

# Daylight® Advanced Youth-Activating Facial Cream

## PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
Daylight® Advanced Youth-Activating Facial Cream	1.0oz / 30mL	\$60.80	\$76.00



## WHAT IS IT

Daylight® Advanced Youth-Activating Facial Cream is a lightweight daily moisturizer that prepares your skin for the day ahead. Powered by bakuchiol, azelaic acid, and stable vitamin C, it combats visible signs of aging while creating a smooth, hydrated base—perfect for wearing alone or seamlessly under your makeup.

## WHY YOU NEED IT

As your skin ages, it can become uneven, dull, and less hydrated. Daylight® Advanced rejuvenates, hydrates, and smooths your complexion, offering the powerful benefits of retinol without the irritation or safety concerns.

## WHO IT'S FOR

Perfect for anyone seeking an effective anti-aging solution, from wrinkles and loss of firmness to fine lines, uneven tone, and texture.

**WHAT IT DOES**

- Reduces the appearance of fine lines & wrinkles.
- Visibly brightens and evens skin tone and texture.
- Plumps and firms the look of skin.
- Lightweight formula locks moisture in and deeply hydrates.
- Helps protect against environmental stressors.

*Before**After 4 weeks use***WHAT ELSE YOU NEED TO KNOW**

- Ideal for dry, oily, normal/combo skin
- Organic sweet orange oil provides an uplifting and refreshing scent.
- Formulated to pair perfectly with our skincare and makeup.

## HOW IT WORKS

### Youth-Activated Complex

#### Bakuchiol

**What is it?**

Bakuchiol is a natural compound derived from the Babchi plant, traditionally used in Ayurvedic and Chinese medicine. It mimics retinol's anti-aging effects by helping to increase skin's cell turnover but without the associated irritation or safety concerns.

**What does it do?**

Reduces the appearance of fine lines and wrinkles.

#### Azelaic Acid

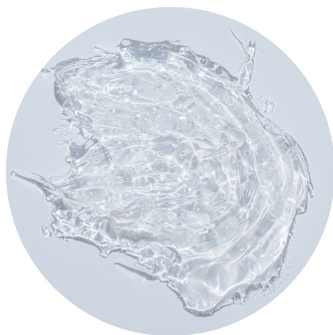
**What is it?**

Azelaic acid is a naturally occurring compound derived from plants.

**What does it do?**

- Visibly evens skin tone and texture.
- Minimizes the appearance of pores.

#### Stable Vitamin C

**What is it?**

A stable, antioxidant form of vitamin C. Its stability ensures it doesn't oxidize, making it more effective and reliable in skincare formulations.

**What does it do?**

- Visibly brightens and evens skin tone.
- Firms the look of skin.

## HOW IT WORKS

### Propanediol

**What is it?**

Propanediol is a natural, non-GMO ingredient derived from corn sugar.

**What does it do?**

It helps the active ingredients in the formula absorb better into the skin, ensuring they work effectively for optimal results.

### Sea Kelp Extract

**What is it?**

Sea Kelp Extract is a nutrient-rich ingredient derived from brown seaweed.

**What does it do?**

Restores hydration and plumps the skin.

### Sea Moss Extract

**What is it?**

Sea Moss Extract is a type of red algae rich in vitamins and minerals.

**What does it do?**

- Provides deep hydration.
- Protects against environmental stressors.

**FOR BEST RESULTS**

Apply an even layer to clean skin in the morning. Use after any Crunchi treatment to lock in moisture.

# Morning 5-Step *Routine*



**Step 1:  
Cleanse**



**Step 2:  
Tone**



**Step 3:  
Treat**



**Step 4:  
Moisturize**



**Step 5:  
Protect**

## 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.

## UNIQUE SELLING PROPOSITION

### Safe & effective alternative to retinol

EWG Verified® formula with a trifecta of clinically-proven active ingredients—bakuchiol, azelaic acid, and stable vitamin C—designed to smooth the appearance of fine lines and wrinkles, visibly even skin tone and texture, and hydrate for a radiant glow.

### Made without potentially harmful ingredients widely used in “clean” skincare products:

- No retinols
- No hydroquinone
- No phenoxyethanol
- No fragrance
- No ethoxylated ingredients
- No silicones
- No GMO ingredients

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

### Plastic-free primary packaging

Bottle is made of glass.

