

Goldenlight® Multi-Peptide Facial Serum

Advocate Ingredient Guide & FAQs

February 20th, 2023

Ingredients

Water, Glycerin, Propanediol, Niacinamide (Vitamin B3), Hippophae Rhamnoides (Sea Buckthorn) Fruit Extract, Phenethyl Alcohol, Palmitoyl Tetrapeptide-7, Caprylyl Glycol, Panthenol (Vitamin B5), Xanthan Gum, Sodium Hyaluronate (Hyaluronic Acid), Ethylhexylglycerin, Camellia Sinensis (Green Tea) Extract*, Sodium Phytate, Tamarindus Indica Seed Polysaccharide, Hydroxypropyl Cyclodextrin, Palmitoyl Tripeptide-5, Arnica Montana Flower Extract, Palmitoyl Tripeptide-1, Alcohol, Palmitoyl Tripeptide-38

***Certified Organic Ingredients**

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 that may be substituted.

For the most up-to-date certified organic ingredient declaration, please refer to the individual product page on Crunchi.com.

Retail Price

\$98

Weight

1.0 fl. oz. / 30 mL

Description

As powerful as 5 treatment serums

Formulated to unlock your skin's potential

Goldenlight® is a powerful 15% multi-peptide complex that helps dramatically restore and maintain skin's collagen and elastin network to firm for a lifted, contoured, and sculpted appearance with continued use. Featuring sea buckthorn and organic green tea, two super antioxidants to protect from environmental stressors that can trigger the appearance of premature aging. This clean, high-performance treatment serum visibly reduces the appearance

of fine lines and wrinkles to minimize the signs of aging, leaving the skin with a natural glow.

Now featuring arnica montana flower extract to help soothe stressed skin and vitamin B5 to help boost hydration while helping Goldenlight's actives become more readily available for the skin

How to use

After prepping freshly cleansed skin with Clarilight® Facial Essence, apply one dropperful of Goldenlight® to face, neck, and décolleté morning and night. Follow up with Daylight® or Nightlight® Facial Cream.

Key Ingredients & Benefits

15% Multi-Peptide Complex

Helps to stabilize and restore skin's collagen and elastin network to firm for a lifted, contoured, and sculpted appearance. Visibility smooths fine lines and wrinkles for a youthful, radiant complexion.

Sea Buckthorn (Hippophae Rhamnoides Fruit Extract)

Packed with phytonutrients and antioxidants that plump the look of your skin for an ageless appearance

Organic Green Tea

A potent antioxidant that protects against environmental stressors while soothing the skin

Niacinamide (Vitamin B3)

Improves the appearance of pores and skin blemishes, and visibly brightens skin tone

Tamarindus Indica Seed

Reduces the appearance of dullness while smoothing the skin

Hyaluronic Acid

Restores skin hydration while visibly plumping fine lines and wrinkles.

Arnica Montana Flower Extract

Used for centuries as a healing herb in homeopathy, Arnica Montana Flower Extract helps soothe skin.

Panthenol (Vitamin B5)

Aids in skin hydration and acts as a carrier for actives to be more readily available for the skin

Additional Product Benefits Talking Points

Power of 5 Treatment Serums in 1
The key to unlock skin's full potential
Liquid Gold
15% Multi-Peptide Complex
Age-defying
Youth preserving
Skincare routine must have
Antioxidant-Rich
Soothing / non-irritating
Enhances the look and feel of the skin
Glowing Healthy-looking complexion
Lightweight texture absorbs quickly and leaves a smooth, non-greasy feel
Formulated for all skin types
Clinically tested

Sales Claims:

Crunchi Best Seller

So popular, it broke the internet TWICE*! (*based on Cyber Monday 2022 and 12/8/23 Doorbuster deal)

Selling 75 units per minutes (*based on 12/8/23 Doorbuster deal)

FDA Compliant Language When Discussing Goldenlight® Product Benefits

<i>Non-Compliant Statement</i>	<i>Compliant Statement</i>
<p>Protects the skin against UV and blue light</p> <p>Protects the skin against pollution</p>	<p>"Helps protect against environmental stressors"</p> <p>"Leaves your skin feeling smoother and calmer"</p>

<p>Wrinkle and fine line filler/eraser</p> <p>Fight against wrinkles</p> <p>"Facelift in a bottle"</p>	<p>"Defy your age"</p> <p>"Visibly plumps wrinkles and fine lines"</p>
<p>Anti-Inflammatory</p>	<p>"Temporarily reduces the appearance of redness"</p>
<p>Balances skin tone</p> <p>Lightens dark spots</p> <p>Improves skin elasticity/ firmness</p>	<p>"Helps improve the appearance of dull skin"</p> <p>"Provides rejuvenating moisture"</p> <p>"Creates the appearance of a brighter, smoother complexion"</p>

Ingredient Breakdown

Plant-Derived Nutritive & Performance Ingredients:

Glycerin (*organic and non-organic vegetable-derived - see FAQ*)

