

NEW HYDROGLOSS® LIP OIL



LAUNCH TIMING

Launch Date(s)	
Advocate Pre-Release	June 28, 2023
Crunchi Insider Access	N/A
Client Launch	July 12, 2023

PRODUCT LINE-UP

Product Name	Shade Description	Scent/"Flavor"	Size	Advo Price	Retail Price
Hydrogloss® Lip Oil – Transparency	Clear with a hint of transparent shimmer	Organic Peppermint	0.23 fl. oz. / 7 mL	\$24.00	\$30.00
Hydrogloss® Lip Oil – Mulberry Mint	Cool dark berry	Organic Peppermint	0.23 fl. oz. / 7 mL	\$24.00	\$30.00
Hydrogloss® Lip Oil – Namaste Coming Soon	True Mauve	Organic Vanilla	0.23 fl. oz. / 7 mL	\$24.00	\$30.00
Hydrogloss® Lip Oil – Date Night Coming Soon	Rich Berry	Organic Vanilla	0.23 fl. oz. / 7 mL	\$24.00	\$30.00

CONSUMER, ADVOCATE, MARKET INSIGHTS

- New Hydrogloss® Lip Oil Formula includes modifications to address feedback from our loyal Hydrogloss® users, including improvements in texture, application, and hydration.
- Lip oils are a viral makeup trend with more than 1.5B views on TikTok. (Refinery29, June 2023).
- 45% of Gen Z and 56% of Millennials are willing to pay more to buy beauty products from a sustainable brand. (Global Cosmetics Industry, Feb. 2023).
- U.S. consumers increasingly expect color cosmetics to not only provide aesthetic benefits but also treat skin care concerns and improve skin care health. (Global Cosmetics Industry, May 2023).

Target Client

- New and existing clients who desire lip products with high shine, hydrating, and nourishing properties.
- New and existing clients who are concerned about lip product ingredient safety and sourcing, desiring both clean and sustainable formulas and packaging.

PRODUCT POSITIONING

High-shine lip gloss meets nourishing lip oil - NEW! Hydrogloss® Lip Oil is the lip-loving formula that quenches lips with essential hydration thanks to a blend of organic olive fruit oil, coconut oil, and shea butter. Organic beeswax gives a high-shine finish that’s comfortable and never sticky. Enjoy high-impact shine or layer with our high-pigment Everluxe® Lip Crayons for gorgeous color. Either way, our nourishing blend of organic ingredients will keep you smiling! Choose from our two pure mineral derived shades in a sheer coverage.

PERFORMANCE BENEFITS

Primary

- Delivers high shine and nourishes, for lips that appear fuller and healthier.
- Hydrates and smooths.
- Soothes and helps protect lips from the damaging effects of environmental stressors.
- 100% mineral derived, sheer color.
- Non-sticky texture.
- “Flavored” and scented with pure essential oils.
- Gluten free formula.

WHAT IT’S MADE OF

Organic Beeswax Delivers Nourishing Shine And Supports Bee Conservation Efforts.

Our source ensures bees are unharmed by the collection of the beeswax used in Hydrogloss Lip Oil. They practice regenerative beekeeping to support and conserve bee populations that are a vital part of worldwide agriculture health.

This regenerative beekeeping process also supports millions of small farms around the world that allow families to pass down economically beneficial traditions to the next generation.



Our Organic Fruit Blend Helps Smooth, Hydrate, and Protect Lips.



Organic Olive Fruit Oil



Organic Coconut Oil*



Organic Shea Butter

WHAT IT'S MADE OF

*100% Pure Pigments From The Earth
Unleash Healthy, Sheer Color.*



Iron Oxides, Manganese Violet, Titanium Dioxide

Pure Unadulterated Essential Oils.



Pure, Sustainably Sourced Peppermint And Vanilla Essential Oils

POINT OF DIFFERENCE & KEY SELLING TIPS

HYDROGLOSS® LIP OIL - Raising The Bar In Clean Lip Color.

Ethically Sourced Organic Beeswax

Free from synthetic microcrystalline wax, a vegan Beeswax alternative derived from petroleum and widely used among “clean” brands . Our ethically sourced organic beeswax delivers nourishing, high shine while supporting bee population conservation efforts.

Organic Fruit Blend

Nourishing organic blend of fruit, butter and oils hydrate, lock in moisture and help protect lips.

Highest Purity Grade Pigments From the Earth

Free from synthetic, petroleum derived colorants like Lake Dyes & FD&C colorants and carmine, widely used among “clean” brands. HYDROGLOSS® LIP OIL is infused with the highest purity grade mineral colorants to achieve healthy, sheer color with the lowest possible heavy metal levels.

