

Solarise Bronzer

PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
Solarise Bronzer	0.26 oz. / 7.5 g	\$32.00	\$40.00



WHAT IS IT

Solarise Bronzer is Crunchi's fan-favorite bronzer, returned to its original single-shade format. It's a soft, blendable powder that adds natural warmth and dimension with a skin-like finish.

WHY YOU NEED IT

Most bronzers pull orange or look muddy. Solarise delivers balanced, sun-kissed warmth and dimension without ever looking overdone.

WHO IT'S FOR

- Bronzer beginners or minimal makeup wearers
- Customers who want warmth, soft contour, or both
- Anyone who wants a bronzer without harmful ingredients
- Anyone who loved the original Solarise bronzer

WHAT IT DOES

- Adds a natural sunkissed glow and soft dimension
- Builds and blends effortlessly
- Feels silky-smooth and lightweight on skin
- Delivers long-wearing color

WHAT ELSE YOU NEED TO KNOW

- For all skin types, including sensitive
- Made without FD&C pigments or lake dyes
- Third-party tested for heavy metals

SHADE LINE-UP

C50
Cool Bronze



W100
Sunkissed Glow

HOW TO SELECT YOUR SHADE

Choose based on the result you want.

C50 - Cool Bronze

Adds soft definition without warmth
Ideal for subtle contour

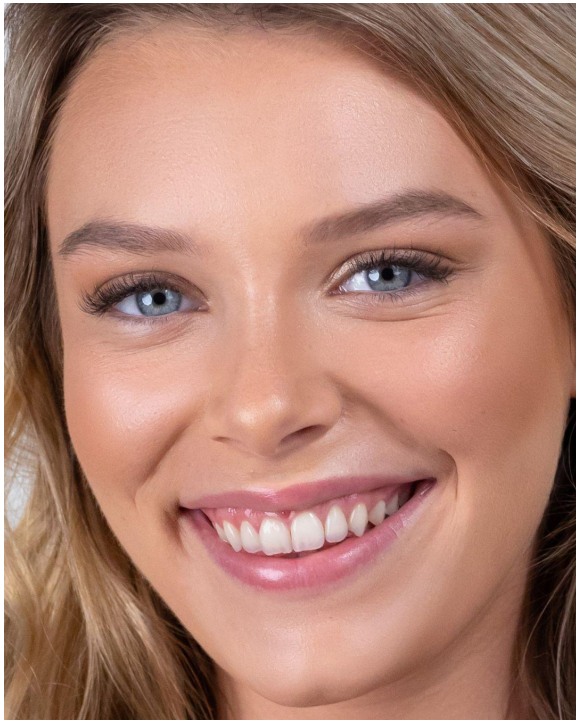
W100 - Sunkissed Glow

Adds golden radiance
Best for an all-over bronzed look

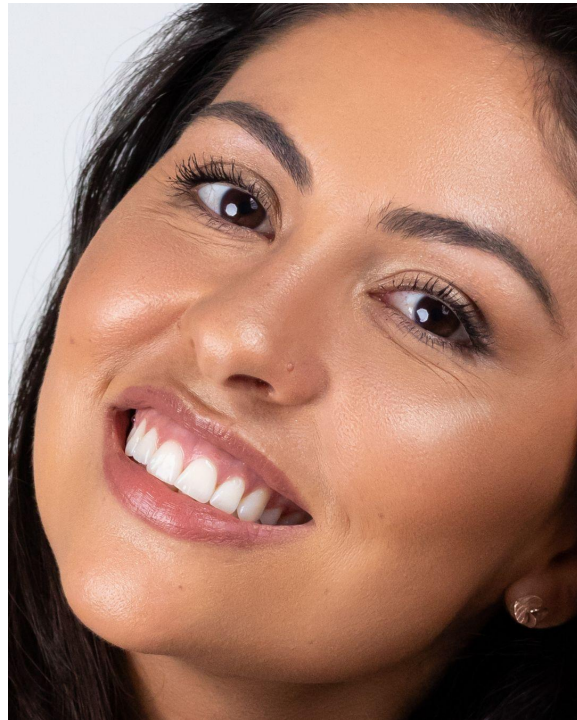
Simple rule:

Definition = C50

Sunkissed = W100



C50



W100

HOW IT WORKS

100% Pure Earth Pigments

**What is it?**

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

What does it do?

