Luxury Vegan Brushes for easy blending and precise application.

SHADOW BAR™
Choose Your Look Vol. I

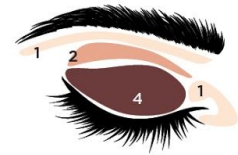
- 1 AWAKEN
- 2 FADED MAUVE
- 3 GOLDEN LUSTER
- 4 BORDEAUX



EVERYDAY LOOK



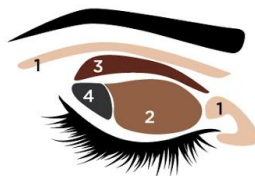
GLAM LOOK



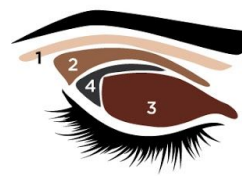
SMOKEY LOOK

SHADOW BAR™
Choose Your Look Vol. II

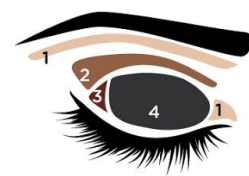
- 1 LINEN
- 2 HAZELNUT
- 3 MERLOT
- 4 ECLIPSE



EVERYDAY LOOK



GLAM LOOK



SMOKEY LOOK

Product Benefits & Talking Points

Ultra-pigmented formula

Long-wearing

Easy to blend

Can be used wet or dry

Can build to desired intensity

Minimal to no fallout

Smooth creamy feel and finish

Matte and shimmer finishes

Ingredient Breakdown

Plant-Derived Nutritive & Performance Ingredients:

Organic Simmondsia Chinensis (Jojoba) Seed Oil*
Zinc Stearate
Tocopherol (non-GMO, sunflower derived)
Organic Rosmarinus Officinalis (Rosemary) Leaf Oil*

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

Dimethicone
Bis-Stearyl Dimethicone (Stearyl Alcohol (solid safety data) combined with Dimethicone. Almost the same chemical structure, but enhanced eyeshadow performance)

Nature Identical Preservatives & Plant-Derived:

Phenethyl Alcohol
Ethylhexylglycerin

Mineral Derived Ingredients & Pigments:

Silica
Mica (CI 77019) (*Ethically Sourced, see FAQ*)
May Contain+/- :
Titanium Dioxide (CI 77891) (*Ecocert*)
Manganese Violet (CI 77742) (*Ecocert*)
Iron Oxides (CI 77489, CI 77491, CI 77492, CI 77499) (*Ecocert*)

Badges

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

Packaging

Plastic-free paperboard packaging.

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

Packaging End of Life

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

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

Paper wrap: Widely recyclable. Remove and discard in recycle bin.

PAO

12 M

Conventional Ingredients not found in Shadow Bar™ Palettes or Eyeshadow Singles

Talc

PTFE (Teflon)

Parabens (e.g. Propylparaben, Methylparaben)

Lake Dyes & FD&C Colorants

D&C Black No2 (Cl77266)

Formaldehyde Releasers (e.g. Diazolidinyl Urea, Imidazolidinyl Urea)

Aluminum Powder

Propylene Glycol

Fragrance

BHT

Retinyl Palmitate

Petrolatum

FAQs

Have the Crunchi Shadow Bar™ Palettes & Eyeshadow Singles been third-party tested for heavy metals?

Yes! Crunchi Shadow Bar™ Palettes & Eyeshadow Singles have 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.

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.