

I AM Renewed™ Purifying Mask

LAUNCH TIMING

Launch Date(s)	
Advocate Pre-Release	June 5, 2024
Client/Insider Launch	June 12, 2024



PRODUCT LINE-UP

Product Name	Size	Retail Price	Advo Price
I AM Renewed™ Purifying Mask	1.9 oz / 54 g	\$48.00	\$38.40

CONSUMER, ADVOCATE, MARKET INSIGHTS

- Beauty consumers find masks add value to their regular beauty regimen, as reported from results of The Benchmarking Company’s June 2023 online study of 3,554 U.S. females. Seventy-three percent agree that using a facial skin care mask is a treat and an important part of "me time," 74% agree applying a mask feels like self-care, with 58% finding the experience of wearing facial masks relaxing.
- Non-traditional forms are growing rapidly – gel, oil, and balm are only 10% of the market, but growing +5% (Mintel, 2023 report).
- Experience goes beyond efficacy: sensorial, new forms and transformative textures are trending (Mintel, 2023 report).

WHO'S IT FOR

- Individuals with oily or congested skin.
- Those with dull skin or uneven texture.
- People concerned about the effects of pollution on their skin.
- Those seeking a safe and effective skin detox with sustainable packaging.

WHAT IS IT

I AM Renewed™ Purifying Mask is a deep pore detox mask with an innovative gel texture designed to reveal clearer, smoother, and healthier-looking skin instantly.

WHY YOU NEED IT

Facing daily exposure to environmental pollutants, excess oil, and impurities can clog pores, lead to acne, and dull your complexion. I AM Renewed™ Purifying Mask is designed to combat these concerns.



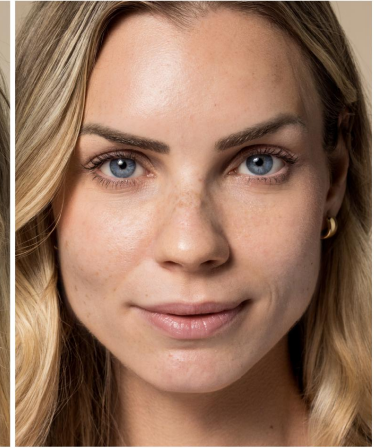
Before



Immediately After



Before



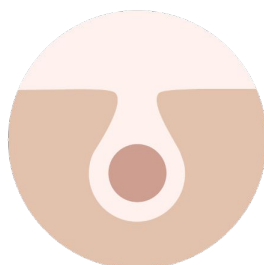
Immediately After

WHAT DOES IT DO

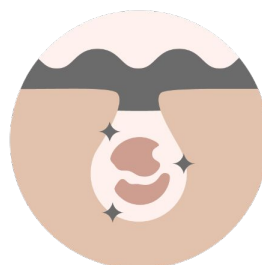
- ✓ Removes pollution and impurities deep within pores without over-drying
- ✓ Absorbs excess oil
- ✓ Visibly minimizes pores and enhances skin texture
- ✓ Gently exfoliates while soothing and calming irritation

WHAT ELSE DO YOU NEED TO KNOW

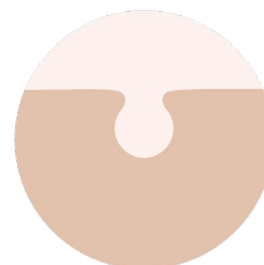
- ✓ Formulated safe for all skin types
- ✓ Pure essential oil blend of lavender, tea tree and lemon peel helps soothe and calm



Clogged Pore



I AM Renewed™
in Action



Unclogged Pore

HOW IT WORKS

Activated Bamboo Charcoal



What is it?

A potent extract from bamboo stalks and roots with a vast surface area, adept at absorbing environmental toxins.

What does it do?

- Removes pollution and dirt deep within the pores.
- Improves the appearance of skin tone and texture.

How is it sourced?

Sustainably derived from Phyllostachys bamboo, this charcoal is produced through airless heating (pyrolysis), ensuring the bamboo's rapid renewal and ongoing sustainability. To guarantee its purity, it also undergoes third-party testing to ensure minimal heavy metal content.

Moroccan Lava Clay



What is it?

Moroccan Lava Clay, also known as Rhassoul Clay, is a mineral-rich clay that has been used for centuries in traditional skincare and beauty rituals.

What does it do?

Absorbs excess oil, reducing shine.

How is it sourced?

Sourced from ancient lake deposits. After careful harvesting, it is washed and sun-dried, then finely ground into a powder without the use of solvents or additives. To guarantee its purity, it also undergoes third-party testing to ensure minimal heavy metal content.

