



CLARILIGHT™ FACIAL ESSENCE

Tone, Hydrate, & Revitalize Your Skin

Clarilight™ Facial Essence Advocate Ingredient Guide & FAQs

Revision 3 - 7/17/2020

Ingredients:

Water, Hamamelis Virginiana (Witch Hazel) Water*, Propanediol, Glycerin, Musa Sapientum (Banana) Fruit Extract, Sodium Gluconate, Alcohol*, Vaccinium Myrtillus Fruit/Leaf Extract, Sodium Levulinate, Caprylhydroxamic Acid, Lysolecithin, Sclerotium Gum, Saccharum Officinarum (Sugarcane) Extract, Sodium Anisate, Pullulan, Xanthan Gum, Citrus Aurantium Dulcis (Orange) Fruit Extract, Citrus Limon (Lemon) Fruit Extract, Betula Alba Juice, Citric Acid, Acer Saccharum (Sugar Maple) Extract, Sambucus Nigra Fruit Extract, Silica, Salix Alba (Willow) Bark Extract, Salix Alba (Willow) Leaf Extract, Aloe Barbadensis Leaf Juice*, Sodium Hyaluronate, Rosmarinus Officinalis (Rosemary) Leaf Oil*, Lavandula Angustifolia (Lavender) Oil*, Camellia Sinensis Leaf Extract, Pelargonium Graveolens Flower Oil*

*Certified Organic Ingredients

Retail Price:
\$48

Weight:

97 mL / 3.3 fl. oz.

Description:

Clarilight™ Facial Essence works to tone, hydrate, and revitalize your skin, removing impurities without stripping your skin's moisture barrier. This powerful essence works to enhance the performance of your skincare, leaving your skin feeling refreshed.

How to use:

Generously saturate organic cotton round and swipe over face, neck, and décolleté. Use morning and night after cleansing and before applying additional skincare. Great for all skin types.

Product Benefits Talking Points:

- Tone, hydrate, & revitalize your skin
- Improves the appearance of skin tone while soothing and hydrating sensitive skin
- Gently exfoliates the skin while removing impurities, leaving you with a glowing complexion
 - Preps skin for skincare and makeup application
 - Lightweight, soothing feel on the skin
 - More than a “toner”

Ingredient Breakdown

Plant-Derived Nutritive & Performance Ingredients:

Organic Hamamelis Virginiana (Witch Hazel) Water* /Organic Alcohol* (*sugar cane derived*)

Vaccinium Myrtillus Fruit/Leaf Extract (*Bilberry*)

Saccharum Officinarum (Sugarcane) Extract

Citrus Aurantium Dulcis (Orange) Fruit Extract

Citrus Limon (Lemon) Fruit Extract

Betula Alba Juice (Birch)/ Propanediol

Acer Saccharum (Sugar Maple) Extract

Salix Alba (Willow) Bark Extract

Salix Alba (Willow) Leaf Extract

Organic Aloe Barbadensis Leaf Juice*

Sodium Hyaluronate

Camellia Sinensis Leaf Extract

Glycerin

Organic Pelargonium Graveolens Flower Oil* (*Geranium*)

Organic Lavandula Angustifolia (Lavender) Oil*

Organic Rosmarinus Officinalis (Rosemary) Leaf Oil*

Plant-Derived Emulsifiers:

Sclerotium Gum

Pullulan

Xanthan Gum

Lysolecithin

Nature Identical & Plant-Derived Preservatives:

Musa Sapientum (Banana) Fruit Extract

Sodium Anisate

Sodium Levulinate

Sodium Gluconate

Sambucus Nigra Fruit Extract (Elderberry)

Caprylhydroxamic Acid

Mineral Derived Ingredients:

Silica

Miscellaneous:

Water

Citric Acid (*pH adjuster*)

*Certified Organic Ingredients

Badges:

Vegan

Non-GMO

Cruelty-Free

Leaping Bunny Certified

Gluten-free

Consciously Packaged

Toxin-Free

Made in the USA

Packaging:

Packaged in a recyclable glass bottle with a 100% BPA-free/Phthalate-free cap and orifice reducer.

Period After Opening (PAO):

12 M

Specific Ingredient Highlights:

Birch

Creates an even, glowing complexion

Willow

Improves the appearance of skin tone and radiance

Fruit/Plant Extracts

Provides a natural source of alpha hydroxy acids (AHA)

Hyaluronic Acid

Delivers intense hydration

Lavender & Geranium

Provide relaxing & mood-elevating scents

Green Tea Extract

Provides powerful antioxidant activity to help promote beautiful skin

Aloe

Soothes sensitive skin

Clarilight™ FAQs:

What is the difference between an “essence” and a “toner”?

