

Highliner Pencil Eyeliner

(New Optimized Formula)



PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
Highliner Pencil Eyeliner	Net Wt. 0.04 oz. / 1.10 g	\$19.20	\$24.00

WHAT IS IT

The same sustainable wood pencil you love, now with an optimized formula for smoother, more precise application. Powered by organic castor oil for a creamier glide, and perfectly balanced with carnauba and candelilla waxes for lasting wear. This liner applies effortlessly, delivering rich pigment without pulling or tugging.

WHY YOU NEED IT

Delivers rich, lasting color with a smooth glide. Packed with nourishing ingredients and free from toxins.

WHO IT'S FOR

- Safe for sensitive eyes and contact lens wearers
- Anyone tired of a hard liner that tugs and pulls
- Those who want clean, high-performance eyeliner

WHAT IT DOES

- Creamy formula glides on smoothly without pulling or tugging
- Delivers rich, precise color
- Long-lasting and waterproof
- Nourishes the delicate eye area
- Blends with ease for versatile looks

WHAT ELSE YOU NEED TO KNOW

- Ophthalmologist-tested; safe for sensitive eyes
- Free from FD&C pigments, lake dyes, and carbon black
- Third-party tested for heavy metals
- Made with sustainably sourced wood

SHADE LINE-UP



Black

Rich, true black

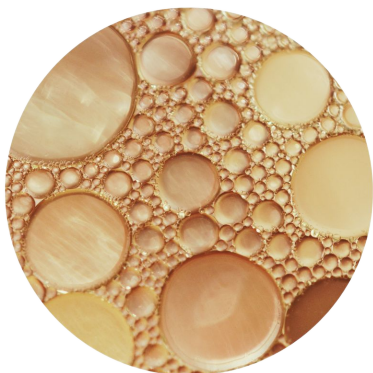


Espresso

Rich, dark brown

HOW IT WORKS

Organic Castor Oil

**What is it?**

A cushiony oil expeller-pressed from castor bean seeds

What does it do?

Provides a creamy, smooth glide for more precise application

Carnauba & Candelilla Wax

**What is it?**

A blend of plant-based waxes derived from the leaves of the Brazilian carnauba palm and the candelilla shrub

What does it do?

Helps improve wear and reduce smudging

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 rich, lasting color

HOW TO USE

Apply along the lash line or water line in smooth strokes. For a smoky effect, blend with the brush end of the No. 10 Precision Duo Brush. Sharpen before use for clean, precise lines.

5-Step Eye Ritual

**Step 1:
Prime**

Apply My Alibi Concealer to create a clean, even base for liner and shadow



**Step 2:
Base**

Sweep a light shade from your choice of Shadow Bar Palette across the lid for a soft, wash of color



**Step 3:
Line**

Use the Highliner Pencil to define the upper and/or lower lash lines



**Step 4:
Smudge**

Soften and blend liner using the brush tip side of your #10 Brush for a smoky effect



**Step 5:
Define**

Finish with Shattered Mascara to lift and lengthen lashes

SUSTAINABLE PACKAGING



PEFC™ certified,
sustainable wood

How to Recycle

1. Once the pencil can no longer be sharpened, place the remaining nub in compost or dispose of in the trash.
2. Rinse the plastic cap and recycle through Pact Collective.* [Click to learn more](#)

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

UNIQUE SELLING PROPOSITION

High-performing eyeliner, without compromise

Powered by skin-loving ingredients like organic castor oil, carnauba, and candelilla waxes for creamy, precise color that lasts.

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

- No FD&C pigments & lake dyes
- No ethoxylated ingredients
- No disodium EDTA
- No phenoxyethanol
- No GMO ingredients

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

Plastic-free primary packaging

Pencil is made from PEFC™ certified, sustainable wood.

THE CRUNCHI® WAY

Highliner Pencil Eyeliner



Highliner Pencil Eyeliner

- 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 ingredients are gluten free and formula has been third-party tested for gluten.

WORDS TO SAY

“Do you ever skip eyeliner because it pulls or feels rough?” The Highliner glides on smooth, gives rich lasting color, and is gentle enough for sensitive eyes and contact lens wearers.”

“Eyeliner should never feel like scratching your eyelid. This one is creamy, precise, and long wearing. It has become my new favorite. Do you care more about glide or staying power in a liner?”

“Have you ever checked the ingredients in your eyeliner? Most are filled with drying or toxic additives. This one is made with organic castor oil and natural waxes so it goes on creamy and stays put without the junk.”

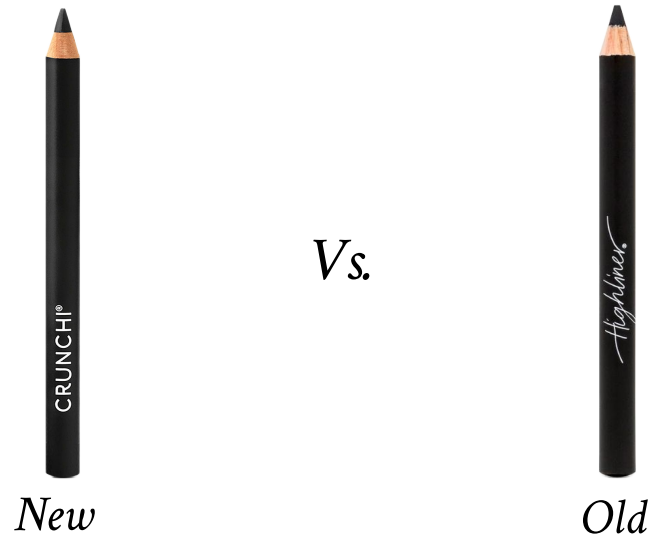
“Do your eyes water the second you apply eyeliner? This Highliner is clean, safe for sensitive eyes, and applies without tugging or stinging. Just smooth pigment that lasts.”

