

Nutribrow Eyebrow Pencil

(New Optimized Formula)



PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
Nutribrow Pencil	Net Wt. 0.04 oz. / 1.10 g	\$20.80	\$26.00

WHAT IS IT

The same sustainable wood brow pencil you love, now reformulated for smoother application and more wearable shades across a spectrum of hair colors, for effortless filling and shaping without tugging.

WHY YOU NEED IT

Delivers soft, buildable brow definition with a balanced blend of organic castor oil, candelilla, and carnauba waxes.

WHO IT'S FOR

- Anyone frustrated by hard brow pencils that tug or pull
- Anyone seeking improved payoff and natural brow shades
- Those wanting clean, high-performance brow definition

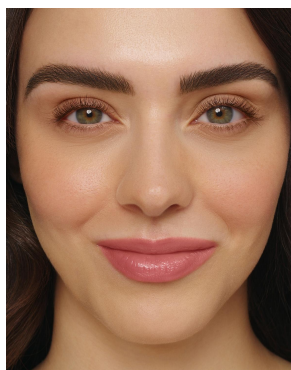
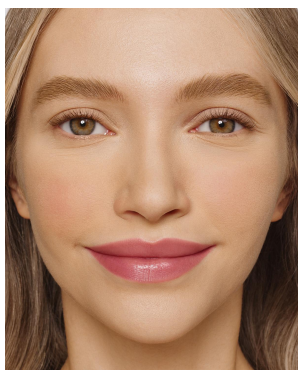
WHAT IT DOES

- Glides on with a soft, blendable texture
- Delivers natural-looking color with buildable payoff
- Long-wearing and waterproof

WHAT ELSE YOU NEED TO KNOW

- Ophthalmologist-tested
- Free from FD&C pigments and lake dyes
- Third-party tested for heavy metals

SHADE LINE-UP



BLONDE

Platinum to light
blonde
(warm)

TAUPE

Medium blonde to
light brown
(cool)

MEDIUM BROWN

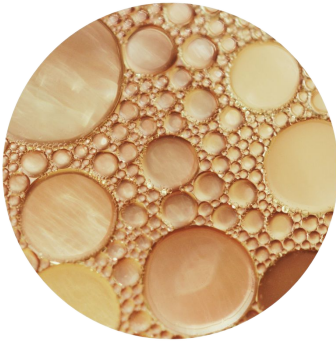
Medium brown to dark
brown
(warm)

DARK BROWN

Dark brown to
black
(cool/neutral)

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 glide for smooth, controlled 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?

Deliver natural, lasting color with buildable payoff

HOW TO USE

3-Step *Brow Ritual*

**STEP 1:**
Groom

Brush brows up using the spoolie side of the #10 Precision Duo Brush.

**STEP 2:***Shape + Fill*

Apply Nutribrow using hair-like strokes, following the direction of natural hair growth.

**STEP 3:***Blend*

Switch back to the spoolie to blend, soften, and brush brows into place.

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 brows, without compromise.

Powered by organic castor oil and balanced carnauba and candelilla waxes for easy filling and shaping without tugging.

Made without 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

Nutribrow Eyebrow Pencil



Nutribrow Eyebrow Pencil

- 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

“Ever have a brow pencil that just drags or tugs? Nutribrow goes on smoothly, so filling and shaping your brows is effortless.”

“Do your brows look patchy or uneven? This pencil gives soft, buildable definition for natural, flawless brows.”

“Frustrated by brow colors that never match your hair? Nutribrow now comes in shades that actually work for everyone.”

“Want a clean, high-performance brow without harsh chemicals? Nutribrow delivers beautiful definition with plant-based waxes and castor oil.”

CALL TO ACTION

Looking for tips on how to get the best results from your Nutribrow Eyebrow Pencil? We've got you covered! Check out additional resources in the Advocate Resource Center (ARC). Share these tips with confidence and help your Clients achieve natural, flawless brows every time.

HOW IS IT DIFFERENT



New

Vs.



Old

<p>Texture</p>	<ul style="list-style-type: none"> • Creamier formula provides smoother, more controlled application • Softer, more buildable 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 and smoother, more controlled application
<p>Shades Available</p>	<ul style="list-style-type: none"> • Available in four updated shades, designed to improve wearability and better match a range of hair colors

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
TITANIUM DIOXIDE (CI 77891)	Pigment	Mineral
SILICA	Pigment support	Mineral

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

INGREDIENTS

Caprylic/Capric Triglyceride, C10-18 Triglycerides, Copernicia Cerifera (Carnauba) Wax / Copernicia Cerifera Cera, Euphorbia Cerifera (Candelilla) Wax / Euphorbia Cerifera Cera, Ricinus Communis (Castor) Seed Oil*, Hydrogenated Castor Oil, Silica, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Ascorbyl Palmitate, Benzyl Alcohol**, May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499)

*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.

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

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 brow pencils. It has been third-party tested to confirm the waterproof claim.

Q: Is the organic castor oil “cold pressed” or manually extracted?

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

Q: Is the Hydrogenated Castor Oil Hexane-Free?

A: YES! Hexane is not permitted in the processing of Crunchi ingredients.

Q: How do you suggest removing Nutribrow?

A: It is best removed with an oil-based cleanser such as Crunchi's Cleansing Balm. As mentioned above, Nutribrow pencil's are 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 and brow area. Gently massage the oil-based cleanser into the onto and around the brow area and remove with a warm washcloth and/or follow up with the Gentle or Charcoal Facial Bar.

FAQS

Q: Why did you manufacture Nutribrow Pencils 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 Nutribrow Pencils,, we moved our pencil production to Germany, known for the highest quality wooden pencil production in the world. These pencils are made from PEFC™ certified, sustainable wood. The certification ensures the sustainable management and use of forest resources.

Q: Does this product help with hair growth?

A: Nutribrow Pencils contain castor oil and other moisturizing, conditioning ingredients that help nourish and support the brows. Because this is a cosmetic product, claims about hair growth can not be made, however, we can confirm the ingredients help create a healthy environment for existing brow hairs and follicles, which may support the appearance of fuller, healthier-looking brows over time.