

I AM Polished® Facial Exfoliator

Advocate Ingredient Guide & FAQs

Updated January 13th, 2026

Ingredients

Glycerin, Water, Pumice, Polyglyceryl-10 Dipalmitate, Glyceryl Stearate SE, Lactic Acid, Glycolic Acid, Heptyl Glucoside, Camellia Sinensis (Green Tea) Leaf Extract, Acemella Oleracea (Paracress) Extract, Citrus Aurantium Bergamia (Bergamot) Fruit Oil*, Mentha Viridis (Spearmint) Leaf Oil*, Bromelain, Papain, Cyamopsis Tetragonoloba Gum, Ethylhexylglycerin, Maltodextrin, Sodium Hydroxide, Phenethyl Alcohol, Caprylyl Glycol, Sodium Acetate, Xanthan Gum, Linalool†, Limonene†, Citral†, Citronellol†, Geraniol†

*Certified Organic Ingredient

†Essential Oil Constituent

Retail Price

\$60

Weight

Net Weight 1.8 ounces / 51 grams

Description

Instantly Polished, Refined, Glowing Skin

I AM Polished® Facial Exfoliator is a highly effective facial treatment that instantly restores radiance to the skin. Formulated with a combination of physical and safe chemical exfoliating ingredients, the versatile formula works to smooth, revitalize, and brighten skin. This powerful facial exfoliator is formulated for all skin types and can be used as a quick exfoliating scrub and as a gentle 5-minute skin refining treatment mask. I AM Polished® gently resurfaces and refines the texture of skin to minimize the appearance of fine lines, wrinkles, and pores. Smooth, treat, and restore your skin to reveal a luminous glow.

For best results, please use I AM Polished® as directed.

How to use

Gently massage a small amount of product into freshly cleansed skin. For added benefits, allow it to sit on the skin for up to 5 minutes before rinsing. Use once or twice a week, or as tolerated. Avoid the eye area. Discontinue use if irritation occurs.

Key Ingredients & Benefits

Pumice

A gentle but effective natural exfoliant for the skin

10% Blend of Glycolic, Lactic and Fruit Acids

Effective, safe chemical exfoliants that assist in gently removing dead skin cells to smooth and brighten skin appearance.

Paracress Extract

Supports elasticity and visibly smooths fine lines and wrinkles.

Organic Spearmint Leaf Oil

Creates a refreshing tingling sensation to help energize the skin

Green Tea Leaf Extract

A potent antioxidant known to protect against environmental stressors while soothing the skin

Additional Product Benefits and Selling Points

Instantly smoother, refined skin texture through physical and chemical exfoliation

Versatile formula can be used as a scrub and a treatment mask

With massage, encourages circulation and exfoliation of dead skin cells to reveal brighter, more radiant complexion

Reduces the the appearance of pores, fine lines and wrinkles

Helps maximize the performance of your daily skin care routine with regular use

Visible results in 5 minutes or less

Provides a luxurious, relaxing spa like experience

Benefits of a facial at home

Perfect addition to any skincare routine, morning or night

Formulated for all skin types (*when used as directed*)

Hydrating facial exfoliator and/or mask

Leaves the skin with a radiant glow

FDA Compliant Language When Discussing I AM Polished Product Benefits

<i>Non-Compliant Statement</i>	<i>Compliant Statement</i>
<p>Cell Turnover</p> <p>Cell Regeneration</p> <p>Shrinks pores</p>	<p>“Plumps/creates a plumping effect”</p> <p>“Promotes exfoliation of dead skin cells to leave skin looking bright”</p> <p>“Minimizes the appearance of fine lines and wrinkles”</p> <p>“Leaves your skin soft and radiant”</p> <p>“Minimizes the appearance of pores”</p>
<p>Increases Circulation</p> <p>Microdermabrasion</p> <p>Removes / Sloughs dead skin cells</p>	<p>“With massage, helps promote circulation for brighter-looking skin”</p> <p>“Brings a brighter, even look to your face</p> <p>“Exfoliation”</p> <p>“Exfoliates”</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>“Smoothes skin texture”</p> <p>“Provides rejuvenating moisture”</p> <p>"Creates the appearance of a brighter, smoother complexion"</p>
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Ingredient Breakdown

Plant-Derived Nutritive & Performance Ingredients:

Glycerin
 Pumice (*physical exfoliant*)
 Glycolic Acid (*chemical exfoliant*)
 Lactic Acid (*chemical exfoliant*)
 Heptyl Glucoside
 Camellia Sinensis (Green Tea) Leaf Extract
 Acemella Oleracea (Paracress) Extract
 Organic Citrus Aurantium Bergamia (Bergamot) Fruit Oil*
 Organic Mentha Viridis (Spearmint) Leaf Oil*
 Bromelain (*chemical exfoliant*)
 Papain (*chemical exfoliant*)

