

Sunlight[®] Tinted SPF 30

LAUNCH TIMING

Launch Date(s)	
Advocate Pre-Release	August 1, 2024
Client/Insider Launch	August 14, 2024



PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
Sunlight [®] Tinted SPF 30 (5 shades)	1.0oz / 30mL	\$41.60	\$52.00

LAUNCH RATIONALE

- All makeup face category segments experienced growth in 2023, with skin-forward makeup formulations, such as tinted moisturizers, driving this growth (Global Cosmetics Industry, 2023).
- Individuals are willing to trade up for offerings if they perceive improved value, such as makeup with skincare benefits and long-wear claims (Mintel, 2023).

WHO'S IT FOR

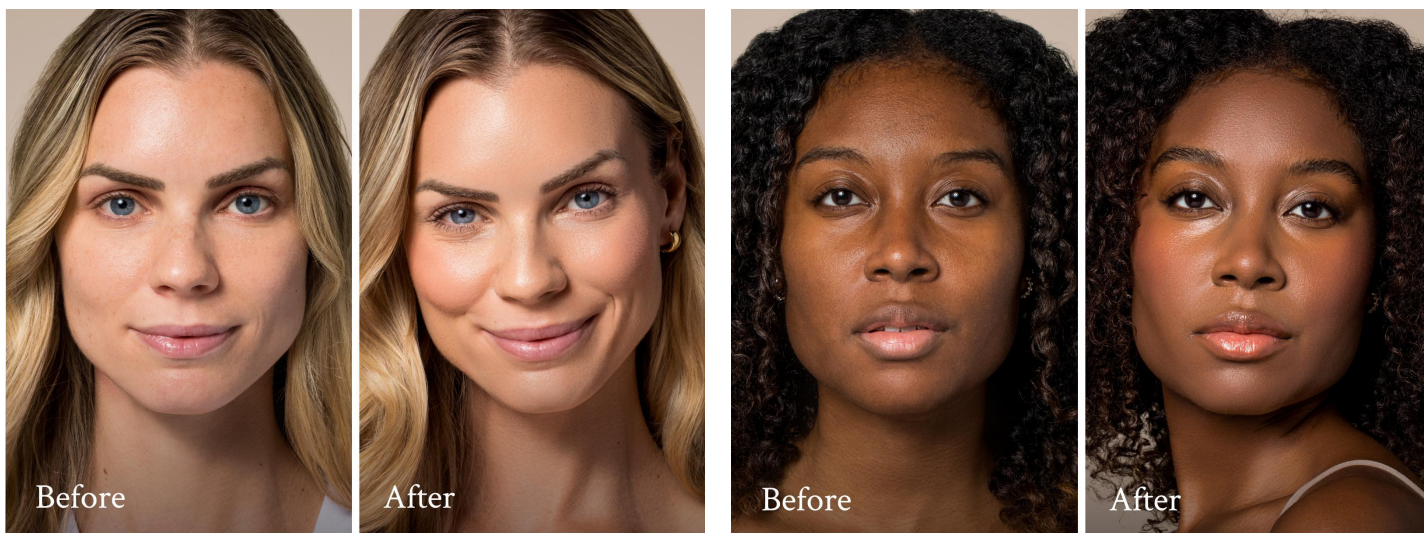
- Beauty & makeup users seeking light, natural-looking all-over coverage.
- Skincare enthusiasts who value active skincare ingredients and desire benefits beyond traditional makeup.
- Sun protection advocates seeking protection against sun damage while maintaining an even complexion.
- Busy individuals looking for a streamlined, all-in-one beauty routine.
- Health-conscious beauty users seeking a safe and effective tinted SPF in sustainable packaging.

WHAT IS IT

Sunlight® Tinted SPF 30 is the perfect blend of makeup, skincare, and sun protection. Available in five universal shades designed to blend seamlessly across all skin tones, our formula ensures your skin looks healthy and radiant.

WHY YOU NEED IT

It's the ultimate multitasker to simplify your mornings. The lightweight texture blends effortlessly, allowing you to easily apply it with your fingertips.



