

Hydroquinone vs. Crunchi® *Brightening* Complex Technology



Our Brightening Complex Technology is key to our I AM Bright® Vitamin C Facial Serum formula. Not only is it safe, sustainable, and high performing, it features a blend of the following powerhouse ingredients to deliver visibly brighter, more even skin tone:

Stable Vitamin C

(Ascorbyl Glucoside)
The most stable form of vitamin C on the market visibly brightens skin and reduces the appearance of dark spots and post-acne marks.

Ferulic Acid

Helps boost the efficacy of vitamin C for faster, more visible results with less irritation.

Niacinamide

Evens skin tone and visibly brightens.

KEY BENEFITS	HYDROQUINONE	I AM BRIGHT™ BRIGHTENING COMPLEX TECHNOLOGY
Visibly brightens and helps even skin tone	✓	✓
Minimizes the appearance of dark spots and post-acne marks	✓	✓
Encourages cell turnover for healthy, radiant skin	✗	✓
Compatible with sun exposure**	✗	✓
Non-Irritating*	✗	✓
Not a Crunchi® banished ingredient	✗	✓
Banned in the European Union**	✓	✗
Classified as a carcinogen & exhibits mutagenic properties in animals***	✓	✗
Linked to organ-system toxicity***	✓	✗
Linked to respiratory tract Irritation**	✓	✗

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 provider.

*Read More <https://pubmed.ncbi.nlm.nih.gov/29200759/>

**Read more <https://www.safecosmetics.org/chemicals/hydroquinone/>

***Read more <https://pubmed.ncbi.nlm.nih.gov/18027166/>