Organic Camellia Sinensis (Green Tea) Extract*

Tamarindus Indica Seed Polysaccharide

Propanediol

Hippophae Rhamnoides (Sea Buckthorn) Fruit Extract*

Panthenol (Vitamin B5)

Arnica Montana Flower Extract

Non-Plant Derived (aka "Safe Synthetic") Functional & Performance Boosting Ingredients:

Niacinamide

Sodium Hyaluronate

Palmitoyl Tetrapeptide-7 (*plant and synthetically derived*)

Palmitoyl Tripeptide-1 (*plant and synthetically derived*)
Palmitoyl Tripeptide-5 (*plant and synthetically derived*)
Palmitoyl Tripeptide-38 (*plant and synthetically derived*)
Hydroxypropyl Cyclodextrin

Nature Identical & Plant-Derived Preservatives:

Phenethyl Alcohol
Ethylhexylglycerin
Sodium Phytate (*Cosmos*)
Caprylyl Glycol
Glyceryl Caprylate (*Cosmos/RSPO*)
Alcohol (*Cosmos*)

Miscellaneous:

Water (Aqua)
Xanthan Gum
Alcohol

Badges

Leaping Bunny Certified
Vegan
Non-GMO
Gluten-Free
Toxin-Free
Cruelty-Free
Made in the USA with Globally Sourced Ingredients
Consciously Packaged
Money Back Guarantee

Packaging

Packaged in a recyclable glass bottle with a 100% BPA/BPS-free/Phthalate-free, silicone bulb dropper.

Placed in an 100% recyclable and biodegradable, FSC Certified paper carton.

Packaging End of Life

Glass Bottle: Recyclable at facilities that accept opaque glass. Check with your local facilities.

Remove dropper. Rinse and place in recycle bin.

Dropper: Widely recyclable. Remove and place in recycle bin.

Paper carton: Widely recyclable. Place in recycle bin.

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Conventional Ingredients NOT found in Goldenlight™ Facial Serum

Parabens (e.g. Isobutylparaben, Propylparaben, Butylparaben, etc.)

Formaldehyde Releasers (e.g. Diazolidinyl Urea, Imidazolidinyl Urea)

Propylene Glycol

PEGs

Fragrance

Phthalates

BHT

Mineral Oil

Lilial (Butylphenyl Methylpropional)

Petrolatum

Lake Dyes & FD&C Colorants

Retinols (e.g. Retinyl Propionate, Retinyl Palmitate)

Methylisothiazolinone

Ethylenediaminetetraacetic Acid (EDTA) (e.g. Tetrasodium EDTA, Tripotassium EDTA, and

Trisodium EDTA)

Phenoxyethanol

And more...

Best Cross-Selling Crunchi Products
STEP 1 I AM The Balm™ and/or Facial Bars

To remove makeup and/or cleanse the skin use I AM The Balm™ by massaging onto dry skin in circular motions. Remove the cleansing balm with a warm, damp cloth.

If double cleansing, follow up with either our Charcoal Facial Bar or our Gentle Facial Bar.

Gently massage over face and neck. Rinse with warm water and pat dry.

**Please note both products do not have to be used when cleansing the skin. It will depend on personal preference when removing makeup and/or cleansing.*

STEP 2 Clarilight® Facial Essence

This powerful essence works to enhance the performance of skincare, leaving skin feeling hydrated and refreshed. Generously saturate organic cotton round and swipe over face, neck, and décolleté.

STEP 3 Goldenlight® Multi-Peptide Facial Serum

This multi-peptide facial serum contains over a dozen peptides that work synergistically with additional potent ingredients to create the new gold standard in age-defying skincare. Apply one dropperful to face, neck, and décolleté morning and night.

STEP 4 Powerlight® Eye Cream

This power-packed eye cream visibly plumps wrinkles and fine lines. Using your ring finger, gently tap a dime-sized amount onto the skin around your entire eye area morning and night.

STEP 5 Daylight® or Nightlight® Facial Cream

Moisturize and rejuvenate your skin with our Daylight® and Nightlight® Facial Creams. Apply to freshly cleansed face, neck, and décolleté each day/night.

STEP 6 Sunlight® Daily Facial Sunscreen

Protect and nourish your skin with our Broad Spectrum SPF 30 Sunscreen. Gently massage over face, neck, and décolleté, rain or shine, to help prevent premature signs of aging.

FAQs

What has improved in Goldenlight® as of 2023?

We have made slight modifications to certain ingredient levels, mainly glycerin, in the formula to improve upon the texture and dry down. We have also included the active ingredients Panthenol (Vitamin B5) and Arnica Montana Flower Extract to further drive the efficacy of the formula. The percentages of the peptides and other active ingredients have remained at their efficacious clinical levels. Based on feedback from our field of advocates, we made these changes to improve the texture, application, and user experience. If you have any questions, please email or contact Crunchi Support.

