

Cleansing Balm

PRODUCT PRICING

Product Name	Size	Advo Price	Retail Price
Cleansing Balm	2.7 oz. / 77 g	\$46.40	\$58.00



WHAT IS IT

Cleansing Balm is a hybrid skincare product that acts as both a gentle yet effective makeup remover and a nourishing facial cleanser.

WHY YOU NEED IT

Removing stubborn makeup, SPF, and pollutants shouldn't mean stripping your skin. Cleansing Balm melts away long-wear formulas and impurities effortlessly, while nourishing ingredients hydrate and support your skin's barrier.

WHO IT'S FOR

Ideal for anyone seeking a nourishing cleanser that's effective yet safe for sensitive skin and gentle enough for the delicate eye area.

WHAT IT DOES

- Dissolves stubborn makeup, including waterproof and long-wear
- Gently removes SPF, pollutants, and impurities without stripping
- Hydrates and nourishes for soft, refreshed skin
- Helps support a healthy barrier to keep skin balanced and protected

WHAT ELSE YOU NEED TO KNOW

- EWG Verified®
- Dermatologically tested safe for all skin types, including sensitive skin
- 3rd party tested for heavy metals

HOW IT WORKS

Turmeric



What is it?

A natural antioxidant-rich root known for its anti-inflammatory and brightening properties. It's been used in skincare for centuries to soothe and improve the appearance of the skin

What does it do?

- Soothes the skin, reducing the appearance of redness
- Visibly brightens, promoting a radiant and more even-toned look

Olive Squalane



What is it?

A lightweight oil derived from olives that mimics the skin's natural moisture, providing hydration without clogging pores

What does it do?

- Helps remove makeup and impurities while maintaining the skin's natural oils
- Hydrates, leaving skin soft, smooth, and balanced

HOW IT WORKS

Organic Prickly
Pear**What is it?**

A nutrient-rich oil extracted from the seeds of the prickly pear cactus, known for its high antioxidant and essential fatty acid content

What does it do?

- Provides lasting hydration, leaving the skin soft and nourished
- Enhances skin texture, leaving it visibly smoother and glowing

Sweet Almond Oil

**What is it?**

A vitamin-rich oil extracted from sweet almonds, known for its skin-conditioning properties

What does it do?

- Softens the skin, improving its overall appearance
- Boosts skin suppleness, leaving it hydrated, smooth, and refreshed

HOW TO USE

1. Massage a quarter-sized amount into dry skin and around the eyes using gentle circular motions.
2. Remove with a warm, damp cloth and rinse the skin with cool water.
3. To double-cleanse, follow up with our Charcoal or Gentle Facial Bar.

Pro Tip: Need an extra boost of hydration? Apply Cleansing Balm to freshly cleansed skin as a 5-minute hydrating mask.

5-Step Routine

					
			<i>AM</i>	<i>PM</i>	<i>AM</i>
Step 1: Cleanse	Step 2: Tone	Step 3: Treat	Step 4: Moisturize		Step 5: Protect

SUSTAINABLE PACKAGING

Plastic-Free Jar

*Infinitely
Recyclable
Glass* →

**How to Recycle:**

1. Remove BPA-free, BPS-free, and phthalate-free cap. Wash the glass jar and all components clean.
2. Drop the glass jar into a recycle bin.*
3. Recycle the plastic cap through Pact Collective.* [Click to learn more](#)

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

UNIQUE SELLING PROPOSITION

EWG Verified® , effective formula

Formulated with safe, nourishing ingredients that effectively remove stubborn makeup, SPF, and pollution, while hydrating and protecting your skin's barrier. Clinically-proven safe for all skin types, including sensitive skin.

Nourishing botanical blend

Powered by botanicals rich in antioxidants and essential fatty acids, including plant-derived squalane, turmeric, and prickly pear.

Uncompromised clean beauty formulated without:

- No ethoxylated ingredients
- No phenoxyethanol
- No fragrance
- Not synthetic dyes
- No silicones
- No GMO ingredients

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

Plastic-free primary packaging

Jar is made of glass.

WORDS TO SAY

“Be honest... how many of you actually dread taking off your makeup at night? I used to hate it until I found a cleanser that melts it all away, yes even waterproof mascara, without leaving my skin tight or dry.”

“I know we all wear SPF daily (right?). But here’s the thing, removing it properly is just as important as putting it on. My Cleansing Balm makes it so easy to wash away SPF and impurities while still keeping my skin soft and nourished.”

“Ever tried a cleansing balm before? It feels so different from a foaming cleanser. Instead of stripping your skin, it melts into a silky oil, dissolves everything, and leaves your skin feeling like you just did a mini spa treatment at home.”

“I used to scrub at my face to get rid of long-wear makeup. Not anymore. A little Cleansing Balm takes it off in seconds, even my most stubborn lip color, and still leaves my skin hydrated.”

