

NEW I AM Luminous™ Facial Oil

LAUNCH TIMING

	Launch Date(s)
Advocate Pre-Release	December 1, 2023
Client Launch	December 13, 2023



PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
I AM Luminous™ Facial Oil	1.0 fl. oz./ 30 mL	\$54.40	\$68.00

CONSUMER. ADVOCATE. MARKET INSIGHTS

- Younger women (18-34) are more likely to experience acne and have combination/oily skin (Mintel, 2020).
- The top skincare concerns for Hispanic and Black individuals are acne and dermatitis (Mintel, 2020 report).
- 6 in 10 facial product users believe ingredients that reduce redness are essential; this rises to 73% of millennials and 68% of Hispanics (Mintel, 2020).
- Epidemiological studies reveal that the perception of sensitive skin varies: In women, it ranges from 50% to 61%.; In men, it ranges from 30% to 44% (<https://www.ncbi.nlm.nih.gov>).
- 45% of Gen Z and 56% of Millennials are willing to pay more to buy beauty products from a sustainable brand (Bof, 2023).
- #1 aspect of sustainability that matters most to consumers is the absence of ingredients that harm the environment, and #2 is 100% naturally derived formulas that are cruelty-free (Bof, 2023).

WHO'S IT FOR

Individuals with oily, acne-prone, sensitive, or combination skin.

WHAT IS IT

I AM Luminous™ Facial Oil is powered by clinically proven plant actives to balance and visibly renew oily, acne-prone, and sensitive skin.

PERFORMANCE BENEFITS

- ✓ Regulates oil production
- ✓ Minimizes the look of pores
- ✓ Soothes irritation & calms redness
- ✓ Visibly reduces flaking & balances hydration
- ✓ Improves skin texture
- ✓ Clinically proven for all skin types
- ✓ Pure essential oils of pink grapefruit, neroli, and lemon deliver a refreshing scent while providing antioxidant and soothing properties





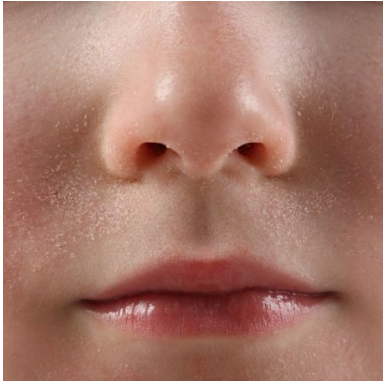
Before



After using I AM Luminous™ for 4 weeks

TROUBLED SKIN 101:

Your Guide to Oily, Acne-Prone, & Sensitive Skin

Oily Skin	Acne-Prone Skin	Sensitive Skin
		
Characteristics		
<ul style="list-style-type: none"> ✓ Shiny complexion ✓ Enlarged pores ✓ Prone to acne, congestion, & clogged pores 	<ul style="list-style-type: none"> ✓ Frequent breakouts ✓ Blackheads & whiteheads ✓ Excess oil production 	<ul style="list-style-type: none"> ✓ Itchy & irritated ✓ Redness ✓ Dry & flakey

HOW IT WORKS

Ingredient Highlight Sea Fennel Extract

What is it?

- ✦ An edible herb rich in unsaturated & saturated fatty acids, and phytosterol

What does it do?

- ✦ Regulates oil production
- ✦ Minimizes the look of pores
- ✦ Gently exfoliates
- ✦ Visibly improves skin texture



How is it sourced?

- ✦ Sustainably sourced from the rocky Mediterranean coastline of France to maintain a healthy coastal ecosystem

Ingredient Highlight Organic Pumpkin Seed Oil

What is it?

- ✦ An oil boasting omega 3, 6, & 9 fatty acids, along with vitamins E & C, and antioxidants

What does it do?

- ✦ Reinforces the skin barrier & soothes irritation
- ✦ Calms redness

How is it sourced?