Kaolin Clay



What is it?

A gentle mineral-rich clay.

What does it do?

Gently removes skin surface build up and debris.

How is it sourced?

Our Kaolin Clay is purely natural, free from additives and chemicals. To guarantee its purity, it also undergoes third-party testing to ensure minimal heavy metal content.

HOW IT WORKS

Willow Bark Extract



What is it?

Derived from North American *Salix nigra*, this natural extract, rich in salicin, offers the exfoliating benefits of beta hydroxy acid without harshness.

What does it do?

- Smooths skin by gently exfoliating dead cells.
- Calms irritation and soothes redness.

SUSTAINABLE PACKAGING

Plastic-Free Tube



*Infinitely recyclable
aluminum tube*

*With a 100%
BPA-free, BPS-free, &
phthalate-free liner*

How To Recycle

1. Remove the cap. Wash aluminum bottle and all components clean.
2. Drop aluminium bottle in recycle bin.*
3. Recycle cap through Pact Collective. Click link to learn more.
<https://www.pactcollective.org/locations>

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

UNIQUE SELLING PROPOSITION

High Performance

Unique lightweight gel texture delivers purifying results in less than 10 minutes.

Safe Formula

Beyond clean formula is third-party tested for heavy metals. Free from:

- Silicones
- Phenoxyethanol
- Ethoxylated Ingredients
- Fragrance
- GMO Ingredients

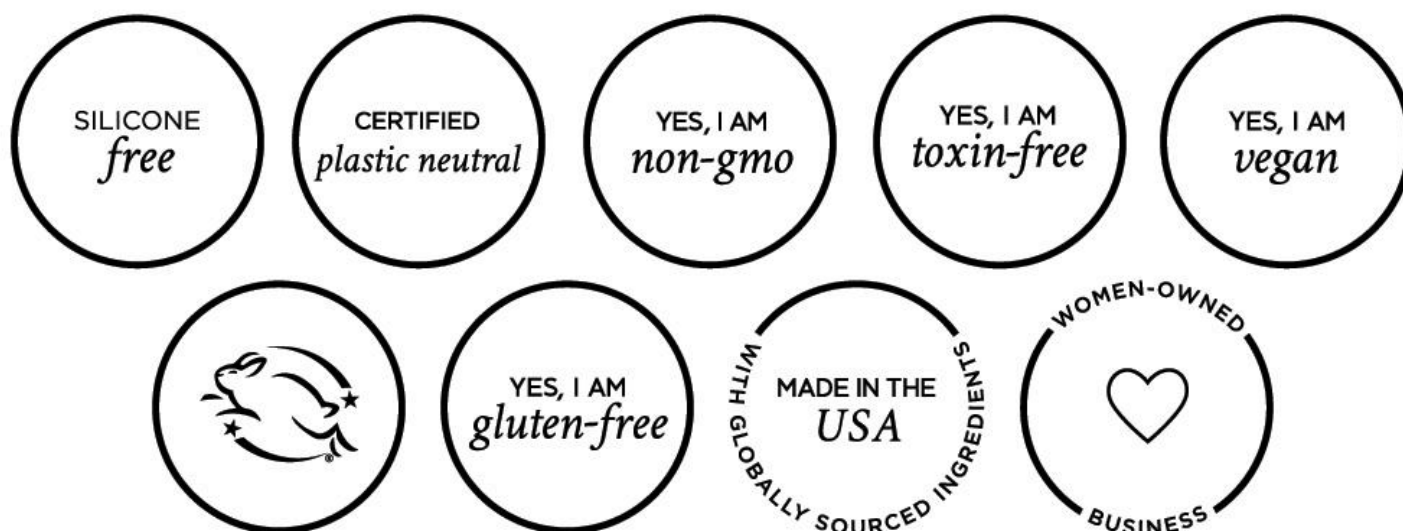
And many more. [Click to learn more about our banished list](#)

Sustainable Packaging

Primary packaging is comprised of 100% infinitely recyclable aluminum with a BPA-free, BPS-free, phthalate-free liner.

THE CRUNCHI® WAY

I AM Renewed™ Purifying Mask



WORDS TO SAY

"Purify your skin in less than 10 minutes with the I AM Renewed™ Purifying Mask! Its lightweight gel detoxes, leaving skin clearer, smoother, and healthier. Perfect for tackling excess oil and reducing large pores and breakouts."

"Who doesn't love a good detox? The I AM Renewed™ Purifying Mask deeply cleanses pores, removing impurities and excess oil. It's like hitting the reset button for refreshed, revitalized skin!"

