

Gentle Facial Cleanser

PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
Gentle Facial Cleanser	3.38 fl. oz. / 100 mL	\$30.40	\$38.00



WHAT IS IT

A pH-balanced, soap-free gel cleanser that removes impurities without stripping the skin. Powered by plant-based surfactants, watermelon extract, and organic glycerin, it helps maintain the skin barrier while leaving skin soft and comfortable. Fragrance-free and designed with sensitive skin in mind.

WHY YOU NEED IT

If your skin feels tight after washing, your cleanser may be too harsh.

This formula lifts away dirt and oil while keeping skin comfortable. Watermelon extract helps visibly brighten and soothe. Organic glycerin hydrates as you cleanse. The result: clean, soft, never stripped.

WHO IT'S FOR

- Anyone whose skin feels tight after cleansing
- Dry, sensitive, or easily irritated skin
- Those looking for a clean gentle daily cleanser
- Anyone who wants a fragrance-free first step

WHAT IT DOES

- Cleanses without stripping
- Helps support the skin barrier
- Visibly brightens
- Soothes and hydrates

WHAT ELSE YOU NEED TO KNOW

- Formulated for all skin types, including sensitive skin
- Fragrance-free
- Third-party tested for safety and purity

HOW IT WORKS

Watermelon Extract



What is it?

A fruit-derived extract rich in vitamins and antioxidants.

What does it do?

Helps soothe and comfort the skin while supporting a brighter, more refreshed appearance.

Plant-Based Surfactants



What is it?

Gentle cleansing agents derived from plant sources.

What do they do?

Lift away dirt, oil, and impurities without stripping the skin barrier.

Organic Glycerin



What is it?

A plant-derived ingredient that draws moisture into the skin.

What does it do?

Helps maintain hydration during cleansing, leaving skin soft and comfortable.

FOR BEST RESULTS

Dispense half to one pump into hands. Massage onto damp skin. Rinse and pat dry.

The Renewal Routine

	CLEANSE	TONE	TREAT	MOISTURIZE	PROTECT
AM	Gentle Facial Cleanser	Clarilight Facial Essence	Goldenlight Multi-Peptide Serum	Daylight Advanced Facial Cream	Sunlight Tinted SPF30
PM	CLEANSE	TONE	TREAT	MOISTURIZE	BOOST
	Gentle Liquid Cleanser	Clarilight Facial Essence	Goldenlight Multi-Peptide Serum	Nightlight Advanced Facial Cream	I Am Luminous Facial Oil

SUSTAINABLE PACKAGING



Mess-free lockable pump



Infinitely recyclable
aluminum bottle



BPA-free, BPS-free, and
phthalate-free liner

How to Recycle

1. Remove pump. Wash the bottle and all components clean.
2. Drop the bottle into a recycle bin.*
3. Recycle the plastic pump through Pact Collective.* [Click to learn more](#)

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

UNIQUE SELLING PROPOSITION

Barrier-supporting, non-stripping cleanse

This pH-balanced, soap-free gel uses plant-based surfactants to cleanse effectively while watermelon extract helps soothe and visibly brighten. Organic glycerin supports hydration during cleansing, so skin feels clean, balanced, and comfortable — never tight.

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

- No fragrance
- No ethoxylated ingredients
- No silicones
- No phenoxyethanol
- No disodium EDTA

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

Plastic-free bottle

Made of infinitely recyclable aluminum.

THE CRUNCHI® WAY Gentle Facial Cleanser



Gentle Facial Cleanser Third-Party Testing

- Tested for heavy metals lead, arsenic, mercury, and cadmium, 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

"I've always struggled with sensitive skin, and most cleansers just irritated me. This one is fragrance-free, gentle, and actually so soothing. It's become my daily go-to. If you have sensitive or dry skin, this is the cleanser you've been waiting for. Let me know if you want to try it!"

"I love that this cleanser does more than just clean. It brightens and hydrates while still feeling super gentle. Watermelon extract makes my skin look fresh and calm every morning. If you want to upgrade your skincare routine, I can show you how to get it!"

"I used to feel my skin pulling right after cleansing, so uncomfortable! This new Gentle Facial Cleanser removes everything without that tight feeling. My skin actually feels soft and hydrated after every wash. If your cleanser leaves your skin tight, you need to try this one. DM me and I'll tell you how to grab yours!"

"Whether your skin is dry, sensitive, or just needs a gentle daily wash, this cleanser works for everyone. I love that it's soap-free and pH balanced. It leaves my skin soft and comfortable, never stripped. Want to see how it feels? I can help you get one today!"

CALL TO ACTION

Want to get the most out of your Gentle Facial Cleanser? We've got you covered. Head to the Advocate Resource Center (ARC) for extra tips and share them with confidence to help your followers take their skincare routine to the next level.