Delivers natural glow and dimension.

Organic Jojoba Oil

**What is it?**

A lightweight, non-comedogenic oil that mimics the skin's natural sebum.

What does it do?

Helps deliver a silky-smooth, blendable texture.

Vitamin E

**What is it?**

A potent antioxidant

What does it do?

Helps protect skin from environmental stressors.

HOW TO USE

Apply bronzer to areas where the sun naturally touches the face, including the forehead, tops of the cheeks, and the bridge of the nose, using the Bronzer Brush. Blend softly for a natural, sunlit finish.

For added definition, use C50 as a soft contour by applying under the cheekbones, along the jawline, or at the temples. Solarise can also be applied to the neck to seamlessly blend the face and body.

Sunkissed Routine

Base

Sunlight Tinted SPF

Bronze

Solarise Bronzer

Highlight

Luminescence Liquid Highlighter

Blush

Cheekmate Liquid Blush

Define

Shattered Mascara

Shine

Hydrogloss Lip Oil

SUSTAINABLE PACKAGING



← Paperboard Compact

How To Recycle

- 1) Remove metal pan from the compact and place into a recycle bin.*
- 2) Soak the compact in water for approximately 3 hours. Remove the magnet and metal strip from the front of the compact.
- 3) Place paperboard compact and metal strip into a recycle bin.*
- 4) Safely dispose of or upcycle the magnetic strip.

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

UNIQUE SELLING PROPOSITION

High-performing sunkissed glow, without compromise.

Powered by pure pigments and organic jojoba for natural glow and dimension.

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

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

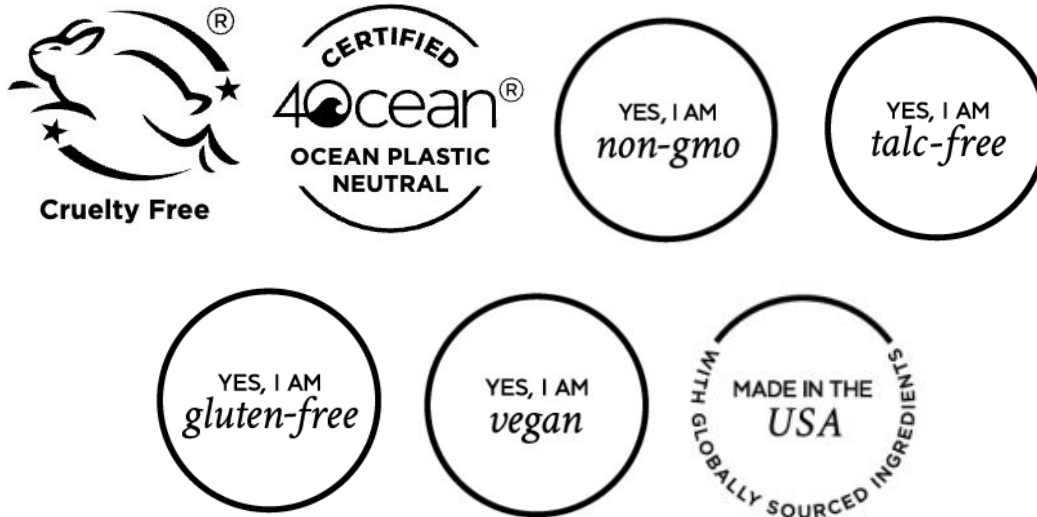
And many more. [Click to learn more about our banished list](#)

Plastic-free compact

Made from paperboard.

THE CRUNCHI® WAY

Solarise Bronzer



Solarise Bronzer

- Tested for heavy metals lead, arsenic, mercury, cadmium, zinc 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 tested for gluten.

WORDS TO SAY

“Okay, I have to tell you... this is the bronzer that made me actually like bronzer. I used to think everything looked orange on me, and this one just gives the prettiest, natural warmth.

Have you found a bronzer you love yet, or are you still on the hunt?”

“This is what I reach for when I just want to look a little more alive without doing a full face. It warms everything up and makes your skin look really healthy.

Are you more of a quick makeup person or do you love a full routine?”

“If you’ve ever struggled with bronzer, this one is so easy. It blends fast, you can build it up, and it never looks heavy or streaky.

Do you feel like bronzer is confusing, or have you figured it out?”

