

# Luminescence Liquid Highlighter

## PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
Luminescence Liquid Highlighter	0.17 fl oz/ 5 mL	\$25.60	\$32.00



## WHAT IS IT

A silky, second-skin liquid highlighter infused with hydrating plant squalane and soothing licorice root for a natural, lit-from-within glow. Weightless, buildable, and longwearing, it layers seamlessly under or over makeup—no pilling or caking.

## WHY YOU NEED IT

Delivers a healthy, radiant glow without glitter or heaviness. Powered by clean, skin-loving ingredients—and free from anything harmful.

## WHO IT'S FOR

- All skin types, including sensitive
- Anyone tired of glittery, chalky, or textured highlighters
- Those who want glow without clogging pores or causing breakouts
- Frustrated by pilling or formulas that don't layer well
- Looking for a real clean swap
- Want a buildable glow that lasts all day, no heavy feel

**WHAT IT DOES**

- Delivers a natural lit-from-within glow
- Weightless, never heavy or cakey
- Hydrates and soothes with squalane and licorice root
- Layers seamlessly over or under makeup

**WHAT ELSE YOU NEED TO KNOW**

- Safe for all skin types, including sensitive
- Free from FD&C pigments and lake dyes
- Third-party tested for heavy metals
- Free from synthetic fragrance
- Sleek, lightweight glass packaging for easy, on-the-go use

**SHADE LINE-UP*****Pink Nectar***

soft shimmering pink

***Golden Dew***

neutral gilded gold

## HOW IT WORKS

### Plant Squalane

**What is it?**

A super hydrator derived from sustainably sourced sugar cane

**What does it do?**

Seals in moisture with a lightweight, fast-absorbing texture that melts into skin

### Licorice Root Extract

**What is it?**

A plant extract rich in flavonoids and natural antioxidants

**What do they do?**

Helps calm the skin and protect against daily stressors

### Snow Mushroom

**What is it?**

A hydrating extract from mushrooms, also known as tremella

**What does it do?**

Delivers deep hydration and helps plump, smooth, and soften skin

### Pure Pigments

**What are they?**

The highest purity grade minerals. Our mica is ethically sourced from regions free of child labor practices

**What do they do?**

Delivers long-lasting color and reflect light for a natural glow

**HOW TO USE**

Use the precise-tip applicator to apply 1–2 dots anywhere you want a luminous glow—cheekbones, brow bones, cupid bow, and bridge of the nose.

Blend with fingertips or the #5 Highlighter Brush for a seamless application.

Pro Tip: After concealer, tap a small amount of highlighter under the eyes to brighten. Blend.



How does it work in my  
makeup routine



Step 1:  
Prime



Step 2:  
Base



Step 3:  
Conceal



Step 4:  
Highlight



Step 5:  
Blush



Step 6:  
Set

## SUSTAINABLE PACKAGING



## How to Recycle

1. Remove the cap, wand, and stopper from the glass tube. Wash glass tube and all components clean.
2. Drop glass tube into a recycle bin.\*
3. Recycle the wand and cap through Pact Collective.\* [Click to learn more](#)

\*Curbside recycling programs vary by location. Check your local guidelines for more information.

## UNIQUE SELLING PROPOSITION

### Natural highlight, without compromise

Powered by hydrating plant squalane and soothing licorice root extract, this highlighter delivers a seamless, natural glow with pure, ethically sourced mineral pigments. No glitter. No cakiness.

### Made without potentially harmful ingredients widely used in “clean” skincare products:

- No synthetic pigments
- No ethoxylated ingredients
- No silicones
- No disodium EDTA
- No phenoxyethanol
- No synthetic fragrance
- No GMO ingredients

And many more. [Click to learn more about our banished list](#)

### Plastic-free primary packaging

Tube is made of infinitely recyclable glass.

## THE CRUNCHI® WAY

### Luminescence Liquid Highlighter



### Luminescence Liquid Highlighter Third-Party Testing

- Tested for heavy metals lead, arsenic, mercury, cadmium, antimony and chromium and confirmed well below the United States, Canadian, and European Union cosmetic limits.
- All ingredients are sourced ethically from reputable U.S. companies and their global suppliers.
- All essential oils have been tested for purity and are free from any form of adulteration.
- All ingredients are gluten free and formula has been third-party tested for gluten.

### WORDS TO SAY

“Tired of highlighters that look glittery or feel heavy? This one from Crunchi gives a natural, lit-from-within glow that feels amazing on your skin.”

“Some days my skin feels dry or dull. A few dots of this highlighter instantly hydrate and brighten, giving your skin a healthy, radiant glow.”

“Makeup flaking or piling drives me crazy. This liquid highlighter goes on smoothly over or under makeup and stays put all day—no fuss.”