“I love makeup that works and feels good to use. The Highliner does both. It glides effortlessly, is made from sustainable wood, and delivers bold color that lasts all day.”

CALL TO ACTION

Looking for more tips for getting the most out of your Highliner Pencil Eyeliner? We've got you covered. Head to the Advocate Resource Center (ARC) for extra resources, then share what you learn with confidence to help your followers elevate their makeup routine.

HOW IS IT DIFFERENT



<p>Texture</p>	<ul style="list-style-type: none"> • Creamier formula provides more precise, tug-free application • Richer, more pigmented color payoff
<p>Size</p>	<ul style="list-style-type: none"> • New pencil is 20 mm longer
<p>Key Ingredient Upgrades</p>	<ul style="list-style-type: none"> • New formula combines organic castor oil with carnauba and candelilla waxes in an optimized ratio – delivering a creamier glide, smoother application, and richer, more precise color
<p>Shades Available</p>	<ul style="list-style-type: none"> • Same shades: Black, Espresso

INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
CAPRYLIC/CAPRIC TRIGLYCERIDE	Performance Boosting	Plant
C10-18 TRIGLYCERIDES	Performance Boosting / Thickener	Plant
RICINUS COMMUNIS (CASTOR) SEED OIL*	Moisturizing Agent	Plant
COPERNICIA CERIFERA (CARNAUBA) WAX / COPERNICIA CERIFERA CERA	Performance Boosting	Plant
EUPHORBIA CERIFERA (CANDELILLA) WAX / EUPHORBIA CERIFERA CERA	Performance Boosting	Plant
HYDROGENATED CASTOR OIL	Moisturizing Agent	Plant
HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL	Antioxidant	Plant
TOCOPHEROL	Antioxidant	Plant
ASCORBYL PALMITATE	Antioxidant	Plant
MICA	Performance boosting	Mineral
IRON OXIDES (CI 77492)	Pigment	Mineral
IRON OXIDES (CI 77491)	Pigment	Mineral
IRON OXIDES (CI 77499)	Pigment	Mineral
FERRIC AMMONIUM FERROCYANIDE (CI 77510)	Pigment	Mineral

See ingredient lists for essential oil constituents and/or incidental ingredients.

INGREDIENTS

Caprylic/Capric Triglyceride, C10-18 Triglycerides, Ricinus Communis (Castor) Seed Oil*, Copernicia Cerifera (Carnauba) Wax / Copernicia Cerifera Cera, Euphorbia Cerifera (Candelilla) Wax / Euphorbia Cerifera Cera, Hydrogenated Castor Oil, Helianthus Annuus (Sunflower) Seed Oil, Tocopherol, Ascorbyl Palmitate, Benzyl Alcohol**, May Contain (+/-): Mica, Iron Oxides (CI 77499), Ferric Ammonium Ferrocyanide (CI 77510)

*Certified Organic Ingredient

**Incidental Ingredient

FAQS

Q: What exactly changed in the new optimized formula?

A: The new formula is optimized with the perfect balance of organic castor oil for creaminess, blended with carnauba and candelilla waxes for staying power. Additionally the pigments are richer and the pencil is 20 mm longer.

Q: Is this new formula a wooden pencil like the previous Highliner?

A: Yes. It is the same wood pencil you love, now with an optimized formula for smoother glide, better precision, and richer payoff.

Q: Is this new formula waterproof?

A: Yes, this pencil is formulated with natural waxes that create waterproof wear without the use of PFAS or other harmful chemicals found in some conventional waterproof eyeliners. It has been third-party tested to confirm the waterproof claim.

Q: Is the organic castor oil cold pressed?

A: Absolutely! Only the best and safest permitted in Crunchi products.

Q: Is this pencil safe for sensitive eyes?

A: Yes, this formula has been ophthalmologically tested and dermatologically tested.

Q: How do you suggest removing Highliner®?

A: It is best removed with an oil-based cleanser such as Crunchi's Cleansing Balm. As mentioned above, Highliner® is waterproof so the oil-based cleansing method works best to break down the natural oils and waxes without pulling or tugging on the delicate eye area. Gently massage the oil-based cleanser into the onto and around the eye area and remove with a warm washcloth and/or follow up with the Gentle or Charcoal Facial Bar.

FAQS

Q: Why did you manufacture Highliner® Pencil Eyeliner in Germany and not in the U.S.?

A: Unfortunately, sharpenable cosmetic pencils manufactured in the United States are made from a material designed to look and feel like wood but are actually plastic. To avoid the use of plastic in our Highliner® Pencil Eyeliner, we moved our pencil production to Germany, known for the highest quality wooden pencil production in the world. These pencils are made from PEFCTM certified, sustainable wood. The certification ensures the sustainable management and use of forest resources.