Sunlight® Tinted SPF 30
Light Medium

Sunlight® Tinted SPF 30
Deep

WHAT IT DOES

- Delivers light, buildable coverage that lasts.
- Minimizes the look of pores, blemishes, and redness.
- Visibly brightens, plumps, and hydrates.
- Safe, non-nano mineral zinc protects skin from UVA and UVB rays.
- Provides a natural dewy finish.

WHAT ELSE YOU NEED TO KNOW

- Third-party tested for heavy metals.
- Dermatologically tested safe for all skin types, including sensitive skin.

HOW IT WORKS

100% Pure Earth Pigments



What are they?

The highest purity grade pigments derived from the earth, including iron oxides and mica.

What do they do?

Deliver long-wearing coverage.

How are they sourced?

All pigments undergo third-party testing to ensure the lowest possible heavy metal content. Our mica is ethically sourced from regions free of child labor practices.

Non-Nano Mineral Zinc Oxide



What is it?

A mineral that sits on top of the skin, reflecting and scattering UV light to protect the skin.

What does it do?

Provides SPF 30 broad-spectrum protection against UVA/UVB rays, preventing sunburn and premature aging.

Why non-nano zinc?

Non-nano zinc oxide avoids skin penetration and environmental harm, ensuring safety for users and marine life.

HOW IT WORKS

Stable Vitamin C & Niacinamide



What are they?

A potent blend of clinically proven antioxidants.

What do they do?

- Visibly brighten.
- Reduce the appearance of pores.

Squalane & Hyaluronic Acid



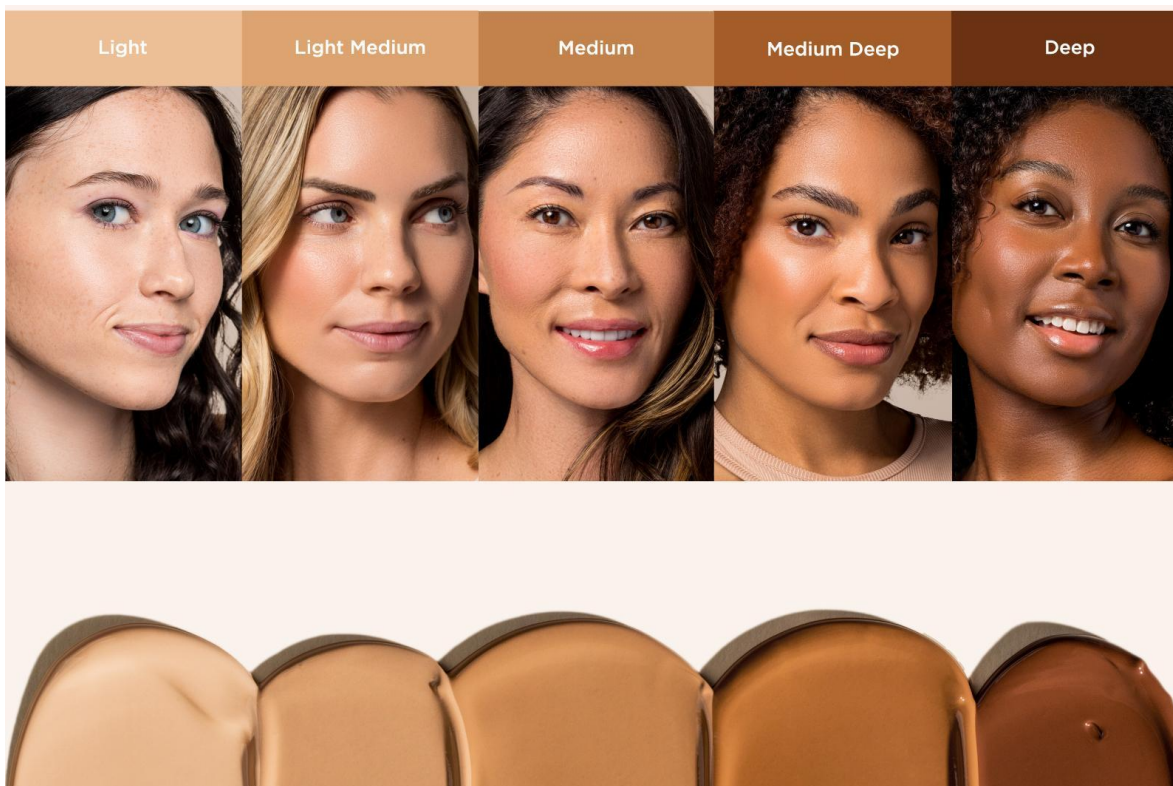
What are they?

