

Bakuchiol 101

- Bakuchiol is an ingredient derived from seeds of the Babchi plant (*psoralea corylifolia*). It has been used in traditional Chinese and Ayurvedic skincare remedies for centuries.
- Bakuchiol mimics the anti-aging performance of Retinol and retinoid/ Vitamin A derivatives, without safety concerns like sun sensitivity and irritation.*
- Benefits of Bakuchiol use include support of the skin's collagen production, visibly minimized fine lines and wrinkles, and a smoother skin texture.
- You can find Bakuchiol in the Youth Activating Complex featured in both **Daylight® Advanced** & **Nightlight® Advanced** Facial Creams. Try them for yourself and see what Bakuchiol can do for you!



See why Bakuchiol is *better!*

Let's take a deeper dive into Retinol (and its derivatives) versus Bakuchiol from a performance and safety standpoint.

KEY BENEFITS	RETINOL & ITS DERIVATIVES	BAKUCHIOL
Reduces the appearance of lines and wrinkles	✓	✓
Skin looks and feels firmer	✓	✓
Skin looks plumper	✓	✓
Minimizes the appearance of pores	✓	✓
Evens skin tone	✓	✓
Skin looks brighter, glowing, radiant, and luminous	✓	✓
Skin texture looks and feels smoother	✓	✓
No known concerns with use during pregnancy and breastfeeding**	x	✓
Compatible with sun exposure**	x	✓
Non-Irritating	x	✓
Not a Crunchi Banned Ingredient	x	✓

* Read more at <https://pubmed.ncbi.nlm.nih.gov/29947134/>

**These statements are designed for educational purposes only. You should not rely on this information as a substitute for, nor does it replace, professional medical advice, diagnosis, or treatment. If you have any concerns or questions about your health, you should always consult with a physician or other health-care professional.