Pure Unadulterated Essential Oils

HYDROGLOSS® LIP OIL is formulated with the highest quality, sustainably sourced, and pure essential oils. We prioritize purity and ensure none of the essential oils are adulterated through third party testing.

THE CRUNCHI® WAY

Elevating Clean Beauty: Sustainable, High-Performing, Safe Products That Benefit You And The Planet.

Hydrogloss® Lip Oil Badges



THE CRUNCHI® WAY

Hydrogloss® Lip Oil Is Free From:

x	Parabens (e.g., Propylparaben, Methylparaben)	x	Petrolatum and/or Mineral Oil
x	Lake Dyes & FD&C Colorants, Carmine	x	BHT
x	Synthetic Fragrance	x	Synthetic or Undisclosed Flavor
x	Propylene Glycol	x	Phenoxyethanol
x	Formaldehyde Releasers (e.g., Diazolidinyl Urea)	And So Many More... Click To Learn More About Our Banished List	

Hydrogloss® Lip Oil Is Third-Party Tested And Ethically Sourced To Help Ensure Uncompromising Ingredient Safety And Integrity.

✓	Tested and confirmed gluten is undetectable.
✓	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. Our mica is ethically sourced from regions that do not involve child labor practices.
✓	All essential oils have been tested for purity and are free from any form of adulteration.

FORMULA DESCRIPTION

Hybrid of a high shine liquid lip gloss and high-performance lip oil.

HOW TO USE

Swipe over bare lips, adding layers as desired. Apply as a top-coat to high-pigment Everluxe® Lip Crayons for nourishing shine.

SUSTAINABLE PACKAGING

Packaged in a recyclable glass tube with a 100% BPA-free/Phthalate-free recyclable plastic cap and wand.

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

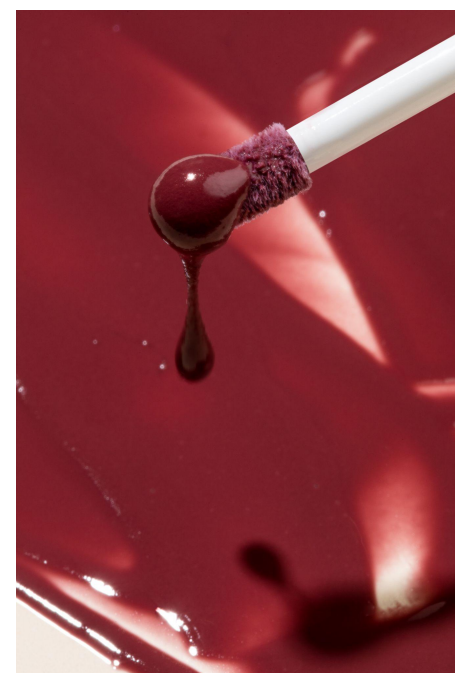
PACKAGING END-OF-LIFE

Glass barrel: Widely recyclable. Rinse and place in the recycle bin or reuse.

Plastic cap: Widely recyclable. Remove and place in the recycle bin.

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

Additional package and end-of-life recommendations coming soon.



SHADE LINE-UP






Mulberry Mint



Transparency

CROSS-SELL OPPORTUNITY

Beautiful Lips In 3 Effortless Steps.

STEP 1 LINE	STEP 2 FILL	STEP 3 LAYER
Everluxe® Lip Crayon 	Everluxe® Lip Crayon 	Hydrogloss® Lip Oil 
Line across the contours of the lips for precise definition.	Fill in the rest of lips for saturated color.	Layer for a boost of high shine and hydration.

INGREDIENTS

Bis-Diglyceryl Polyacyladipate-2, Ricinus Communis (Castor) Seed Oil, Heptyl Undecylenate, Hydroxystearic/Linolenic/Oleic Polyglycerides, Oleic/Linoleic/Linolenic Polyglycerides, Hydrogenated Castor Oil, Beeswax/Cera Alba*, Olea Europaea (Olive) Fruit Oil*, Helianthus Annuus (Sunflower) Seed Oil, Polyhydroxystearic Acid, Mentha Piperita (Peppermint) Oil, Sambucus Nigra Fruit Extract, Cocos Nucifera (Coconut) Oil*, Palmitic Acid, Stearic Acid, Stevia Rebaudiana Extract, Butyrospermum Parkii (Shea) Butter*, May Contain (+/-): Manganese Violet (CI 77742), Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77499)), Mica CI 77019

* Certified Organic Ingredients

NOTE: We prioritize the use of certified organic ingredients in our formulations. Due to the unpredictable nature of the organic supply chain, there may be unforeseen disruptions (e.g.: crop failures, natural disasters, etc.) that 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

SELLING TOOLS

Access the Hydrogloss® Lip Oil fact sheet and images using the Crunchi app.