"Concerned about the impact of environmental pollutants on your skin? Our mask features a potent blend of activated bamboo charcoal and natural clays—Moroccan lava and kaolin—to draw out even the deepest impurities without over-drying your skin. With I AM Renewed™, you get not just cleanliness but a visible enhancement in skin texture and tone."

"Turn your skincare routine into a spa experience with the I AM Renewed™ Purifying Mask. Enjoy purified, radiant skin ready for any occasion!"

CALL TO ACTION

Looking for tips on how to get the best results from your I AM Renewed™ Purifying Mask? We've got you covered! Check out our step-by-step guide and demo videos. Share these insights with confidence and enhance your skincare routine along with your followers.

THE CRUNCHI® WAY

I AM Renewed™ Purifying Mask

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

FOR BEST RESULTS

1. Shake to activate I AM Renewed™ Purifying Mask for 15 seconds before each use. Apply to clean, dry skin. Avoid the eye area.
2. Leave the mask on for 5-10 minutes.
3. Remove with warm water. Follow with your regular skincare routine. Mask can be used 2-3x's per week or as needed.

HOW IS IT DIFFERENT

	I AM Renewed™ Purifying Mask	I AM Polished® Exfoliating Mask
Ideal For	Oily, congested, or dull skin seeking detoxification.	Fine lines, wrinkles, or dull skin needing deep exfoliation.
Key Benefits	<ul style="list-style-type: none"> • Removes pollution and impurities deep within pores without over-drying. • Absorbs excess oil. • Visibly minimizes pores and enhances skin texture. 	<ul style="list-style-type: none"> • Multi-tasks as an exfoliating scrub or a 5-minute treatment mask. • Gently removes dead skin cells. • Visibly minimizes the appearance of pores, fine lines, and wrinkles.
Key Ingredients	<ul style="list-style-type: none"> • Activated bamboo charcoal • Moroccan lava clay • Kaolin clay 	<ul style="list-style-type: none"> • 10% blend of glycolic, lactic & fruit Acids • Pumice • Green tea leaf extract

CROSS-SELL OPPORTUNITY

Pure Detox Trio

3-steps to clear, luminous skin.



STEP 1 - Cleanse

Charcoal Facial Bar



STEP 2 - Detox

I AM Renewed™ Facial Mask



STEP 3 - Moisturize

I AM Luminous™ Facial Oil

*Products sold separately

I AM RENEWED™ INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
Water	formula enhancing ingredient	deionized
Glycerin	hydration boosting ingredient	plant
Kaolin	cleanses the skin/pores	mineral
Glyceryl Stearate	formula enhancing emollient	plant
Charcoal Powder	provides detox and cleansing properties	plant
Squalane	performance and hydration boosting ingredient	plant
Propanediol	performance boosting ingredient	plant
Moroccan Lava Clay	absorbs excess oil	mineral
Heptyl Glucoside	performance boosting ingredient	plant
Caffeine* (organic green tea)	antioxidant	plant
Salix Alba (Willow) Bark Extract	performance boosting ingredient	plant
Avena Sativa (Oat) Kernel Extract	performance boosting ingredient	plant
Lactobacillus Ferment	formula enhancing ingredient and preservative	plant
Citrus Limon (Lemon) Peel Oil	sensory enhancing ingredient	plant
Melaleuca Alternifolia (Tea Tree) Leaf Oil*	sensory enhancing ingredient	plant
Lavandula Angustifolia Flower Oil*	sensory enhancing ingredient	plant
Phenethyl Alcohol	preservative	plant
Caprylyl Glycol	preservative	plant
Gellan Gum	formula/texture enhancing ingredient	plant
Ethylhexylglycerin	preservative	plant
Citric Acid	pH adjuster	plant
Sodium Phytate	formula enhancing ingredient	plant
Alcohol	preservative	plant

INGREDIENTS

Water, Glycerin, Kaolin, Glyceryl Stearate, Charcoal Powder, Squalane, Propanediol, Moroccan Lava Clay, Heptyl Glucoside, Caffeine*, Salix Alba (Willow) Bark Extract, Avena Sativa (Oat) Kernel Extract, Lactobacillus Ferment, Citrus Limon (Lemon) Peel Oil, Melaleuca Alternifolia (Tea Tree) Leaf Oil*, Lavandula Angustifolia Flower Oil*, Phenethyl Alcohol, Caprylyl Glycol, Gellan Gum, Ethylhexylglycerin, Citric Acid, Sodium Phytate, Alcohol

*Certified Organic Ingredients

EDUCATIONAL RESOURCES

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

FAQs

Q: Why is it necessary to shake the tube for 15 seconds before each use?