Conventional toners typically remove impurities but can be harsh and drying on most skin types. Clarilight™ Facial Essence gently removes impurities but also works to lock in moisture and deposit many beneficial ingredients for a glowing complexion. Clarilight™ also preps the skin to effectively soak up the skin-loving ingredients of additional skincare products and flawless makeup application. With Clarilight™ you get the benefits of both a toner and an essence that works great for all skin types!

<i>Typical Toner:</i>	<i>Clarilight™ Facial Essence:</i>
Strips skin Leaves skin feeling tight & dry Often a large percentage of alcohol Removes dirt, oil & impurities Removes natural moisture (without restoring)	Gently tones & exfoliates Hydrates Packed with skin-loving ingredients Reduces the appearance of wrinkles & fine lines Improves the appearance of skin tone Soothes sensitive skin Evens the appearance of skin tone Removes dirt, oil, & impurities Creates a glowing complexion Preps skin to better absorb skincare Preps the skin for makeup application Lightweight Leaves a soothing & refreshing feel on the skin More than a “toner”

Can Clarilight™ be used both morning and night?

Absolutely! Clarilight™ is an excellent addition to both your morning and evening skincare routines.

If I am applying additional Crunchi skincare along with Clarilight™ what is the correct order of application?

Clarilight™ is best applied after cleansing the skin and before adding any additional skincare products such as oils, serums, Daylight™, Nightlight™, or Sunlight™ (please see SPF question below for additional information on the importance of daily sunscreen application).

What are the benefits of the natural sources of Alpha Hydroxy Acids (AHA) in Clarilight™?

The naturally derived Alpha Hydroxy Acids exfoliate and promote healthier and younger appearing skin.

Do naturally sourced Alpha Hydroxy Acids in Clarilight™ cause photosensitivity (sun sensitivity)?

The percentage of naturally sourced forms of Alpha Hydroxy Acids (AHAs) in this formula is low enough that it does not technically cause photosensitivity. However, in general, it is a good idea to wear an SPF after any type of exfoliation. One more reason the daily application of facial SPF (such as Crunchi Sunlight™) is highly recommended.

Is Clarilight™ safe to use while pregnant or breastfeeding?

Crunchi's mission is to create safe, toxin-free, high-performing cosmetics and skincare 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.

Is Clarilight™ a makeup remover or is it for use only after you wash your face?

Clarilight was formulated as a facial essence to be applied after cleansing the skin. It does work to remove impurities and is great for removing any residual makeup that may be left after cleansing.

How many uses can we expect from Clarilight™ bottle?

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

Can you apply Clarilight™ with your hands?

For best results we recommend using an organic cotton round, reusable cotton round, or equivalent method for application.

What is the source of hyaluronic acid in Clarilight™?

The hyaluronic acid used in Clarilight™ is non-animal, non-gmo, fermentation-derived (naturally), and is both ECOCERT & COSMOS approved.

Is Clarilight™ (and specifically geranium oil) appropriate for sensitive eyes and skin?

Clarilight™ was formulated to be great for all skin types. However, should you experience any skin irritation, stop use immediately and consult with your healthcare professional. When applying Clarilight™, we do not recommend applying directly over the eyes as the specific testing for ocular safety has not been conducted.

Can individuals with banana allergies use Clarilight™?

Clarilight™ contains banana extract and therefore should not be used by an individual with an allergy to bananas. For questions or concerns surrounding any potential ingredient allergy, please refrain from use and consult an allergist or qualified health care provider.

FDA Compliant Language When Discussing Clarilight™ :

<i>Non-Compliant Statement</i>	<i>Compliant Statement</i>
<p align="center">Anti-aging</p> <p align="center">Repairs skin</p> <p align="center">Reduces fine lines & wrinkles</p>	<p align="center">“Reduces <u>the appearance of</u> wrinkles & fine lines”</p>
<p align="center">Removes/sloughs dead skin cells</p>	<p align="center">“Exfoliates”</p>
<p align="center">Detoxifying</p> <p align="center">Reduces blemishes/ Improves acne (this is a big claim to avoid!)</p> <p align="center">Controls/balances oil production</p>	<p align="center">“Removes dirt, oils, and impurities”</p> <p align="center">“Helps remove build-up from the surface of the skin”</p> <p align="center">“Washes away built-up impurities”</p> <p align="center">“Creates an even, glowing complexion”</p>
<p align="center">Shrinks pores</p>	<p align="center">“Minimizes the appearance of large pores”</p>
<p align="center">Improves skin elasticity/ firmness</p> <p align="center">“Improves skin tone”</p>	<p align="center">“Improves the appearance of skin tone”</p> <p align="center">“Tones”</p> <p align="center">“Even the appearance of skin tone”</p>