

Beautifully Flawless Foundation

PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
Beautifully Flawless Foundation (14 shades)	1.0oz / 30mL	\$41.60	\$52.00



WHO'S IT FOR

- Makeup users who desire a medium-to-full, natural-looking all-over coverage in a semi-matte finish.
- Health-conscious beauty users seeking a safe and effective foundation with sustainable packaging.

WHAT IS IT

Beautifully Flawless Foundation is a lightweight formula infused with 100% pure earth pigments and skin-loving botanicals. It provides seamless medium-to-full coverage for an airbrushed, semi-matte finish. Available in 12 adaptable shades.

WHY YOU NEED IT

Seamlessly blending and blurring for skin that looks like skin, Beautifully Flawless Foundation delivers buildable coverage that enhances your natural complexion and lasts all day.



Before

After

Beautifully Flawless Foundation 2.0



Before

After

Beautifully Flawless Foundation 6.0

WHAT IT DOES

- Provides medium-to-full, buildable coverage that lasts all day.
- Lightweight and adaptable for a natural, second-skin texture.
- Evens skin tone and smooths pores, blemishes, and redness.
- Hydrates, smooths, and soothes skin.
- Delivers a semi-matte finish.

WHAT ELSE YOU NEED TO KNOW

- EWG Verified®.
- 3rd party tested for heavy metals.
- Formulated for all skin types.

HOW IT WORKS

100% Pure Earth Pigments



What are they?

The highest purity grade pigments derived from the earth, including iron oxides and mica.

What do they do?

Deliver long-wearing coverage.

How are they sourced?

All pigments undergo third-party testing to ensure the lowest possible heavy metal content. Our mica is ethically sourced from regions free of child labor practices.

Snow Mushroom Extract



What is it?

Snow mushroom extract, known scientifically as tremella fuciformis, is a powerful hydrator and antioxidant.

What does it do?

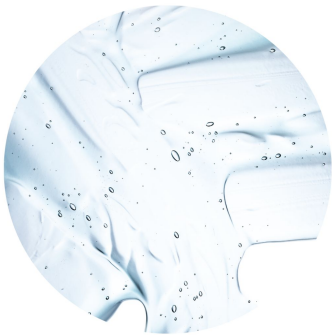
- Instantly hydrates and visibly plumps, leaving skin feeling smoother.
- Supports a healthy skin barrier and soothes the skin.

How is it sourced?

Sourced from the temperate and subtropical regions of Asia, snow mushrooms naturally grow on hardwood trees and have been utilized in Chinese medicine for centuries.

HOW IT WORKS

Plant Glycerin



What is it?

A natural humectant derived from plant oils, known for its ability to attract and retain moisture in the skin.

What does it do?

- Restores hydration and balances skin's natural oils.
- Leaves skin feeling smoother and calmer.

Organic Aloe



What is it?

A natural super hydrator, rich in vitamins, minerals, and bioactive compounds.

What does it do?

- Provides a silky, smooth texture.
- Soothes and calms the skin.
- Locks in moisture and delivers lasting hydration.

Organic Sunflower & Jojoba



What are they?

Oils rich in antioxidants, packed with vitamins and minerals.

What do they do?

- Provide a smooth, blendable, and lightweight texture.
- Hydrate the skin and promote an even skin tone.

SHADES



FIND YOUR SHADE

Use My Alibi® Liquid Concealer & Sunlight® Tinted SPF as a Guide

Shade Matching Guide*

 Sunlight® Tinted SPF 30	 My Alibi® Liquid Concealer	 Beautifully Flawless Foundation
Light	L5 Light / Peachy Neutral	0.5 Fair / Cool Neutral 1.0 Fair / Neutral 2.0 Light / Neutral 2.25 Light / Cool Neutral
Light Light Medium	L15 Light / Neutral	2.0 Light / Neutral 2.25 Light / Cool Neutral 2.5 Light / Neutral 2.65 Light Medium / Cool Neutral
Light Medium Medium	M25 Light Medium / Golden Neutral	2.5 Light / Neutral 2.65 Light Medium / Cool Neutral 2.75 Medium / Warm Golden 3.0 Medium / Warm
Medium Medium Deep	M30 Medium / Golden Neutral	2.75 Medium / Warm Golden 3.0 Medium / Warm 4.0 Medium Tan / Golden Neutral
Medium Deep	MD40 Medium Deep / Warm	4.0 Medium Tan / Golden Neutral 5.0 Tan / Warm Olive 6.0 Tan / Warm Neutral
Deep	D60 Deep / Warm Neutral	7.0 Tan / Warm Neutral 8.0 Deep / Neutral 9.0 Deep / Warm Neutral

**Shade selections are guidelines – Crunchi® understands shade preference is personal.*

HOW TO USE

1. Prep skin with Smart Primer to create a smooth base and enhance wear.
2. Apply Beautifully Flawless Foundation:



Medium coverage: Use ½ to 1 pump on the back of your hand and swirl the #1 Flat Top Brush into the product.