When is the best time to apply Goldenlight®?

Goldenlight® Multi-Peptide Facial Serum is an excellent addition to both your morning and evening skincare routines.

How many applications can we expect in a bottle of Goldenlight®?

Many variables affect this answer. However, we did formulate Goldenlight® in strategic packaging to be approximately a month supply when applied twice per day. We would love additional feedback as you use Goldenlight™. Please keep track and report back!

Does Goldenlight® contain Dimethicone or any silicone ingredients?

No, Goldenlight® does not contain dimethicone or silicone ingredients.

Most skincare companies include silicone-based ingredients in their skincare formulations to provide shine to the skin, essentially "faking a natural glow." Goldenlight® achieves this natural glow without silicone ingredients because of its efficacious levels of active ingredients, including peptides, hyaluronic acid, and natural extracts, none of which sit on top of the skin as barrier-forming ingredients. All of our nourishing ingredients are designed to absorb into the skin.

Is Goldenlight® a good fit for combination or acne-prone skin?

Goldenlight™ was formulated to be great for all skin types. However, should you experience any skin irritation, stop use immediately and consult with your healthcare professional.

Is Goldenlight® suitable for use on sensitive skin?

Goldenlight® was formulated to be great for all skin types including sensitive skin and has been clinically tested to confirm it is "non-irritating". As always, if you have any specific ingredient concerns we recommend working with a trusted healthcare provider prior to use.

If you do experience some form of irritation, you can try using less product per application, and/or decrease the frequency of use to once per day. You can also mix or blend Goldenlight® with either Daylight® or Nightlight® as a means of decreasing any irritation you might be having.

If you are using Goldenlight® in conjunction with Powerlight near the undereye area, you can also try applying Powerlight® first, followed by Goldenlight®.

How long will I have to use Goldenlight® before I see improvements in my skin?

Individual results will vary from person to person depending on the frequency of usage and skin type. Each ingredient in Goldenlight® was strategically chosen based on its efficacy and potential benefits to the skin. We would love for you to keep track of the progress you may see over time and report back!

I notice when applying Goldenlight® that it feels slightly tacky while drying, is this normal?

Yes! The combination of ingredients may feel slightly tacky for some upon application. As Goldenlight® absorbs into the skin this will dissipate and leave a smooth, hydrating finish that is great for all skin types. Applying Daylight® or Nightlight® within 5 minutes after applying Goldenlight® can also reduce any tackiness that you may experience and help these products to absorb. **With the slight improvement to the Goldenlight® texture you and your clients should notice an improvement with the formula feeling tacky during the dry down time.*

Has Goldenlight® been clinically tested to be safe for use around eyes?

Yes, Goldenlight® has been clinically tested and is considered “non-irritating” for eyes.

Is Goldenlight® safe for use if I am pregnant or nursing?

Crunchi's mission is to create safe, high-performing cosmetics 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.

What amount of natural caffeine is in Goldenlight®?

Our estimation is that each topical application of Goldenlight® contains the equivalent of approximately a maximum of 1.8 - 3.5 mg of orally ingested caffeine. For reference, a one-ounce piece of dark chocolate contains approximately 12 mg of caffeine. The exact amount of caffeine for each application will vary depending on the amount of Goldenlight® that is applied to the eye area.

What is the source of caffeine in Goldenlight®?

The caffeine in Goldenlight™ is derived from organic green tea.

Is the glycerin in Goldenlight® organic?

Some of the glycerin used in Goldenlight® is certified organic; however, it does contain non-GMO glycerin that acts as a base for various peptides in the formula. In order to be as transparent and compliant as possible, we chose to list the glycerin without the organic notation because it includes the peptide-based glycerin as well. If our selected peptides become available in an organic glycerin base in the future we will update this notation to reflect the certified organic status.

Has Goldenlight® been third-party tested for gluten?

Yes! Goldenlight® has been independently third-party laboratory tested to confirm gluten is non-detectable. The testing performed is the same method and standards required for food products to make a gluten-free claim.

I've heard that phenoxyethanol is naturally occurring in green tea, isn't phenoxyethanol on our Banished List of Ingredients?

Excellent question! Most, if not all, green tea leaf extracts use alcohol to extract the green tea from the leaf. The green tea has a naturally occurring phenolic compound, found in the plant (like a terpene in an essential oil). A tiny portion of the alcohol used to extract the green tea leaf bonds with the phenolic compound and creates (typically under 0.01%) naturally occurring phenoxyethanol in green tea leaf extract as an "incidental ingredient." There isn't any way to avoid this naturally occurring compound in some plant derived ingredients but it is only detectable at a parts per million measurement, or well under 0.01 percent of the raw material.

This is why all green tea leaf extracts contain some amount of naturally occurring phenoxyethanol. As of right now, there isn't an alternative method to safely extract green tea from the leaf without the use of alcohol. As always, if you or your client have any allergy concerns or specific ingredient questions, we recommend working with your trusted healthcare professional.