HYDROGLOSS® LIP OIL FULL INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
EMOLLIENTS		
Bis-Diglyceryl Polyacyladipate-2 (<i>RSPO Certified</i>)	Moisturize/Nourish	Plant
Ricinus Communis (Castor) Seed Oil	Moisturize/Nourish	Plant
Heptyl Undecylenate	Moisturize/Nourish	Plant
Hydroxystearic/Linolenic/Oleic Polyglycerides	Moisturize/Nourish	Plant
Oleic/Linoleic/Linolenic Polyglycerides	Moisturize/Nourish	Plant
Hydrogenated Castor Oil	Moisturize/Nourish	Plant
Organic Olea Europaea (Olive) Fruit Oil*	Moisturize/Nourish	Plant
Helianthus Annuus (Sunflower) Seed Oil	Moisturize/Nourish	Plant
Organic Cocos Nucifera (Coconut) Oil*	Moisturize/Nourish	Plant
Stearic Acid	Moisturize/Nourish	Plant
Organic Butyrospermum Parkii (Shea) Butter*	Moisturize/Nourish	Plant
Palmitic Acid	Moisturize/Nourish	Plant
FILM FORMER		
Organic Beeswax/Cera Alba*	High Shine/Soothes	Bee
ANTIOXIDANTS		
Sambucus Nigra Fruit Extract (<i>Elderberry</i>)	Antioxidant & Preservative	Plant
MINERAL DERIVED PIGMENTS/INGREDIENTS		
Mica (<i>Ethically Sourced</i>)	Color	Mineral
Manganese Violet CI 77742	Color	Mineral
Titanium Dioxide CI 77891	Color	Mineral
Iron Oxides (CI 77491, CI 77499)	Color	Mineral
PLANT-DERIVED "FLAVOR"		
Organic Stevia Rebaudiana Extract (<i>Hexane-free</i>)	"Flavor"	Plant
Mentha Piperita (Peppermint) Oil	"Flavor"	Plant
STABILIZER		
Polyhydroxystearic Acid	Suspension Agent Used To Stabilize Formula	Plant

FAQs

Q: How is NEW Hydrogloss® Lip Oil different from the original Hydrogloss® formula?

A: Our new Hydrogloss® Lip Oil is the perfect combination of a nourishing lip gloss and a high-performance lip oil. This new formula includes modifications to address feedback from our loyal Hydrogloss users, including improvements in texture, application, and user experience. We also added organic beeswax to enhance hydration and help protect the lip moisture barrier. We've kept the amazing qualities of the original Hydrogloss Lip Gloss formula, like the never-sticky shine, and created a hybrid lip gloss-oil that is on trend. If you have any questions, please email or contact Crunchi Support.

Q: I notice the Hydrogloss® shades “Transparency” and “Mulberry Mint” contain peppermint oil. Can I use these shades if I am breastfeeding?

A: Crunchi's mission is to create safe, toxin-free, high-performing cosmetics free of the many harmful ingredients found in most conventional products on the market. However, if you have a specific ingredient question or concern with use during pregnancy or breastfeeding, please consult with your healthcare provider prior to use.

We have also linked an article from Robert Tisserand you may find helpful regarding the use of peppermint oil while breastfeeding. <https://tisserandinstitute.org/peppermint-and-breastfeeding-results-of-poll/>

Q: I noticed this formula contains beeswax and is no longer considered vegan, why did Crunchi choose to use beeswax for this new formula?

A: For the new formula of Hydrogloss® Lip Oil, we chose organic beeswax because it allowed us to create an even cleaner formula with higher performance. Organic Beeswax is a natural skin conditioner that helps hydrate as it locks in moisture, leaving lips feeling soothed and reducing the appearance of dry, chapped lips. We are always striving to improve our formulations, and this was an Advocate backed decision that we are ecstatic about.

Q: I notice air bubbles are visible at the top of some Hydrogloss® Lip Oil tubes. Is this normal?

A: One of the unique characteristics of glass packaging is the fact that each tube may have slight capacity variation (versus plastic, which is uniform in capacity). All tubes are filled with the exact same amount, and air bubbles do not represent an underfilled product. Despite visible air bubbles visible at the top of some tubes, each Hydrogloss Lip Oil is guaranteed to be filled well above the 7 mL declared on the label.