Full coverage: Apply 1 to 1½ pumps directly onto the #1 Flat Top Brush.

3. Start at the center of your face, or where coverage is needed most, blending outward in circular motions. Build coverage as desired.

Pro Tip: Set with Crunchi® Translucent Finishing Powder for a polished look.

WHAT'S THE DIFFERENCE

	
<p>Sunlight® Tinted SPF 30</p>	<p>Beautifully Flawless Foundation</p>
<p>Light, buildable coverage</p>	<p>Medium-full, buildable coverage</p>
<p>Natural, dewy finish</p>	<p>Semi-matte finish</p>
<p>Non-Nano Mineral Zinc Oxide Stable Vitamin C Plant Squalane</p>	<p>Organic Aloe Plant Glycerin Snow Mushroom</p>
<p>Protects, brightens, hydrates</p>	<p>Smooths, soothes, nourishes</p>

SUSTAINABLE PACKAGING



Plastic-free bottle

— Recyclable **glass**



How to Recycle:

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

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

CROSS-SELL OPPORTUNITY



UNIQUE SELLING PROPOSITION

EWG Verified®, effective formula

Formulated with the safest ingredients to deliver a flawless, airbrushed look with a semi-matte finish.

100% pure earth pigments & skin-loving botanicals

Deliver adaptable, buildable coverage that lasts all day while hydrating, soothing, and smoothing.

Uncompromised clean beauty formulated without:

- No phenoxyethanol
- No ethoxylated ingredients
- No PEGs
- No FD&C pigments & lake dyes
- No fragrance

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

Plastic-free primary packaging

The bottle is made of glass.

THE CRUNCHI® WAY

Beautifully Flawless Foundation Badges



Beautifully Flawless Foundation 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. Our mica is ethically sourced from regions that do not involve child labor practices.
- Tested and confirmed that gluten is undetectable.

WORDS TO SAY

- “Would you rather have a foundation with skin-loving ingredients OR one that’s just long-wearing? What if you could have both?”
- “What’s your biggest struggle when it comes to foundation? Shade matching, wear time, coverage?”
- “What’s more important to you in a foundation: lightweight feel or full coverage?”
- “Makeup + Skincare in One? Yes, Please! What if your foundation didn’t just cover imperfections—but actually nourished your skin at the same time?”

CALL TO ACTION

- Looking for tips on how to get the best results from your Beautifully Flawless Foundation? We’ve got you covered! Check out additional resources in the Penny App. Share these insights with confidence and enhance your skincare routine along with your followers.

BEAUTIFULLY FLAWLESS FOUNDATION INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
Water	misc	deionized
Caprylic/Capric Triglyceride	skin conditioning agent	plant
Coconut Alkanes	skin conditioning agent	plant
Propanediol	performance boosting / solvent	plant
Glycerin	skin conditioning agent	plant
Helianthus Annuus (Sunflower) Seed Oil	antioxidant / emollient	plant
Capryloyl Glycerin/Sebacic Acid Copolymer	skin conditioning agent	plant
Sorbitan Sesquioleate	emulsifier / formula stabilizer	plant
Silica	performance boosting	mineral
Diheptyl Succinate	skin conditioning agent	plant
Tri(Polyglyceryl-3/Lauryl) Hydrogenated Trilinoleate	emulsifier / performance boosting	plant
Organic Aloe Barbadosensis Leaf Juice	skin conditioning agent	plant
Organic Butyrospermum Parkii (Shea) Butter	skin conditioning agent	plant
Tremella Fuciformis (Snow Mushroom) Extract	moisturizing agent	plant
Tocopherol	antioxidant	plant (non-gmo sunflower)
Hydrogenated Castor Oil	performance boosting	plant
Sodium Chloride	viscosity increasing agent	mineral
Coco-Caprylate/Caprates	skin conditioning agent	plant
Jjoba Esters	performance boosting	plant
Gluconolactone	mushroom extract preservatives	nature-identical
Calcium Gluconate	mushroom extract preservatives	nature-identical
Sodium Phytate	preservative	plant (rice)
Potassium Sorbate	preservative	nature-identical
Sodium Benzoate	preservative	nature-identical
Triethoxycaprylylsilane	performance boosting	safe synthetic
Organic Vanilla Planifolia Fruit Extract	scent	plant
Rosmarinus Officinalis (Rosemary) Leaf Extract	antioxidant / performance boosting	plant
Citric Acid	ph adjuster	plant (non-gmo, mold-free)
Xanthan Gum	thickening & emulsifying agent	plant (beet & non-gmo corn, mold-free)
Dimethicone	performance boosting	safe synthetic
Alcohol	preservative	nature-identical
Beta-Sitosterol	<i>incidental ingredient of tocopherol</i>	plant
Squalene	<i>incidental ingredient of tocopherol</i>	plant
Titanium Dioxide (CI 77891)	colorant	mineral
Mica (CI 77019)	colorant	mineral
Iron Oxide (CI 77492)	colorant	mineral
Iron Oxide (CI 77491)	colorant	mineral
Iron Oxide (CI 77499)	colorant	mineral

