

CRUNCHI® *In the News*

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THE CO-FOUNDERS OF THE CRUNCHI CLEAN BEAUTY BRAND SHARE THEIR ORIGINS AND MUST-HAVE FAVORITES

BY LIZA GRANT SMITH

Melanie Petschke and Kelly Kreusler, founders of Stuart-based clean beauty and skin care company **Crunchi**, believe that you shouldn't need to compromise your beauty for your health or your health for your beauty. That's why Crunchi products are as clean and safe as they are innovative.

After experiencing cancer in her family, Kreusler began taking stock of the toxins in her environment and discovered that her daily beauty routine was riddled with potentially harmful ingredients. She searched for safer options but was disappointed with what she found on the market. Petschke is a board-certified family nurse practitioner who has spent over a decade studying the emerging research surrounding the potential health implications of environmental toxin exposure. The two teamed up to form Crunchi and create a better way to beauty.

Every ingredient Crunchi uses undergoes a stringent screening process. The brand's entire line is toxin-free, non-GMO, Leaping Bunny Certified, cruelty-free, and gluten-free. Crunchi also prioritizes certified organic ingredients, and 100 percent of the primary packaging for its products is free of plastics. To compensate for the small amount of plastic that it does use, Crunchi partners with 4ocean (a Boca Raton-based nonprofit on a mission to end the ocean plastic crisis) to fund the removal of ocean plastic.

Ready to try it for yourself? Below, Petschke and Kreusler share their personal favorite products. (crunchi.com)



MELANIE PETSCHKE AND KELLY KREUSLER, CO-FOUNDERS OF CRUNCHI



Petschke: "Our new Daylight and Nightlight Advanced Facial Creams, I am Polished Facial Exfoliator, and facial serums are my personal favorites. The maxed-out levels of active ingredients are quickly getting attention, with client skin transformation testimonies coming in daily."



Kreusler: "If I had to pick just one, it would be our Goldenlight Multi-Peptide Facial Serum. It has literally transformed my skin."

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