“Worried about sensitive skin or clogged pores? This formula is clean, gentle, and safe for everyone, so you can glow without worry.”

“This highlighter is so versatile. I use it on my brow bones, cheekbones, the bridge of my nose, even my cupid’s bow—basically anywhere I want a natural, lit-from-within glow.”

### CALL TO ACTION

Want tips for getting the most out of your Luminescence® Liquid Highlighter? We’ve got you covered! Check out extra resources in the Advocate Resource Center (ARC) and share these tips with confidence to help your followers elevate their makeup routine.

HOW IS IT DIFFERENT

	Luminescence Liquid Highlighter	Luminescence Highlighter
<b>Texture</b>	 <p>Lightweight Liquid</p>	 <p>Silky Powder</p>
<b>Key Benefits</b>	<ul style="list-style-type: none"> <li>-Lit-from-within natural glow</li> <li>-Melts into skin</li> <li>-Hydrates + Soothes</li> </ul>	<ul style="list-style-type: none"> <li>-Lit-from-within natural glow</li> </ul>
<b>Hero Ingredients</b>	<ul style="list-style-type: none"> <li>-Plant Squalane</li> <li>-Licorice Root Extract</li> <li>-Pure Mineral Pigments</li> </ul>	<ul style="list-style-type: none"> <li>-Pure Mineral Pigments</li> <li>-Jojoba Oil</li> </ul>
<b>Shades Available</b>	2	1

## INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
Ethylhexyl Palmitate	Emollient	Plant
Glycerin	Humectant	Plant
Mica	Color	Ethically Sourced Mineral
Glyceryl Stearate SE	Emulsifier/Stabilizing	Plant
Tribehenin	Skin Conditioning	Plant
Silica Dimethyl Silylate	Performance Boosting / Stabilizing	Safe Synthetic
Silica	Color Stabilizer	Mineral
Glyceryl Caprylate	Preservative	Plant
Limnanthes Alba (Meadowfoam) Seed Oil	Performance Boosting	Plant
Squalane	Performance Boosting	Plant
Dipotassium Glycyrrhizate (Licorice Root)	Antioxidant	Plant
Glyceryl Undecylenate	Preservative	Plant
Water	Solvent	N/A
Propanediol	Performance Boosting	Plant
Gluconolactone	Performance Boosting	Plant
Tremella Fuciformis (Ecocert Snow Mushroom)	Antioxidant/Anti-inflammatory	Plant
Sambucus Nigra (Elderberry) Fruit Extract	Antioxidant	Plant
Althaea Officinalis Root (Marshmallow) Extract	Performance Boosting/ Antioxidant	Plant
Sodium Benzoate	Preservative	Mineral
Calcium Gluconate	Stabilizing	Mineral
Titanium Dioxide (CI 77891)	Color	Mineral
Iron Oxides (CI 77491)	Color	Mineral

## INGREDIENTS

Ethylhexyl Palmitate, Mica, Glycerin, Glyceryl Stearate SE, Tribehenin, Silica Dimethyl Silylate, Silica, Glyceryl Caprylate, Limnathes Alba (Meadowfoam) Seed Oil, Squalane, Dipotassium Glycyrrhizate, Glyceryl Undecylenate, Water (Aqua), Propanediol, Gluconolactone, Tremella Fuciformis (Mushroom) Extract, Althaea Officinalis (Marshmallow) Root Extract, Sambucus Nigra (Elderberry) Fruit Juice, Sodium Benzoate, Calcium Gluconate, May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491)

NOTE: We prioritize the use of certified organic ingredients in our formulations. Due to the unpredictable nature of the organic supply chain, there may be unforeseen disruptions (e.g.: crop failures, natural disasters, etc.) that could impact the availability of organic ingredients, and conventional (Non-GMO) ingredients may be substituted. For the most up-to-date certified organic ingredient declaration, please refer to the individual product page on Crunchi.com.

## FAQS

Q: Can I wear Liquid Highlighter without foundation?

A: Yes! It applies beautifully over bare skin as well as over (or under) foundation.

Q: How long does Liquid Highlighter last?

A: It is formulated to last all day, with a highlight that stays true and doesn't fade.

Q: Can Liquid Highlighter be used on lips and eyelids as well?

A: While many of the ingredients in our liquid highlighter are commonly found in lip-safe formulas, this product was not developed or tested for use on other areas. For that reason, we don't recommend using it on the lips, as it may not deliver the desired color payoff or staying power in that area. Additionally, because the formula has not undergone specific ocular safety testing, we do not recommend applying it directly to the eyelids or along the lash line.

Q: Which shade works best for myself and my client?

A: Both shade options are designed to be universal and work with all skin tones. We encourage you to select your shade based on preference.