A: I AM Renewed™ Purifying Mask is the first gel-textured charcoal detox mask.

Shaking the mask allows the critical components of the formula to activate in the tube transforming into its innovative gel texture.

Q: What is the scent of I AM Renewed™ Purifying Mask?

A: Pure essential oil blend of lavender, tea tree and lemon peel helps soothe and calm.

Q: How much of the formula should I use?

A: Apply an even layer that covers the whole face.

Q: What type of hand motions should I use to apply the product?

A: Use gentle, upward strokes to evenly distribute the mask while avoiding harsh rubbing.

Q: How exactly does I AM Renewed™ detox skin?

A: It detoxifies skin thanks to the combination of activated bamboo charcoal, kaolin clay, and Moroccan lava clay. Together, they extract dirt, oil, and impurities, helping to detoxify pores and clarify skin.

Q: How exactly does I AM Renewed™ detox skin without drying it out?

A: I AM Renewed™ Purifying Mask features a clay-based formula balanced with emollient squalane and the powerful humectant glycerin. These ingredients ensure the clay does not harden excessively or tighten uncomfortably on the face. Unlike typical clay masks, our formula is designed not to strip the skin of moisture. Glycerin helps to attract and lock in hydration, leaving the skin feeling soft and smooth after every use!

Q: How exactly does I AM Renewed™ visibly refine the appearance of pores?

A: I AM Renewed™ Purifying Mask visibly refines the appearance of pores by using activated bamboo charcoal and natural clays to deeply cleanse and remove excess oil. This action helps clear out pore blockages and reduces their visible size, promoting a smoother skin texture.

Q: How exactly does I AM Renewed™ Purifying Mask control oil/reduce shine?

A: The powerful trifecta of clays and activated charcoal helps control oil and reduce shine without stripping the skin.

Q: Can I use this product on my acne?

A: Yes, but always conduct a patch test first and consult with a healthcare professional if you have any questions or concerns before using on a breakout.

FAQs

Q: Is this product okay to use on dry skin?

A: Yes, the product was formulated for all skin types and gentle enough even for those with dry skin. We recommend following up with your Crunchi skincare routine to properly re-hydrate and moisturize dry skin. Pro Tip: I Am Luminous™ is an excellent last step to the skincare routine to lock in moisture.

Q: Can I use this product on other areas of my body, e.g., armpits, back or chest?

A: Yes!

Q: How does I AM Renewed™ Purifying Mask differ from I AM Polished® Facial Exfoliator?

A: Each formulation is completely different and can be used interchangeably or together during your skincare routine. I AM Polished® is a physical and chemical exfoliating treatment that removes dead skin cells from the surface of the skin and the top layer of the pores, focusing on the outermost layer of the skin.

I AM Renewed™ Purifying Mask is a detox mask that provides a deep clean of the impurities below the surface of the skin and deep into pores, further helping to minimize their appearance. I AM Renewed™ detoxifies below the surface of the skin, getting deeper with minimal impact on the skin barrier.

Q: If I use I AM Polished® Facial Exfoliator and I AM Renewed™ Purifying Mask at the same time, what is the correct order?

A: I AM Polished® Facial Exfoliator should be used first, followed by I AM Renewed™ Purifying Mask.

Q: What safety testing was performed on the I AM Renewed™ aluminum tube?

A: Aluminum packaging, either for cosmetics use or for use with food and beverages, must be lined internally to prevent the contents from making direct contact with the aluminum. This practice has been commonplace since aluminum was first used for food and beverage packaging. At Crunchi, we wanted to ensure that the EU approved food-grade liner not only worked, but that it held up over time and with exposure to heat. To enable this testing, we put our I AM Renewed™ into the actual packaging (aluminum tube) we are using today, and had a third party lab place the finished good into a stability oven for 12 weeks at 40 degrees Celsius (104 degrees Fahrenheit). This would mimic a consumer holding onto the product (unopened) for 2 years.

We then had the stability testing lab send the product to a testing facility for a battery of tests. We had all 8 major phthalate categories tested, and we tested for BPA. We wanted to ensure that the EU approved food-grade liner was not breaking down into our formula in any way.

We are thrilled to report that the finished product showed no detectable levels of Phthalates and no detectable levels of BPA. We are completely confident that the EU approved food-grade liner we chose to use in our I AM Renewed™ Purifying Mask meets and exceeds every safety standard we tested and remains intact to prevent our formula from making contact with the aluminum tube over the shelf life of the product.