## THE CRUNCHI® WAY

### Daylight® Advanced Badges



## Daylight® Advanced 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.
- All essential oils have been tested for purity and are free from any form of adulteration.
- Tested and confirmed that gluten is undetectable.

## WORDS TO SAY

"Are you looking for a lightweight moisturizer to reduce fine lines and brighten?

Daylight® Advanced Facial Cream is amazing for daily hydration and works beautifully under makeup. Would you like to hear more?"

"Do you want a clean skincare option that targets uneven tone and hydrates your skin?

Daylight® Advanced Facial Cream is packed with bakuchiol and vitamin C to smooth and firm without irritation. Ready to give it a try?"

"Are clean, non-toxic skincare products important to you? Daylight® Advanced Facial Cream offers retinol-like benefits with clean ingredients, plus it's safe for all skin types. Does this sound like something you'd love?"

## CALL TO ACTION

Looking for tips on how to get the best results from your Daylight® Advanced Facial Cream?

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.

HOW IS IT DIFFERENT

	Daylight® Advanced Youth- Activating Facial Cream	Daylight® Facial Cream
<b>Ideal For</b>	Anti-Aging, Dry, Oily & Normal/Combination	Normal/Combination, Dry, Oily, Acne-Prone, & Teen
<b>Key Benefits</b>	<ul style="list-style-type: none"> <li>• Reduces the appearance of fine lines &amp; wrinkles.</li> <li>• Visibly brightens and smooths uneven skin tone and texture.</li> <li>• Plumps and firms the look of skin.</li> <li>• Lightweight formula replenishes essential hydration.</li> </ul>	<ul style="list-style-type: none"> <li>• Lightweight formula replenishes essential hydration.</li> <li>• Soothes skin.</li> <li>• Plumps and firms the look of skin.</li> </ul>
<b>Key Ingredients</b>	<ul style="list-style-type: none"> <li>• Bakuchiol</li> <li>• Azelaic Acid &amp; Vitamin C</li> <li>• Sea Kelp &amp; Sea Moss Extracts</li> </ul>	<ul style="list-style-type: none"> <li>• Sea Kelp Extract</li> <li>• Sea Moss Extract</li> <li>• Organic Jojoba &amp; Avocado Oils</li> </ul>

## DAYLIGHT® ADVANCED INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
Organic Glycerin*	Performance	Plant-Derived
Organic Aloe Barbadensis (Aloe Vera) Leaf Juice*	Performance	Plant-Derived
Organic Simmondsia Chinensis (Jojoba) Seed Oil*	Performance	Plant-Derived
Organic Argania Spinosa (Argan) Kernel Oil*	Performance	Plant-Derived
Propanediol	Performance	Plant-Derived
Bakuchiol	Performance	Plant-Derived
Organic Sesamum Indicum (Sesame) Seed Oil*	Performance	Plant-Derived
Tetrahexyldecyl Ascorbate (Vitamin C)	Performance	Plant-Derived
Organic Citrus Aurantium Dulcis (Sweet Orange) Oil*	Performance	Plant-Derived
Azelaic Acid	Performance	Plant-Derived
Tocopherol (Vitamin E)	Performance	Plant-Derived
Santalum Spicata Wood (Sandalwood) Oil	Performance	Plant-Derived
Laminaria Digitata Powder	Performance	Plant-Derived
Sodium Hyaluronate	Performance	Plant-Derived
Chondrus Crispus Extract	Performance	Plant-Derived
Cetearyl Oliviate	Emulsifier	Plant-Derived
Sorbitan Oliviate	Emulsifier	Plant-Derived
Stearyl Alcohol	Preservative	Nature Identical/Plant-Derived
Cetyl Alcohol	Preservative	Nature Identical/Plant-Derived
Phenethyl Alcohol	Preservative	Nature Identical/Plant-Derived
Caprylyl Glycol	Preservative	Nature Identical/Plant-Derived
Ethylhexylglycerin	Preservative	Nature Identical/Plant-Derived
Sodium Phytate	Preservative	Nature Identical/Plant-Derived
Water (Aqua)	Used As A Carrier To Help Enhance Ingredient Performance Purified Sources	Used As A Carrier To Help Enhance Ingredient Performance Purified Sources
Xanthan Gum	Formula Texture Enhancement	Plant-Derived