- ✦ Cold-pressed extracted from organic pumpkin seeds to preserve the integrity of the oil's nutrients & reduce CO2 emissions using a heatless process



Ingredient Highlight Organic Argan Oil

What is it?

- ✦ Rich in omega 3,6 & 9 fatty acids, vitamin E, phenols (including caffeic acid), and carotenes

What does it do?

- ✦ Visibly reduces the appearance of flaking
- ✦ Restores hydration
- ✦ Helps protect against environmental stressors



How is it sourced?

- ✦ Sustainably sourced from argan trees in Morocco & extracted from cold-pressing to preserve the integrity of the oil's nutrients & reduce CO2 emissions using a heatless process

Ingredient Highlight Organic Sea Buckthorn Berry Extract

What is it?

- ✦ A superfruit with 30x more vitamin C than an orange & the third highest vitamin E source among plants

What does it do?

- ✦ Balances hydration
- ✦ Prevents moisture loss

How is it sourced?

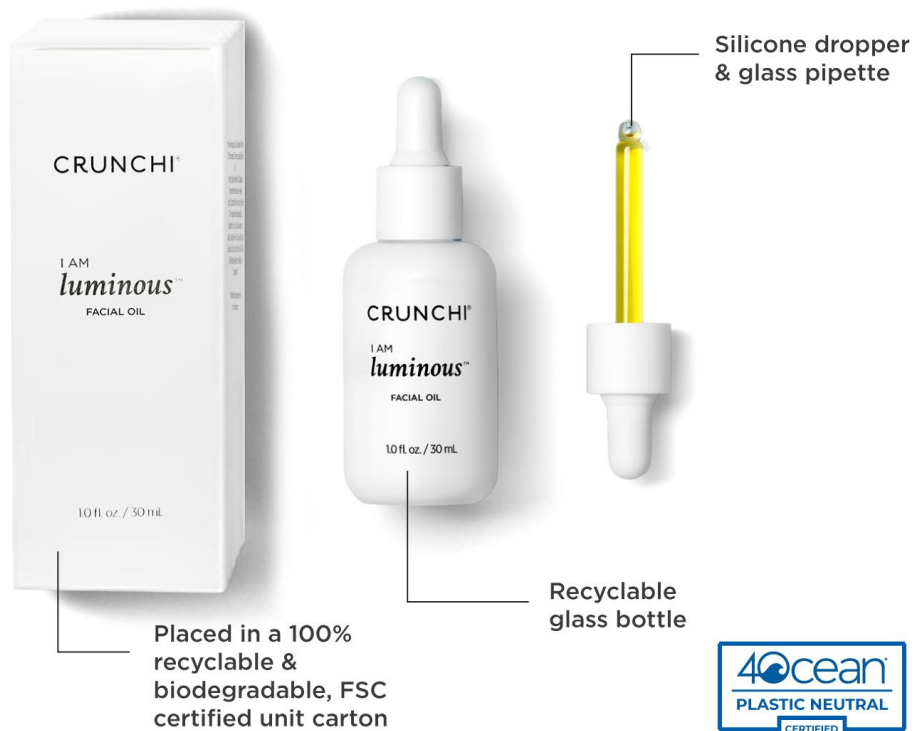
- ✦ Sustainably sourced from the high altitude of the Himalayas, and is known as the "holy fruit" in Ayurvedic medicine



SUSTAINABLE PACKAGING

Certified Plastic Neutral

Our goal: Remove 100,000 lbs. of plastic from our oceans while reducing plastic use overall



How to Recycle

1. Remove the dropper and glass pipette from glass bottle. Wash glass bottle and all components clean.
2. Drop glass bottle in recycle bin.*
3. Recycle the dropper and glass pipette through Pact Collective.