“One of the biggest game changers for me was realizing cleansing isn’t just about removing dirt, it’s about protecting your skin barrier. That’s why I love this balm. It does the job and actually nourishes my skin at the same time.”

CALL TO ACTION

Want to get the most out of your Cleansing Balm? We've got you covered. Head to the Advocate Resource Center (ARC) for extra tips and share them with confidence to help your followers take their skincare routine to the next level.

THE CRUNCHI® WAY Cleansing Balm Badges



Cleansing Balm Third Party Testing

- Tested for heavy metals lead, arsenic, mercury, and cadmium 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.
- Tested and confirmed that gluten is undetectable.

HOW TO DOUBLE CLEANSE

Get a next-level clean with our double cleanse routine, designed to thoroughly remove impurities and leave your skin feeling refreshed and balanced.



Step 1

Remove stubborn makeup and SPF effectively with Cleansing Balm.



Step 2

Cleanse away excess oil or remaining dirt with our facial bars.

INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
Prunus Amygdalus Dulcis (Sweet Almond) Oil	Performance	Plant-Derived
Olive Oil Polyglyceryl-6 Esters	Performance	Plant-Derived
Candelilla Cera	Performance	Plant-Derived
Copernicia Cerifera (Carnauba) Wax	Performance	Plant-Derived
Polyglyceryl-4 Caprylate	Performance	Plant-Derived
Squalane	Performance	Plant-Derived
Organic Opuntia Ficus-Indica (Prickly Pear) Seed Oil*	Performance	Plant-Derived
Citrus Paradisi (Grapefruit) Peel Oil	Performance	Plant-Derived
Tocopherol (Antioxidant, Non-GMO sunflower)	Performance	Plant-Derived
Organic Curcuma Longa (Turmeric) Root Extract* (Antioxidant) (**Due to the nature of this ingredient color variance may occur from batch to batch. This does not affect the performance of the product. May have a staining effect on light colored fabrics.)	Performance	Plant-Derived
Zingiber Officinale (Ginger) Root Oil	Performance	Plant-Derived

INGREDIENTS

Prunus Amygdalus Dulcis (Sweet Almond) Oil, Olive Oil Polyglyceryl-6 Esters, Candelilla Cera, Copernicia Cerifera (Carnauba) Wax, Polyglyceryl-4 Caprylate, Squalane, Opuntia Ficus-Indica (Prickly Pear) Seed Oil*, Citrus Paradisi (Grapefruit) Peel Oil, Tocopherol, Curcuma Longa (Turmeric) Root Extract*, Zingiber Officinale (Ginger) Root Oil

*Certified Organic Ingredients

FAQs

Q: Where in my skincare routine does Cleansing Balm best fit?

A: Excellent question! Cleansing Balm can be used morning or night to remove makeup and/or cleanse the skin. To use it as a “pre-cleanser” massage the product onto dry skin in circular motions to lift and melt away makeup. Remove with a warm, damp cloth and rinse. If double cleansing is desired, follow up with our Charcoal or Gentle Facial Bar. After cleansing, follow up with your normal skin care routine.

Q: Is Cleansing Balm suitable for all skin types?

A: Yes! Cleansing Balm Was formulated and clinically-tested for all skin types, including those with acne-prone or sensitive skin. It is also especially suitable for those with oily skin and can promote balanced oil production.

Q: Is Cleansing Balm safe for use if I am pregnant or nursing?

A: Crunchi's mission is to create safe, high-performing products free of the many potentially harmful ingredients found in most conventional products on the market. However, if you have any specific ingredient questions or concerns with use during pregnancy or breastfeeding please consult with your healthcare provider prior to use.

Q: I noticed Cleansing Balm Contains grapefruit peel oil, isn't this on our Banished List of ingredients?

A: No, Citrus Paradisi (Grapefruit) Peel Oil is NOT on our Banished List. While they do look similar, grapefruit peel oil is not the same ingredient as Grapefruit Seed Extract (Additional Names: Citrus Grandis (Grapefruit) Seed Extract or GSE). The Citrus Paradisi (Grapefruit) Peel Oil that is being used in this formula is not a risk for synthetic preservative contamination. We also only utilize essential oils that have been rigorously third-party tested for purity and show that the oils are not adulterated.

FAQs

Q: Has Cleansing Balm been clinically tested to be safe for use around eyes?

A: Yes, Cleansing Balm has been clinically tested and is considered non-irritating and safe for usage near the eyes.

Q: Is it normal to see color variance in Cleansing Balm?

A: Yes! Due to the nature of natural ingredients, including organic turmeric root, slight color variance may occur during use and from batch to batch. This does not affect the performance of the product.

Q: What gives Cleansing Balm its golden color?

A: The golden hue comes from food-grade organic turmeric root, used for centuries in culinary and skincare traditions worldwide. Its rich pigment imparts a vibrant color, though it may lightly stain cloth or surfaces, so handle with care.