## INGREDIENTS

Water (Aqua), Aloe Barbadensis (Aloe Vera) Leaf Juice\*, Glycerin\*, Simmondsia Chinensis (Jojoba) Seed Oil\*, Cetearyl Oliviate, Sorbitan Oliviate, Stearyl Alcohol, Argania Spinosa (Argan) Kernel Oil\*, Propanediol, Phenethyl Alcohol, Bakuchiol, Cetyl Alcohol, Sesamum Indicum (Sesame) Seed Oil\*, Tetrahexyldecyl Ascorbate (Vitamin C), Caprylyl Glycol, Azelaic Acid, Citrus Aurantium Dulcis (Sweet Orange) Oil\*, Xanthan Gum, Sodium Phytate, Tocopherol (Vitamin E), Santalum Spicata Wood (Sandalwood) Oil, Ethylhexylglycerin, Laminaria Digitata Powder, Sodium Hyaluronate, Chondrus Crispus Extract

\* Certified Organic Ingredients

## EDUCATIONAL RESOURCES

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

### FAQs

Q: I notice that the Daylight® Advanced contains bakuchiol and I've read it is a plant based alternative to retinol, is this true?

A: Yes! Bakuchiol is an excellent plant based alternative to retinol. Studies have shown that bakuchiol not only performs as well, if not better than traditionally used retinol, but is also much less irritating and tolerated by those with sensitive skin types. Despite having the same skin benefits as a retinol, Bakuchiol has a very different mechanism of action and is the choice of many who prefer to avoid retinol due to safety concerns.

Q: When is the best time to apply Daylight® Advanced?

A: Daylight® Advanced is an excellent addition to your morning skincare routine.

Q: Can I use Daylight® Advanced 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: I notice a refreshing citrus/woody scent in Daylight® Advanced. What is used to create this scent in Crunchi's skincare products?

A: The scent of Crunchi skincare products is a combination of the product's raw material scent with very small percentages of select essential oils. Crunchi is dedicated to disclosing all ingredients that create a scent in a product and therefore only use USDA-NOP certified organic essential oils such as Organic Citrus sinensis (sweet orange) oil and Santalum Spicata Wood (Sandalwood) Oil. Crunchi does not use synthetic "fragrance" or even "natural fragrance" to add scent to products.

## FAQs

Q: I have heard some citrus essential oils are not phototoxic or photosensitive. Are the essential oils used in Crunchi Skincare products safe for sun-exposed skin?

A: Yes, the Crunchi team performed extensive research prior to the decision to use a sweet orange essential oil in some of our skincare products. We analyzed extensive research performed by leading experts and researchers of aromatherapy safety. Sweet orange oil, unlike bitter orange oil and some other citrus oils, is not known to contain furanocoumarins associated with phototoxicity and therefore can be worn safely on sun-exposed skin. As always if you have any questions or concerns regarding an ingredient in one of our products, please consult your healthcare professional prior to use.

Q: How many applications can we expect in a Daylight® Advanced bottle?

A: There are many variables that affect this answer. Please keep track and report back! We would love to compile the range of outcomes!

Q: If my client is allergic to any of the ingredients in Daylight® Advanced 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: Why is it recommended to use I AM Bright® if Daylight® Advanced already has vitamin C?

A: While Daylight Advanced is a powerful facial cream that hydrates, smooths the appearance of fine lines and wrinkles, and evens skin tone, I AM Bright® is a concentrated serum designed to reduce the appearance of dark spots and visibly brighten. Using them together in your daily routine enhances your results—think of I AM Bright® as your targeted solution and Daylight Advanced as your everyday skincare essential. Together, they're the perfect duo for youthful, even-toned skin.

Q: How do I ease my way into using Daylight® and Nightlight® Advanced with Bakuchiol?

A: If you're new to bakuchiol, it's best to introduce Daylight Advanced gradually into your routine to allow your skin to adjust. Start by using it every other day for the first week, applying it after cleansing and before sunscreen in the morning. If your skin feels comfortable and shows no signs of sensitivity, you can transition to daily use. Bakuchiol is known for being gentle, but taking it slow ensures your skin gets all the benefits without any irritation. Always follow with sunscreen for added protection and optimal results.