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

POINT OF DIFFERENCE & KEY SELLING TIPS

Clinically Proven Plant Actives Deliver Results

Sea Fennel Extract, Organic Cold-Pressed Pumpkin Seed and Argan Oils, and Sea Buckthorn Berry Extracts are rich in omega fatty acids and antioxidants to restore and balance the skin.

Sustainably Sourced Active Ingredients

Made Without Potentially Harmful Ingredients

Each ingredient in our I AM Luminous™ Facial Oil is safe and sustainably sourced. It does not include potentially harmful ingredients **commonly found in “clean” cosmetics:**

- X Phenoxyethanol
- X Silicones
- X Fragrance
- X GMO ingredients

and so many more [Click to learn more about our banished list](#)

Certified Plastic Neutral

THE CRUNCHI® WAY

I AM Luminous™ Facial Oil Badges



I AM Luminous™ Facial Oil Third-Party Testing

✓	All essential oils have been tested for purity and are free from any form of adulteration.
✓	Tested for heavy metals, including lead, arsenic, mercury, and cadmium, and confirmed to be well below the cosmetic limits set by the United States, Canada, and the European Union.
✓	Tested and confirmed gluten is undetectable.

FOR BEST RESULTS

1. To freshly cleansed & toned skin, apply one dropperful of I AM Luminous™ to the face, neck, and décolleté day and night.
2. **For sensitive skin:** Follow with Daylight® or Nightlight® Facial Cream.
For oily, acne-prone, or combination skin: Follow with Daylight® Advanced or Nightlight® Advanced Facial Cream.

HOW IS IT DIFFERENT

CRUNCHI®
Skincare *treatments*

<p>I AM <i>luminous</i>™ FACIAL OIL</p>  <p>CRUNCHI® I AM <i>luminous</i>™ FACIAL OIL 10 fl. oz. / 30 mL</p> <p>☀️ 🌙</p> <p>MORNING OR NIGHT</p> <p>Best for: Sensitive, oily, or acne-prone skin</p> <p><i>Visibly renewed more balanced skin</i></p>	<p>I AM <i>bright</i>™ VITAMIN C FACIAL SERUM</p>  <p>CRUNCHI® I AM <i>bright</i>™ VITAMIN C FACIAL SERUM 10 fl. oz. / 30 mL</p> <p>☀️</p> <p>MORNING</p> <p>Best for: All skin types experiencing dullness or discoloration</p> <p><i>Visibly brighter more even skin tone</i></p>	<p>GOLDENLIGHT® MULTI-PEPTIDE FACIAL SERUM</p>  <p>CRUNCHI® GOLDENLIGHT® MULTI-PEPTIDE FACIAL SERUM 10 fl. oz. / 30 mL</p> <p>☀️ 🌙</p> <p>MORNING OR NIGHT</p> <p>Best for: All skin types experiencing lines, wrinkles, or loss of elasticity</p> <p><i>Visibly firmer more lifted skin</i></p>
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CROSS-SELL OPPORTUNITY

Clear & Balanced

Ideal for oily, combination, or acne-prone skin

STEP 1: Cleanse
Charcoal Facial Bar

STEP 2: Tone
Clarilight® Facial Essence

STEP 3: Treat
I AM Luminous™ Facial Oil

STEP 4: Moisturize
Daylight® Advanced Youth-Activating Facial Cream + Nightlight® Advanced Youth-Activating Facial Cream