Plant-Derived Emulsifiers:

Polyglyceryl-10 Dipalmitate
 Glyceryl Stearate SE

Nature Identical & Plant-Derived Preservatives:

Caprylyl Glycol
 Phenethyl Alcohol
 Ethylhexylglycerin

Miscellaneous:

Water
 Sodium Hydroxide (*pH adjuster*) *Reacted out of formula, 0% in finished product*
 Maltodextrin (performance boosting)
 Xanthan Gum (performance boosting)

Cyamopsis Tetragonoloba Gum (performance boosting)
Sodium Acetate (pH adjuster)

Badges

Leaping Bunny Certified
EWG Verified
Vegan
Non-GMO
Gluten-Free
Cruelty-Free
Made in the USA
Consciously Packaged

Packaging

Packaged in a recyclable glass container with a 100% BPA-free/Phthalate-free and recyclable lid.

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

Packaging End of Life

Glass Jar: Widely recyclable. Rinse and place in recycle bin or reuse.

Plastic Cap: Widely recyclable. Remove and place in recycle bin.

Paper carton: Widely recyclable. Remove and place in recycle bin.

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Conventional Ingredients not found in I AM Polished

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

**I AM Polished is a great addition to any skincare routine. Please see recommended "how to use" for best results.*

STEP 1 Facial Bars

Cleanse your skin with either our Charcoal Facial Bar or our Gentle Facial Bar. Gently massage over face and neck. Rinse with warm water and pat dry.

STEP 1A I AM Polished®

A highly effective facial treatment that instantly restores radiance to the skin.

Gently massage a small amount of product into clean, dry skin, rinse thoroughly and follow with your normal Crunchi skin care regimen. For added benefits, allow it to sit on the skin for up to 5 minutes before rinsing for more intense treatment. Use every other day, or as tolerated. Avoid eyes. Always conduct a patch test before introducing a new product into your skin care regimen.

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 minor improvements were made to the newest I am Polished® formula?

The formula was updated by adding additional ingredients that serve mainly as stabilizers, thickeners, and emulsifiers to improve product texture and consistency, and minimize pumice settling if the product is unintentionally exposed to heat.

Where in my skincare routine does I AM Polished® best fit?

Excellent question! I AM Polished® can be used morning or night and is best applied on clean dry skin. You may use this facial exfoliator 2-3 times per week or as tolerated by your specific skin type. Follow up with your normal skin care routine.

Are there physical and chemical exfoliators in I AM Polished®?

Yes! This facial exfoliator provides the benefits of both a chemical and physical exfoliator. I AM Polished® can also be used as a quick physical exfoliator. When used as a treatment mask as directed, it will provide the skin with the benefits of chemical exfoliation **This exfoliator is extremely efficacious, when leaving on the skin, use as directed to avoid irritation.*

What is the physical exfoliator in I AM Polished®?

The physical exfoliating properties come from pumice aka volcanic ash. The pumice is naturally white in color and does not go through any chemical or bleaching processes. The volcanic ash (pumice) is deposited in a lake, about a mile away from the volcano, where it is washed and stratified. This process cleans the pumice of the undesirable heavy metals that are often found in other pumice deposits. The pumice is sustainably sourced and meets our strict criteria for color, performance, and safety requirements versus synthetic physical exfoliators that have been shown to damage aquatic ecosystems.

What are the chemical exfoliating ingredients in I AM Polished®?

I am Polished features a 10% blend of Glycolic, Lactic and Fruit Acids, derived from natural sources and known for the gentleness to the skin.

Should a patch test be performed before using I AM Polished®?

I AM Polished® Facial Exfoliator was formulated to be great for all skin types. However, it is

always recommended to conduct a patch test before using any new skin care product. To conduct a patch test for I AM Polished®, apply a small amount of product to the back of your hand and gently massage into skin. Leave the product on for 5 minutes and rinse thoroughly.

Your skin may have a flushed, pink appearance - this is to be expected with physical and chemical exfoliation and will pass shortly. If you experience no discomfort or other adverse reactions, use I AM Polished® as directed. If you experience any swelling, blistering, redness that doesn't abate after 15 minutes, discontinue use.

Is I AM Polished® a good fit for combination or acne-prone skin?

I AM Polished® Facial Exfoliator 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 I AM Polished® suitable for use on sensitive skin?

I AM Polished® Facial Exfoliator was formulated to be great for all skin types including sensitive skin (*when used as directed*). 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 week until your skin is able to tolerate an increase in usage. As mentioned above, we recommend using this product only as directed.