Super hydrators.

What do they do?

- Provide deep, long-lasting hydration.
- Plump the skin to reduce the appearance of fine lines and wrinkles.
- Strengthen the skin's natural barrier.

SHADES



FIND YOUR SHADE

Use Beautifully Flawless Foundation And My Alibi® Liquid Concealer As A Guide

Shade Matching Guide*

	 Sunlight® Tinted SPF 30	 My Alibi® Liquid Concealer	 Beautifully Flawless Foundation
Light		L5 Light/ Peachy Neutral	1.0 Fair/ Neutral 2.0 Light/ Neutral
Light Light Medium		L15 Light/ Neutral	2.0 Light/ Neutral 2.5 Light Medium/ Neutral
Light Medium Medium		M25 Light Medium/ Golden Neutral	2.5 Light Medium/ Neutral 2.75 Medium/ Warm Neutral 3.0 Medium/ Warm Neutral
Medium Medium Deep		M30 Medium/ Golden Neutral	2.75 Medium/ Warm Neutral 3.0 Medium/ Warm Neutral 4.0 Medium Tan/ Golden Neutral
Medium Deep		MD40 Medium Deep/ Warm	4.0 Medium Tan/ Golden Neutral 5.0 Tan/ Warm Olive 6.0 Tan/ Warm Neutral
Deep		D60 Deep/ Warm Neutral	7.0 Tan/ Warm Neutral 8.0 Deep/ Neutral 9.0 Deep/ Warm Neutral

**Shade selections are guidelines — Crunchi® understands shade preference is personal.*



HOW TO USE

1. Apply one pump of Sunlight® Tinted SPF 30 to the back of your hand, using it as a palette.
2. Using your fingertips, gently smooth the formula over clean, prepped skin until evenly distributed. For a more seamless finish, use the No. 1 Flat Top Brush in half-circle motions to blend.

Pro Tip: To set, lightly dust over with Crunchi® Translucent Finishing Powder.

Get the Look

WHAT'S THE DIFFERENCE

	
<p>Sunlight® Tinted SPF 30</p>	<p>Beautifully Flawless Foundation</p>
<p>Light, buildable coverage</p>	<p>Medium-full, buildable coverage</p>
<p>Natural, dewy finish</p>	<p>Semi-matte finish</p>
<p>Non-Nano Mineral Zinc Oxide Stable Vitamin C Plant Squalane</p>	<p>Organic Aloe Plant Glycerin Snow Mushroom</p>
<p>Protects, brightens, hydrates</p>	<p>Smooths, soothes, nourishes</p>
<p>5 universal shades</p>	<p>11 shades</p>

SUSTAINABLE PACKAGING



Plastic-free
bottle

Recyclable glass



How to Recycle:

1. Remove BPA-free, BPS-free, and phthalate-free cap and pump. Wash the glass bottle and all components clean.
2. Drop the glass bottle into a recycle bin.*
3. Recycle the plastic cap and pump through Pact Collective.* [Click to learn more.](#)

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

CROSS-SELL OPPORTUNITY

The Glow Trio

COMPLEXION ESSENTIALS FOR
THE MAKEUP MINIMALIST

COMPLETE YOUR LOOK:
Luminescence® Highlighter • Shattered® Mascara • Hydrogloss® Lip Oil

UNIQUE SELLING PROPOSITION

Safe & effective formula

Formulated with toxin-free active skincare ingredients to visibly brighten, diminish the look of pores, plump, and hydrate for a healthy-looking glow.

