

I AM Bright™ Vitamin C Facial Serum *Comparison* Chart

	Crunchi® I AM Bright™ Vitamin C Facial Serum	Clean Prestige Vitamin C Serum	Clean eCommerce Vitamin C Serum	Clean Specialty Grocery Store Vitamin C Serum
Clinically proven stable vitamin C	✓ (Ascorbyl Glucoside)	✗ (L-Ascorbic Acid)	✓ (Bis-Glyceryl Ascorbate & Tetrahexyldecyl Ascorbate)	✓ (Sodium Ascorbyl Phosphate)
Time-release technology	✓	✗	✗	✗
Visibly brightens the skin tone	✓	✓	✓	✗
Helps even skin tone	✓	✓	✓	✗
Reduces the appearance of dark spots and post acne marks	✓	✓	✓	✓
Antioxidants help protect skin	✓	✓	✓	✓
Helps protect against blue-light	✓	✗	✗	✗
Petrochemical free	✓	✗	✗	✓
Phenoxyethanol free	✓	✗	✗	✓
Third-party tested for heavy metals	✓	✗	✓	✗
Third-party tested gluten-free	✓	✗	✓	✗
Certified Plastic Neutral Packaging	✓	✗	✗	✗

Competitive points of difference for Crunchi®