

***Charcoal & Gentle Facial Bar & Charcoal Body Bar
Advocate Ingredient Guide & FAQs***

CRUNCHI CHARCOAL FACIAL BAR

Clarify & Balance 4 oz / 113 Grams

Crunchi's Charcoal Facial Bar is the perfect cleanser to clarify pores and balance the skin's natural oils. Fresh lemon and tea tree essential oils support a soft, and radiant complexion. Ideal for normal, combination, or acne-prone skin.

HOW TO USE: Gently massage over face and neck. Rinse with warm water and pat dry.

Ingredients:

Certified RSPO Organic Soap Base

Sodium Palmate (Organic Palm Oil & Sodium Hydroxide)

Sodium Cocoate (Organic Coconut Oil & Sodium Hydroxide)

Notes:

Effective cleanser

0% Sodium Hydroxide remains in the formula after processing

Detoxifying & Clarifying Ingredients

Charcoal Powder (Bamboo, Activated)

Kaolin (Kaolin Clay)

Moisturizing Oils and Ingredients

Organic Simmondsia Chinensis (Jojoba) Seed Oil*

Organic Argania Spinosa (Argan) Kernel Oil* (Virgin)

Organic Glycerin* (Vegetable Derived)

Certified Organic Essential Oils

Organic Melaleuca Alternifolia (Tea Tree) Leaf Oil*

Organic Citrus Limon (Lemon) Peel Oil*

Notes:

-Provides refreshing, uplifting citrus scent

-Lemon Oil is NOT a concern for phototoxicity or photosensitizing as this is a wash-off product (see FAQ below)

Miscellaneous

Water (Aqua)

Sodium Citrate (pH adjuster/ chelator/ preservation)

*Certified Organic Ingredient

CRUNCHI GENTLE FACIAL BAR

Cleanse & Replenish 4 oz / 113 Grams

The Crunchi Gentle Facial Bar has an ultra-mild formula that is designed to cleanse, replenish moisture, and remove impurities from the skin. This gentle, unscented cleanser is ideal for dry or sensitive skin.

HOW TO USE: Gently massage over face and neck. Rinse with warm water and pat dry.

Ingredients:

Certified RSPO Organic Soap Base

Sodium Palmate (Organic Palm Oil & Sodium Hydroxide)

Sodium Cocoate (Organic Coconut Oil & Sodium Hydroxide)

Notes:

Effective cleanser

0% Sodium Hydroxide remains in the formula after processing

Detoxifying & Clarifying Ingredients

Kaolin (Kaolin Clay)

Moisturizing & Soothing Oils and Ingredients

Organic Avena Sativa (Oat) Kernel Flour* (Colloidal Oatmeal)

Organic Butyrospermum Parkii (Shea) Butter* (Fair Trade, Virgin)

Organic Simmondsia Chinensis (Jojoba) Seed Oil*

Organic Argania Spinosa (Argan) Kernel Oil* (Virgin)

Organic Glycerin* (Vegetable Derived)

Miscellaneous

Water (Aqua)

Sodium Citrate (pH adjuster/ chelator/ preservation)

*Certified Organic Ingredient

CRUNCHI CHARCOAL BODY BAR

Exfoliating Citrus 6 oz / 170 Grams

Clean ingredients. Fresh skin. Made with pure jojoba seed and infused with fresh citrus essential oil, this Charcoal Body Bar gently cleanses and exfoliates leaving your skin feeling soft and smooth. Ideal for most skin types.

HOW TO USE: Lather up with water and apply generously to the skin. Rinse.
Gentle enough for daily use.

Ingredients:

Certified RSPO Organic Soap Base

Sodium Palmate (Organic Palm Oil & Sodium Hydroxide)

Sodium Cocoate (Organic Coconut Oil & Sodium Hydroxide)

Notes:

Effective cleanser

0% Sodium Hydroxide remains in the formula after processing

Detoxifying & Clarifying Ingredients

Charcoal Powder (Bamboo, Activated)

Physical Exfoliant Ingredient

Simmondsia Chinensis (Jojoba) Seed Powder*

Moisturizing Oils and Ingredients

Organic Simmondsia Chinensis (Jojoba) Seed Oil*

Organic Glycerin* (Vegetable Derived)

Certified Organic Essential Oils

Citrus Aurantium Sinensis (Sweet Orange) Oil*

Organic Melaleuca Alternifolia (Tea Tree) Leaf Oil*

Notes:

-Provides refreshing, uplifting citrus scent

-These EO's are NOT a concern for phototoxicity or photosensitizing, and additionally, this is a wash-off product. (see FAQ below)

Miscellaneous

Water (Aqua)

Sodium Citrate (pH adjuster/ chelator/ preservation)

*Certified Organic Ingredients

Crunchi Facial Bar & Body Bar Badges

Vegan

Non-GMO

Gluten Free

Leaping Bunny Certified (*Badge is on packaging*)

Cruelty Free

RSPO Certified (*Badge is on packaging*)

Toxin Free

Made in the USA

Consciously Packaged

Thoughtfully Produced

Crunchi Facial Bar & Body Bar Packaging

Wrapped in 100% post-consumer paper wrap that is 100% recyclable and 100% biodegradable. (This means zero bulky plastic bottle waste remains after the product is used!)