100% pure earth pigments

Deliver adaptable, buildable coverage that lasts all day.

Made without potentially harmful ingredients widely used in “clean” complexion products

- No chemical or nano-mineral SPF ingredients
- No phenoxyethanol
- No fragrance
- No GMO ingredients
- No FD&C pigments and lake dyes

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

Plastic-free primary packaging

Bottle is made of glass.

THE CRUNCHI® WAY

Sunlight® Tinted SPF 30 Badges



Sunlight® Tinted SPF 30 Third Party Testing

- 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.
- Tested and confirmed that gluten is undetectable.

WORDS TO SAY

- "Who doesn't love a good multitasker? Sunlight® Tinted SPF 30 is the perfect blend of makeup, skincare, and sun protection in one simple step."
- "Concerned about potentially harmful chemical SPF ingredients? Our Sunlight® Tinted SPF 30 is formulated with non-nano mineral zinc oxide, a safer option that you can feel good about."
- "Need to simplify your morning routine? Sunlight® Tinted SPF 30 is a 3-in-1 product that combines makeup, skincare, and SPF protection. It's buildable and lightweight, so you can apply it with your fingertips."
- "Looking to give your complexion a boost? Sunlight® Tinted SPF 30 is packed with powerful skincare ingredients that hydrate, plump, and brighten your skin for a healthy-looking glow."

CALL TO ACTION

- Looking for tips on how to get the best results from your Sunlight® Tinted SPF 30? We've got you covered! Check out additional resources in the Penny App. Share these insights with confidence and enhance your skincare routine along with your followers.

SUNLIGHT® TINTED SPF 30 INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
ACTIVE INGREDIENT: Zinc Oxide 9.40% (<i>non-nano</i>)	sunscreen active	non-nano mineral
Water	formula enhancing ingredient	deionized
Coconut Alkanes	formula and performance enhancing ingredient	plant
Polyglyceryl-6 Polyricinoleate	formula enhancing emollient	plant
Glycerin	performance and hydration boosting ingredient	plant
Dimethicone	performance boosting ingredient	safe synthetic
Cetyl Ethylhexanoate	formula and performance enhancing ingredient	plant
Polyglyceryl-2 Isostearate	formula enhancing emollient	plant
Disteardimonium Hectorite	formula enhancing emollient	plant/mineral
Coco-Caprylate/Capratae	formula and performance enhancing ingredient	plant
Propanediol	formula enhancing ingredient	plant
Niacinamide	performance boosting ingredient	plant
1,2-Hexanediol	formula enhancing ingredient and preservative	plant
Simmondsia Chinensis (Jojoba) Seed Oil	performance and hydration boosting ingredient	plant
Sodium Chloride	formula enhancing ingredient	mineral
Tribehenin	performance and hydration boosting ingredient	plant
Magnesium Sulfate	formula enhancing ingredient	mineral
3-O-Ethyl Ascorbic Acid (vitamin c)	performance boosting ingredient	plant /safe synthetic
Squalane	performance and hydration boosting ingredient	plant
Glyceryl Stearate SE	formula enhancing ingredient	plant
Triethoxycaprylylsilane	performance boosting ingredient	safe synthetic
Xanthan Gum	formula enhancing ingredient	plant
Ethyl Ferulate	preservative	safe synthetic
Hydrogenated Lecithin	performance and hydration boosting ingredient	plant
Helianthus Annuus Seed Oil	performance boosting ingredient	plant
Sodium Hyaluronate	performance and hydration boosting ingredient	plant
Caprylhydroxamic Acid	formula enhancing ingredient and preservative	safe synthetic
Tocopherol	Antioxidant	plant
Beta Sitosterol	<i>incidental ingredient of tocopherol</i>	plant
Squalene	<i>incidental ingredient of tocopherol</i>	plant
Titanium Dioxide (CI 77891)	pigment	mineral
Mica (CI 77019)	pigment	mineral
Iron Oxide (CI 77492)	pigment	mineral
Iron Oxide (CI 77491)	pigment	mineral
Iron Oxide (CI 77499)	pigment	mineral

