

Everluxe™ Lip Crayon

Advocate Ingredient Guide & FAQs

Updated September 29th, 2022

Ingredients

Ricinus Communis (Castor) Seed Oil*, Caprylic/Capric Triglyceride, Glyceryl Ricinoleate, Euphorbia Cerifera (Candelilla) Wax / Euphorbia Cerifera Cera, Copernicia Cerifera (Carnauba) Wax / Copernicia Cerifera Cera*, Cetyl Alcohol, Butyrospermum Parkii (Shea) Butter*, Kaolin, Tocopherol, Ascorbyl Palmitate, May Contain (-/+): Mica, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Manganese Violet (CI 77742)

*Certified Organic Ingredients

Retail Price

\$28

Weight

Net Wt. 0.10 oz / 2.9 g

Description

Everluxe™ Lip Crayon is formulated with the perfect blend of nourishing organic ingredients that leave the lips hydrated and deliver safe, color-packed pigment that lasts. Everluxe™ glides on smooth for a beautiful satin finish that will keep the lips looking luscious. Everluxe™ Lip Crayon delivers the performance of a lipstick in a sustainable, sharpenable wooden pencil to minimize packaging waste. Available in 5 gorgeous shades.

Shades

Acai-Dark Rich Berry

Plum Kiss-Cool True Mauve

Serendipity-Warm Rose

Rosewood-Rich Neutral Taupe

Savvy-Perfectly Neutral Nude

How to use

Apply directly to the lips. For added shine, pair it with Crunchi's Hydrogloss®.

Pro Tip: Use a freshly sharpened Everluxe™ Lip Crayon as a lip liner, applied around the lip line, to create a fuller looking lip. Next fill in the rest of the lips with your desired lip crayon shade and top with Hydrogloss®.

Additional Product Benefits and Selling Points

Rich long-wearing color that makes immediate impact

Long-lasting finish

Buildable pigment

Smooth and precise application

Luxurious satin finish

Nourishing ingredients

Universally flattering shades

Creamy texture

Sharpenable wood pencil for precise application

Ingredient Breakdown

Plant-Derived Nutritive & Performance Ingredients:

Organic Ricinus Communis (Castor) Seed Oil*

Caprylic/Capric Triglyceride

Glyceryl Ricinoleate

Euphorbia Cerifera (Candelilla) Wax / Euphorbia Cerifera Cera

Organic Copernicia Cerifera (Carnauba) Wax / Copernicia Cerifera Cera*

Cetyl Alcohol

Organic Butyrospermum Parkii (Shea) Butter*

Kaolin

Plant-Derived Preservatives and Antioxidants:

Tocopherol (*antioxidant*)

Ascorbyl Palmitate (*antioxidant*)

Mineral Derived Ingredients & Pigments:

Mica (*Ethically Sourced, see FAQ*)

Titanium Dioxide (CI 77891)

Iron Oxides (CI 77491, CI 77492, CI 77499)

Manganese Violet (CI 77742)

Badges

Leaping Bunny Certified
Vegan
Non-GMO
Gluten-Free
Toxin-Free
Cruelty-Free
Consciously Packaged

Packaging

The bio-based packaging is made from PEFC™ certified, sustainable wood. The certification ensures the sustainable management and use of forest resources.

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

BPA-free/Phthalate-free plastic cap

Packaging End of Life

Plastic cap: Check with your local municipality for recyclability.

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

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Conventional Ingredients not found in Everluxe™ Lip Crayon

Parabens (e.g. Isopropylparaben, Methylparaben, Propylparaben)

Petrolatum

Lake Dyes & FD&C Colorants

Paraffin

PEGs (Polyethylene Glycol)

BHT (Butylated Hydroxytoluene)

Phenoxyethanol

Fragrance/Parfum

And more...

FAQs

Why did you choose wood pencil packaging for a lipstick product?

Using an innovative, sustainable wood pencil allows for more precise application since the pencil is easily sharpenable. Not only is application much easier but the wood pencil allowed us to provide the highest quality and long-lasting lip formula in the most sustainable packaging. The wood pencil also keeps the formula performing at its best as the wood pencil protects the lip formula from drying out.

Why did you manufacture Everluxe™ in Germany and not in the U.S.?

Unfortunately, sharpenable cosmetic pencils manufactured in the United States are made from a material designed to look and feel like wood but are actually plastic. To avoid the use of plastic in our Everluxe™ Lip Crayons, we moved our pencil production to Germany, known for the highest quality wooden pencil production in the world. These pencils are made from PEFC™ certified, sustainable wood. The certification ensures the sustainable management and use of forest resources.

Has Everluxe™ Lip Crayon been third-party tested for heavy metals?

Yes! Everluxe™ Lip Crayon 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 Everluxe™ Lip Crayon been third-party tested for gluten?

Yes! Everluxe™ Lip Crayon has been independent, 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.

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 companies that source ingredients from within the U.S. and globally. Our Mica is sourced ethically and from regions that do not involve child labor practices.

Can these Everluxe™ Lips Crayon shades be worn by all skin tones?

Yes! The Everluxe™ Lip Crayon shades have been thoughtfully selected to complement a wide variety of skin tones. While these lipstick shades were formulated to be universally flattering, it will depend on the client's personal preference.

Is the PEFC™ certified sustainable wood used to package Crunchi Everluxé™, Nutribrow™, and Highliner® pencils treated? And if so, how can I be assured this does not transfer into our formula?

To achieve optimal wooden pencil filling performance, sharpening capabilities, and color uniformity, the wood used to package Crunchi pencils is treated with waxes and colorants that are considered 'food safe' in accordance with European guidelines.

The treated cedar wood is thoroughly tested and found to be free of heavy metals, pesticide contamination, and various other potential contaminants including but not limited to, ethylene oxide, ethylene glycol and dioxane. Additionally, further testing concluded that zero colorant or impurity migration occurs from the wood into the formulas.