Crunchi Facial Bar & Body Bar FAQs

1) What percentage of Sodium Hydroxide remains in the facial bar after processing?

0%, as it is completely reacted out during processing.

2) What is the pH of the bar soaps?

~9.5

3) Are Crunchi Facial Bars and Body Bars considered “pH balanced” or “pH neutral”? What does pH mean for a soap product?

The importance of a neutral pH as it relates to cleansers is based largely on marketing and theoretical science than actual facts. Soap is an incredibly unique cleanser in the world of cleaners. It's alkaline in nature and therefore more effective in cleaning skin and providing healthy hygiene. Soap is also the most natural cleanser available on the market as it can be certified organic by the USDA. There are no surfactant based cleaners that can claim the same thing.

The pH of the skin is based on the sebum oil content on the surface. Soap comes in contact with sebum oil and chemically bonds to the oil, then removes it with rinsing water. The sensors in the sebaceous glands respond when oil content is

lower than the established balance and starts to respond by secreting more sebum oil. The process of replenishing the skin takes between 15-45 minutes.

The pH of a cleansing product does not matter as it relates to performance. The ability of soap/surfactant to chemically bond with oil to remove is the key factor.

There are surfactants such as SLES (acidic pH) that are very effective with removing oil and then will leave the skin feeling stripped. Ultimately, people are misinformed about pH as it relates to cleansers. We can formulate soap to be more gentle by adding emollients that replenish the removed sebum oil, as the after feel of a cleansing product is a real testament to the cleanser's performance.

References:

- PubMed: Personal cleanser technology and clinical performance; by Syed Abbas, Jessica Weiss Goldberg and Michael Massaro (2004)
- PubMed: The long-term use of soap does not affect the pH-maintenance mechanism of human skin; by Takagi Y, Kaneda K, Miyaki M, Matsuo K, Kawada H, Hosokawa H (2015)
- PubMed: Effects of soap and detergents on skin surface pH, stratum corneum hydration and fat content in infants; by Gfatter R, Hackl P, Braun F (1997)
- PubMed: A comparative study of the effects on the skin of a classical bar soap and a syndet cleansing bar in normal use conditions and in the soap chamber test; by Barel AO, Lambrecht R, Clarys P, Morrison BM Jr, Paye M (2001)
- Influence of cleansing product type on several skin parameters after single use; by Mirela Moldovan and Alina Nanu (2010)
- The Effect of Detergent on Skin pH and Its Consequences; by Hans Christian Korting, Otto Braun-Falco
- Personal Care Truth (*No longer updated, but the archives are great!*)
- Scientific Soapmaking: The Chemistry of the Cold Process by Kevin Dunn

4) *I have experienced bar soaps that are drying in the past. Will Crunchi Facial Bars or Body Bar dry out my skin?*

Bar soap is a very effective cleanser and some can cause drying as a result.
Crunchi

Facial Bars are rich in glycerin as well as the many free oils to help combat and prevent dryness.

5) *Are the essential oils in the Charcoal Facial Bar and Body Bar Phototoxic?*

No. Wash-off products such as soap are not at risk for phototoxicity.

“There is generally no phototoxic risk if the oils are used in a product that is either not applied to the body or is washed off the skin, such as shampoo, bath preparation, or soap. However, essential oils can adhere to the skin if used in a sauna or steam inhalation. There is no risk if the skin to which the oils are applied is covered in such a way as to prevent UV rays from reaching them.”
[Robert Tisserand and Rodney Young, Essential Oil Safety (Second Edition. United Kingdom: Churchill Livingstone Elsevier, 2014), 88.]

6) *What is RSPO certification and why is this important?*

RSPO certification is a global standard for sustainable palm oil. To ensure the credibility of palm oil sustainability claims, all RSPO members that take legal ownership and produce or handle RSPO-certified sustainable oil palm products need to be RSPO certified. At the heart of this process are the RSPO Principles & Criteria.

There is in an ever-urgent need and growing global concern that commodities are produced without causing harm to the environment or society. RSPO certification is an assurance to the customer that the standard of palm oil production is sustainable.