INGREDIENTS (Varies by shade)

Water (Aqua), Caprylic/Capric Triglyceride, Coconut Alkanes, Propanediol, Glycerin, Helianthus Annuus (Sunflower) Seed Oil*, Capryloyl Glycerin/Sebacic Acid Copolymer, Sorbitan Sesquioleate, Silica, Diheptyl Succinate, Tri(Polyglyceryl-3/Lauryl) Hydrogenated Trilinoleate, Aloe Barbadensis Leaf Juice*, Butyrospermum Parkii (Shea) Butter*, Tremella Fuciformis (Mushroom) Extract, Tocopherol, Hydrogenated Castor Oil, Sodium Chloride, Coco-Caprylate/Caprates, Jojoba Esters, Gluconolactone, Calcium Gluconate, Sodium Phytate, Potassium Sorbate, Sodium Benzoate, Triethoxycaprylylsilane, Vanilla Planifolia Fruit Extract*, Rosmarinus Officinalis (Rosemary) Leaf Extract, Citric Acid, Xanthan Gum, Dimethicone, Alcohol, Beta-Sitosterol**, Squalene**, May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499)

*Certified Organic Ingredients

**Incidental Ingredients

**Incidental Ingredients

NOTE: We prioritize the use of certified organic ingredients in our formulations. Due to the organic supply chain's unpredictable nature, unforeseen disruptions (e.g., crop failures, natural disasters, etc.) 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.

EDUCATIONAL RESOURCES

Educational resources and shareable content are found on the Tools page in the Penny App.

FAQs

Q: I have a mushroom allergy, can I use Beautifully Flawless Foundation?

A: If you have a mushroom allergy of any type, please refrain from using Beautifully Flawless Foundation and consult with a qualified healthcare provider.

Q: I have a coconut allergy, can I use Beautifully Flawless Foundation?

A: Many ingredients in Crunchi products are derived from coconut or plant blends that include coconut. If you have questions about a specific ingredient, consult a qualified healthcare professional.

Q: Where is the citric acid sourced?

A: Our citric acid is derived from the fermentation of non-GMO cassava or non-GMO corn. While fermentation involves a type of fungus, this does not mean there is any mold or harmful byproducts in the final ingredient. Every batch of citric acid undergoes rigorous purification and quality testing to ensure it is safe, pure, and completely free from any residual mold. This high-quality citric acid is also approved for use in certified organic products. Additionally, all cosmetic products are third-party tested numerous times during the manufacturing process to confirm there is no presence of mold, yeast, or bacterial contamination.

FAQs

Q: How do I find my shade?

A: 1) Take our online Find My Shade Quiz 2) Use our Shade Match Guide (see slide 6)

Q: How do I swatch my client's skin?

A: Guide your client to apply 2-3 shades along their jawline. This area provides the best comparison between their face and neck tones for a seamless match. Blend each swatch into the skin to determine the most accurate match.

Q: How do I determine my client's undertones?

A: Help your client identify their undertone to narrow down shade options:

- Warm undertones: Skin has golden, yellow, or peachy tones.
- Cool undertones: Skin has pink, red, or bluish tones.
- Neutral undertones: Skin has a mix of warm and cool tones.

Q: What if I can't find their exact match?

A: We recommend mixing shades for a custom match:

- Start with the closest shade: Use the shade that best matches their tone as the base.
- Adjust depth or undertone: Add a darker shade to deepen or a complementary undertone to balance.
- Mix and test: Blend the shades on the back of your hand, apply to the jawline, and adjust as needed.
- Teach them: Show clients how to mix for seasonal changes or specific needs.