Gentle Glow

Ideal for sensitive skin

STEP 1: Cleanse
Gentle Facial Bar

STEP 2: Tone
Clarilight® Facial Essence

STEP 3: Treat
I AM Luminous™ Facial Oil

STEP 4: Moisturize
Daylight® Facial Cream + Nightlight® Facial Cream

Bright & Balanced skin

Perfect for dull, acne-prone skin

Visibly brightens & evens skin tone

Minimizes the appearance of post-acne marks

Helps prevent premature aging

CRUNCHI I AM *bright*™ VITAMIN C FACIAL SERUM 10 fl. oz. / 30 mL

Balances sebum & oil production

Minimizes the appearance of pores & helps improve skin texture

Soothes irritation & calms redness

CRUNCHI I AM *luminous*™ FACIAL OIL 10 fl. oz. / 30 mL

Apply 2 pumps to face + layer with 1 dropperful

I AM LUMINOUS™ FACIAL OIL FULL INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
Prunus Amygdalus Dulcis (Organic Sweet Almond) Oil	Hydrates and helps lock moisture in	Plant
Simmondsia Chinensis (Organic Jojoba) Seed Oil	Hydrates and helps lock moisture in	Plant
Argania Spinosa Kernel (Organic Argan) Oil	Reduces flakiness and helps protect against environmental stressors	Plant
Squalane	Hydrates and helps provide a lightweight texture	Plant
Crithmum Maritimum (Sea Fennel) Extract	Regulates sebum and collagen production	Plant
Cucurbita Maxima (Organic Pumpkin Seed) Oil	Calms redness and soothes skin	Plant
Hippophae Rhamnoides (Sea Buckthorn) Extract	Balances hydration	Plant
Citrus Aurantium Dulcis (Orange) Flower Oil	Pure scent + antioxidant	Plant
Caprylic/Capric Glycerides	Softens and soothes	Plant
Citrus Limon (Lemon) Fruit Oil	Pure scent + antioxidant	Plant
Citrus Paradisi (Grapefruit) Peel Oil	Pure scent + antioxidant	Plant
Tocopherol	Preservative + antioxidant	Plant

INGREDIENTS

Prunus Amygdalus Dulcis (Sweet Almond) Oil*, Simmondsia Chinensis (Jojoba) Seed Oil*, Argania Spinosa Kernel Oil*, Squalane, Cucurbita Maxima Seed Oil*, Hippophae Rhamnoides Extract*, Citrus Aurantium Dulcis (Orange) Flower Oil, Caprylic/Capric Glycerides, Citrus Limon(Lemon) Fruit Oil, Crithmum Maritimum Extract, Citrus Paradisi (Grapefruit) Peel Oil, Tocopherol

*Certified Organic Ingredients

NOTE: We prioritize the use of certified organic ingredients in our formulations. Due to the organic supply chain's unpredictable nature, unforeseen disruptions (e.g., crop failures, natural disasters, etc.) could impact the availability of organic ingredients and conventional (non-GMO) ingredients that may be substituted. For the most up-to-date certified organic ingredient declaration, please refer to the individual product page on Crunchi.com.

EDUCATIONAL RESOURCES

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

FAQs

Q: Is I AM Luminous™ good for all skin types, including acne-prone or sensitive skin?

A: I AM Luminous™ is clinically proven safe for all skin types. Start with a patch test to ensure you don't experience skin irritation with any new skin care product. A patch test is best conducted on your neck, behind your ear. If you experience skin irritation, stop using immediately and consult your healthcare professional.

Q: If my client is allergic to any ingredients in I AM Luminous™, 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: Can I use I AM Luminous™ if I am pregnant or breastfeeding?

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: How long will I have to use I AM Luminous™ before I see improvements in my skin?

A: Individual results will vary from person to person depending on the frequency of usage and skin type. Each ingredient in I AM Luminous™ 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!

Q: Can I AM Luminous™ be used by those with dry skin to boost hydration?

A: Yes! While I AM Luminous™ was specially formulated for individuals with oily, sensitive, acne-prone, and combination skin it can be used for those with dry skin types to boost hydration.

Q: Is I AM Luminous™ good for treating Rosacea and other dermatological conditions?

A: I AM Luminous™ is a cosmetic skincare product and is not intended to treat medical conditions such as Rosacea, Psoriasis, Cystic Acne, or Actinic Keratosis. If you have a dermatologic condition and are considering incorporating I AM Luminous™ into your skincare regimen alongside medical treatment, please consult your healthcare provider for advice.