Palm oil producers are certified through strict verification of the production process to the stringent RSPO Principles & Criteria for Sustainable Palm Oil

Production by accredited Certifying Bodies, and can be withdrawn at any time in case of infringement of the rules and standards. All organizations in the supply chain that use RSPO certified sustainable oil products are audited to prevent overselling and mixing palm oil with conventional (or non-sustainable) oil palm products. These organizations can claim the use of RSPO certified sustainable oil palm products “on pack” by using the RSPO Trademark.

You can read more about RSPO Certification here:

<https://www.rspo.org/certification#how-certification-works>

7) PART 2: What is RSPO Certification and why is it critical in preventing rainforest destruction? (Please watch the 5/15/19 Wednesday LIVE for additional discussion)

Palm oil is a popular vegetable oil used commonly in a wide range of daily use consumer products such as food, detergents, and personal care. As a result of its versatility, palm oil farming is one of the world’s leading drivers of rainforest destruction. Harvesting practices cause horrible devastation to animals, people, and the land on which it is grown.

The Roundtable on Sustainable Palm Oil (RSPO), is an organization that is leading the market toward environmentally and socially responsible palm oil that does not contribute to deforestation. By using RSPO certified palm and supporting RSPO we are in a position to enforce change in the industry and to educate consumers to understand better palm oil, its benefits, and the good that certification bodies are doing in the fight against rainforest destruction.

Replacing palm oil with other vegetable oils, such as soybean, rapeseed (canola), and sunflower, would require more land to be deforested. Per unit of cultivated land, palm trees produce four to 10 times more oil than comparable crops. By replacing palm with soybean, rapeseed (canola), or sunflower oil, you would need to increase land use from seven to 10 times to produce the same amount of oil palm oil produces, therefore, leading to more deforestation.

Soybean farming is responsible for more than double the deforestation than palm oil to date, and livestock and beef production are responsible for more than five

times the amount of deforestation compared to palm. Additionally, palm requires significantly less fertilizer and pesticides than other vegetable oils.

Lastly, millions of farmers and their families work in the palm oil sector in impoverished regions of Indonesia and Malaysia. These areas are economically dependent on palm jobs, and if they were eliminated would create tremendous hardships for these regions.

References and Additional Resources:

Our Organisation | RSPO - Roundtable on Sustainable Palm Oil.

<https://www.rspo.org/about/our-organisation>

Palm oil boycott could actually increase deforestation

<http://theconversation.com/palm-oil-boycott-could-actually-increase-deforestation-on-sustainable-products-are-the-solution-106733>

The Journey Towards Deforestation-Free Commodities

<http://www.impactingourfuture.com/advocacy/the-journey-towards-deforestation-free-commodities>

Is Palm Oil Really That Bad? Yes! Here's What You Can Do About It
<https://amp.mindbodygreen.com/articles/is-palm-oil-really-that-bad-yes-here-s-what-you-can-do-about-it--20802>

Is Palm Oil Healthy & Good for the Environment?

<https://www.mindbodygreen.com/articles/is-palm-oil-healthy-and-good-for-the-environment>

Why does Crunchi choose to use palm oil?

1. RSPO certified palm is superior to other vegetable oils for many reasons.
2. Per unit of cultivated land, palm trees produce four to 10 times more oil than comparable crops.
3. Boycotting all palm oil results in greater deforestation due to increased resources required for harvesting oil substitutions.
4. Palm uses less fertilizer and pesticides than other vegetable oils.
5. Purchasing RSPO certified palm products supports environmentally and socially responsible palm oil that doesn't contribute to deforestation and fights against rainforest destruction.

To read more about RSPO please visit: <https://www.rspo.org/>

9) Do Crunchi Body and Facial Bars have a shelf life/expiration date?

If stored in a cool, dry environment over time the bars may lose some color, and the scent may dissipate, but the bars will still perform as an effective cleanser. If stored out of the paper wrap, the color and scent will fade faster than if kept in the wrap.

10) Once in use, how many months do Crunchi Body and Facial Bars last?

There are many factors which influence the longevity of Crunchi Facial Bars and Body Bar. Factors include frequency of use, lather preference/amount, number of individuals using the bar, size of skin surface area, etc. Our Crunchi Body and Facial Bars are formulated with high-quality ingredients, are densely pressed, and do not dissolve rapidly when in contact with water like some bar soaps you may have previously experienced. For example, if appropriately stored in a soap dish, our generously-sized, 4 oz facial bars last a minimum of 3-4 months (and often much longer!).

11) I have heard that Clay can be contaminated with heavy metals. Is this a concern for the Kaolin Clay ingredient in the Crunchi Facial Bars?

Ingredients such as clay that are sourced from the ground are at risk for heavy metal contamination (similar to iron oxides). Kaolin Clay is one of the purist clay ingredients available in terms of risk for heavy metal contamination. Additionally, the Kaolin Clay ingredient used in Crunchi facial bars is tested for heavy metals prior to use to confirm acceptable purity.