INGREDIENTS

ACTIVE INGREDIENT: Zinc Oxide 9.40% (*non-nano*)

INACTIVE INGREDIENTS: Water/Aqua/Eau, Coconut Alkanes, Polyglyceryl-6 Polyricinoleate, Glycerin, Dimethicone, Cetyl Ethylhexanoate, Polyglyceryl-2 Isostearate, Disteardimonium Hectorite, Coco-Caprylate/Caprates, Propanediol, Niacinamide, 1,2-Hexanediol, Simmondsia Chinensis (Jojoba) Seed Oil, Sodium Chloride, Tribehenin, Magnesium Sulfate, 3-O-Ethyl Ascorbic Acid, Squalane, Glyceryl Stearate SE, Triethoxycaprylylsilane, Xanthan Gum, Ethyl Ferulate, Hydrogenated Lecithin, Helianthus Annuus Seed Oil, Sodium Hyaluronate, Caprylhydroxamic Acid, Tocopherol, Beta Sitosterol**, Squalene**, May Contain (+/-): Titanium Dioxide (CI 77891), Mica (CI 77019), Iron Oxide (CI 77492), Iron Oxide (CI 77491), Iron Oxide (CI 77499)

**Incidental 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 Penny App.

FAQs

Q: Is there a white cast and flashback?

A: With an expertly blended formula that works well with all skin tones, our five adaptable shades are formulated with 100% pure earth pigments and safe, non-nano zinc oxide. This ensures the shades blend seamlessly with every skin tone and never leave a white cast or flashback.

Q: Do I need to layer a moisturizer with this?

A: It depends on your skin type and personal preference. Sunlight® Tinted SPF multitasks as makeup, skincare, and SPF in one. However, we recommend following your normal daily skincare routine prior to application, especially if your skin is extra dry or dehydrated. You may use any of our Crunchi moisturizers, facial oils, or serums before applying Sunlight® Tinted SPF 30, as they are formulated to work synergistically together.

Q: Where do I incorporate Sunlight® Tinted SPF into my skincare routine?

A: Cleanse, tone, and follow with Sunlight® Tinted SPF as the last step of your skincare routine. While it can simplify your routine by serving as your primary step, you can also layer it with any Crunchi serum, moisturizer, or facial oil. Finish with your desired Crunchi makeup products.

FAQs

Q: How does Sunlight[®] Tinted SPF differ from foundation?

A: Sunlight[®] Tinted SPF provides sheer coverage and is packed with skincare active ingredients and SPF for the ultimate multitasker. It glides on and blends in easily, even with your fingertips, for a dewy finish. For further, details, reference slide 6 for our Crunchi Complexion Comparison Chart.

Q: Is Sunlight[®] Tinted SPF safe for use if I am pregnant or nursing?

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: Does Sunlight[®] Tinted SPF have a scent?

A: There are no added essential oils or ingredients with significant scent profiles in Sunlight[®] Tinted SPF. The scent of this product is very mild and simply the raw material scent.

Q: Can I reapply Sunlight[®] Tinted SPF throughout the day?

A: Yes, reapplying Sunlight[®] Tinted SPF is a great way to maintain protection throughout the day, especially during prolonged sun exposure. For the best protection, consider reapplying your tinted SPF or using our Sunlight[®] Facial or Body SPF, depending on your activity and exposure. We encourage you to follow the reapplication instructions provided on each unit carton and on our website. While reapplying SPF is easiest on a bare face, you can certainly reapply Sunlight[®] Tinted SPF over your makeup and touch up with desired Crunchi makeup as needed.

Q: Is Sunlight[®] Tinted SPF water resistant?

A: At this time, we have not invested in the third-party testing to make this claim. Given the ingredients in our formula, we do feel confident we would easily pass testing requirements to do so. This is something we may invest in for the future if we feel it would be helpful.

Q: Does Sunlight[®] Tinted SPF provide blue light protection?

A: While we have not invested in the third-party testing for this claim, we have intentionally included blue light protection ingredients such as niacinamide that has been proven to reduce the effects of blue light pollution on the skin.