

CRUNCHI® *In the News*



Podcast Episode

A Journey Towards Clean Beauty, Conscious Consumerism, and Authenticity with Kelly and Melanie of CRUNCHI.

 InspiHER'd



Episode Description

Join us for an enlightening conversation with Kelly Kreuzler and Melanie Petschke, the founders of Crunchi Cosmetics, a brand that goes above and beyond to provide truly clean beauty products. They share the motivation behind their eco-friendly brand, the values it stands for, and their journey in challenging and transforming the cosmetics industry.

The founders of Crunchi talk about their journey from finding supportive manufacturers to tackling the challenges of producing products that meet their high safety, sustainability, and performance standards. They delve into the concept of greenwashing and expose deceptive industry practices, reflecting their unwavering commitment to authenticity. This passion and determination elevate Crunchi to a brand consumers can trust.

The episode also highlights Kelly and Melanie's commitment to constantly elevate the standards of beauty not just for business growth, but for the wellness of their customers and the planet. Providing an inspirational narrative of entrepreneurship, this episode underlines the importance of integrity and authenticity in every pursuit.

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