“Looking for an endless summer glow without harmful ingredients? We've packed Solarise Bronzer with good-for-you ingredients like pure earth pigments and organic botanicals. So, you not only look good but can feel good about what you're putting on your skin.”

CALL TO ACTION

Looking for more tips for getting the most out of your Solarise Bronzer? 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



New

Vs.



Old

<p>Texture</p>	<p>Same lightweight, silky texture</p>
<p>Key Ingredient Upgrades</p>	<p>Same high-performing clean ingredients</p>
<p>Shades</p>	<p>Now available in two individual shades: W100 – Sunkissed Glow C50 – Cool Bronze Your most-loved shades are back.</p>

INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
MICA	PIGMENT	MINERAL
BORON NITRIDE	PERFORMANCE BOOSTING	SAFE SYNTHETIC/MINERAL
DIMETHICONE	PERFORMANCE BOOSTING	SAFE SYNTHETIC
ZINC STEARATE	PERFORMANCE BOOSTING	MINERAL/PLANT
LAUROYL LYSINE	PERFORMANCE BOOSTING	PLANT
STEARIC ACID	PERFORMANCE BOOSTING/EMULSIFIER	PLANT
PALMITIC ACID	PERFORMANCE BOOSTING/EMULSIFIER	PLANT
TOCOPHEROL	ANTIOXIDANT	SAFE SYNTHETIC
ZEA MAYS (CORN) STARCH*	PERFORMANCE BOOSTING	PLANT
SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL*	MOISTURIZING/PERFORMANCE BOOSTING	PLANT
DIMER DILINOLEYL DIMER DILINOLEATE	PERFORMANCE BOOSTING	PLANT/SYNTHETIC
GLYCERYL CAPRYLATE	PRESERVATIVE	PLANT
BIS-STEARYL DIMETHICONE	PERFORMANCE BOOSTING	SYNTHETIC
COCO-CAPRYLATE/CAPRATE	PERFORMANCE BOOSTING	PLANT
TITANIUM DIOXIDE (CI 77891)	PIGMENT	MINERAL
IRON OXIDES (CI 77491, CI 77492, CI 77499)	PIGMENT	MINERAL

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

INGREDIENTS

C50

Mica, Lauroyl Lysine, Zinc Stearate, Dimethicone, Boron Nitride, Stearic Acid, Palmitic Acid, Tocopherol, Zea Mays (Corn) Starch*, Simmondsia Chinensis (Jojoba) Seed Oil*, Dimer Dilinoleyl Dimer Dilinoleate, Glyceryl Caprylate, Bis-Stearyl Dimethicone, Coco-Caprylate/Caprate, May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499)

W100

Mica, Boron Nitride, Dimethicone, Zinc Stearate, Lauroyl Lysine, Stearic Acid, Palmitic Acid, Tocopherol, Zea Mays (Corn) Starch*, Simmondsia Chinensis (Jojoba) Seed Oil*, Dimer Dilinoleyl Dimer Dilinoleate, Glyceryl Caprylate, Bis-Stearyl Dimethicone, Coco-Caprylate/Caprate, May Contain (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499)

*Organic Ingredient

FAQS

Q: What is the difference between the old bronzers and the new singles?

A: The formula has not changed. We are bringing back fan-favorite shades in individual singles! W100 and C50 feature the same silky, lightweight texture and the same high-performing clean ingredients you loved before.

Q: What finish does this bronzer have?

A: It has a natural matte finish with a soft blurring effect. The powder blends seamlessly, to create a natural glow without looking flat or chalky.

Q: Is this bronzer drying?

A: No. The formula includes skin-conditioning ingredients like jojoba oil and vitamin E, which help the powder feel comfortable and smooth on the skin.

FAQS

Q: How should I apply this bronzer?

A: For an all-over glow, use the No. 3 brush to lightly dust bronzer across the areas where the sun naturally hits the face. For contour and sculpting, use the No. 4 angled brush under the cheekbones, blending up toward the temples and along the jawline

Q: I have heard that mica can be sourced unethically using child labor in some parts of the world, does Crunchi source the mica used in their cosmetics ethically?

A: Yes. Our ingredients are supplied by highly reputable U.S. companies that source materials responsibly both domestically and globally. The mica used in our products is ethically sourced from regions that do not involve child labor.