HOW IS IT DIFFERENT

	Gentle Facial Cleanser	Gentle Facial Bar
Format	Liquid, pH-balanced gel cleanser	Solid cleansing bar
Ideal For	All skin types, including sensitive and easily irritated skin	Normal to dry or sensitive skin, especially those who prefer a solid bar
Key Benefits	<ul style="list-style-type: none"> • Cleanses without stripping • Helps support the skin barrier • Soothes, hydrates, and visibly brightens 	<ul style="list-style-type: none"> • Gently cleanses • Soothes and softens
Hero Ingredients	<ul style="list-style-type: none"> • Plant-based surfactants • Watermelon extract • Organic glycerin 	<ul style="list-style-type: none"> • Organic colloidal oatmeal • Kaolin clay • Argan oil

GENTLE LIQUID FACIAL CLEANSER INGREDIENT BREAKDOWN

INGREDIENT	FUNCTION	SOURCE
WATER (AQUA)	SOLVENT	N/A
DECYL GLUCOSIDE	SURFACTANT	PLANT
GLYCERIN*	HUMECTANT	PLANT
SODIUM METHYL COCOYL TAURATE	SURFACTANT	PLANT
SODIUM GLUCONATE	PERFORMANCE & PRESERVATIVE BOOSTING	PLANT
CITRULLUS LANATUS (WATERMELON) FRUIT EXTRACT	SKIN CONDITIONING	PLANT
XANTHAN GUM	PERFORMANCE BOOSTING	PLANT
CITRIC ACID	PH ADJUSTER	PLANT
SODIUM CHLORIDE	PERFORMANCE BOOSTING	MINERAL
POTASSIUM SORBATE	PRESERVATIVE	SAFE SYNTHETIC
GLYCERIN	HUMECTANT	PLANT
SODIUM BENZOATE	PRESERVATIVE	SAFE SYNTHETIC
AGAR	PERFORMANCE BOOSTING	PLANT

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

INGREDIENTS

Water (Aqua), Decyl Glucoside, Glycerin*, Sodium Methyl Cocoyl Taurate, Sodium Gluconate, Citrullus Lanatus (Watermelon) Fruit Extract, Xanthan Gum, Citric Acid, Sodium Chloride, Potassium Sorbate, Glycerin, Sodium Benzoate, Agar

*Organic Ingredient

FAQs

Q: Who is this cleanser best for?

A: Gentle Facial Cleanser is designed for all skin types, including sensitive and dry skin. Its fragrance-free, soap-free, pH-balanced formula cleanses effectively while helping support your skin barrier.

Q: Is it safe for sensitive skin?

A: Yes. The formula is fragrance-free and soap-free, making it especially suitable for sensitive and reactive skin types.

Q: Will it leave my skin feeling tight or dry?

A: No. This cleanser is formulated to cleanse without stripping. Skin feels clean, balanced, and comfortable – never tight.

Q: Does Gentle Facial Cleanser foam?

A: It creates a light, gentle lather that refreshes without harsh or harmful foaming agents that can dry out skin.

Q: Is Gentle Facial Cleanser pH-balanced?

A: Yes. It's formulated to support your skin's natural pH, helping maintain a healthy-looking barrier.

Q: Does Gentle Facial Cleanser remove makeup and sunscreen?

A: It removes daily buildup, light makeup, and mineral sunscreen. For heavy or waterproof makeup, we recommend double cleansing. Start with our Cleansing Balm to melt away makeup and impurities, then follow with Gentle Facial Cleanser to purify and refresh the skin.

FAQs

Q: What makes this cleanser “gentle”?

A: This formula uses mild, plant-derived surfactants like Decyl Glucoside and Sodium Methyl Cocoyl Taurate, which cleanse without stripping the skin’s natural moisture barrier. It’s designed for daily use and suitable for sensitive skin.

Q: Is this cleanser really soap-free?

A: Yes. When we say “soap-free,” we mean the formula contains no traditional soap (alkaline salts of fatty acids). Instead it contains plant derived surfactants that are safe, gentle and effective.

Q: Is Gentle Facial Cleanser sulfate-free?

A: Yes. Gentle Facial Cleanser is formulated without harsh sulfates like SLS or SLES. It uses mild, plant-derived cleansing agents to effectively cleanse without stripping the skin.

Q: Can I use Gentle Facial Cleanser morning and night?

A: Absolutely. It’s gentle enough for twice-daily use.

Q: Is this cleanser safe to use around the eyes?

A: This product was not formulated or tested to be used specifically as an eye makeup remover. Crunchi Cleansing Balm, however is an effective makeup remover and has been tested for ocular safety.

Q: How long will one bottle last?

A: With twice-daily use, one bottle typically lasts 6–8 weeks, depending on the amount used.

Q: What does the cleanser smell like?

A: Gentle Facial Cleanser does not have any added scent. The detectable raw material smell is a mild, clean smell primarily from the plant-derived surfactants.