

Adaptogen Facial Cream

PRODUCT LINE-UP

Product Name	Size	Advo Price	Retail Price
Adaptogen Facial Cream	1.7 fl. oz. / 50 mL	\$38.40	\$48.00



WHAT IS IT

A fragrance-free, lightweight day-and-night facial cream powered by an adaptogenic mushroom complex and prebiotics to help skin adapt by supporting barrier strength and microbiome balance.

WHY YOU NEED IT

Modern skin faces constant stress from environmental exposure, seasonal shifts, over-exfoliation, and daily life. This disrupts the skin barrier and microbiome, leaving skin prone to sensitivity, dehydration, and imbalance.

Adaptogen Facial Cream helps restore balance to a stressed barrier and microbiome for healthier-looking, more resilient skin.

WHO IT'S FOR

- Sensitive, stressed, or dehydrated skin
- A compromised skin barrier and microbiome
- Anyone seeking a simple, everyday AM + PM moisturizer
- Those focused on long-term skin health

WHAT IT DOES

- Supports barrier strength
- Promotes microbiome balance
- Calms visible sensitivity
- Delivers instant hydration that lasts
- Provides antioxidant defense

WHAT ELSE YOU NEED TO KNOW

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



Adaptogenic Mushroom Complex



What is it?

A potent blend of adaptogenic mushroom extracts including Tremella, Reishi, Cordyceps, Maitake, and Chaga, known for their ability to help skin adapt to daily stress.

What does it do?

Support barrier strength, calm visible skin sensitivity, and provide antioxidant defense.

Mineral-Rich Sea Water



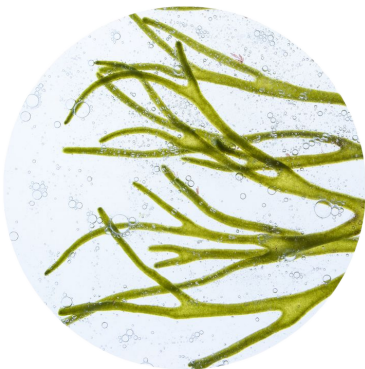
What is it?

Naturally derived minerals sourced from sea water, rich in skin-essential nutrients.

What does it do?

Delivers essential hydration.

Prebiotics



What is it?

A prebiotic-rich complex of Lactobacillus ferment, green microalgae, and mineral-rich sea water that helps support the skin's natural microbiome.

What does it do?

Help balance the skin's microbiome.

SKIN BARRIER + MICROBIOME 101

Modern skin faces constant stress from environmental exposure, seasonal shifts, over-exfoliation, and daily life—disrupting the skin barrier and microbiome and leaving skin prone to sensitivity, dehydration, and imbalance.

What is the skin barrier?

The outermost layer of your epidermis, called the stratum corneum (also known as the skin barrier), acts like a “brick and mortar” wall. It locks in moisture, shields against irritants, and keeps skin healthy, balanced, and glowing.

What is the microbiome?

A community of beneficial microorganisms that sits on top of the skin barrier and helps keep skin balanced and protected.

It works with the skin barrier to:

- Defend against harmful bacteria and environmental stressors
- Support a calm, balanced complexion
- Keep skin balanced and resilient

Brick + Mortar = Structure (Skin Barrier)
Microbiome = Protection (Your skin’s bodyguard)

Microbiome



“Brick” Skin Cell



“Mortar” Matrix of Lipids



Together, the skin barrier and microbiome keep skin hydrated, calm, and resilient.

FOR BEST RESULTS

Apply an even layer to clean skin, morning and night.

Everyday Routine

CLEANSE

Gentle Facial
Cleanser

TONE

Clarilight
Facial Essence

TREAT

Goldenlight
Multi-Peptide
Serum

Or

I AM Bright
Vitamin C
Serum

MOISTURIZE

Adaptogen Facial
Cream

**PROTECT
(AM)**

Sunlight Tinted
SPF30

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

Adaptogenic Barrier Support + Microbiome Balance

Powered by clinically proven ingredients, this formula combines adaptogenic barrier support and microbiome balance to deliver more than hydration—designed for sensitive skin and daily use, AM and PM.

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

- No synthetic 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



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 the final formula has been tested for gluten.

WORDS TO SAY

“I’ve been really focused on repairing my skin barrier, and this has made such a difference. My skin feels more hydrated and a lot less reactive. If you’re dealing with dryness or sensitivity, reach out and I can help you build a routine that supports your skin.”

“I’ve been using this morning and night, and I love how simple it is. No fragrance, no overthinking, just really good hydration that works. If you want a simple routine that actually supports your skin, I’m happy to share what I’m using.”

“My skin can react to everything, so I’m really careful with what I use. This has been so calming and hydrating without causing any irritation. If you have sensitive skin and struggle to find products that work, send me a message and I’ll help you.”

CALL TO ACTION

Want to get the most out of your Adaptogen Facial Cream? 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

	Adaptogen Facial Cream (NEW)	Daylight + Nightlight Advanced Facial Cream	Daylight + Nightlight Facial Cream
Best For	All skin types, especially sensitive, stressed, or dehydrated skin	All skin types focused on visible signs of aging and targeted results	All skin types seeking simple, everyday hydration
What It Does	Calms, provides barrier supporting hydration, and balances the microbiome	Targets visible signs of aging	Moisturizes and maintains skin
Key Benefits	<ul style="list-style-type: none"> • Supports barrier strength + microbiome balance • Calms visible sensitivity • Delivers lasting hydration 	<ul style="list-style-type: none"> • Reduces the appearance of fine lines & wrinkles • Smooths and evens skin tone & texture • Plumps and firms the look of skin 	<ul style="list-style-type: none"> • Provides lightweight, everyday hydration • Helps soothe and comfort skin • Supports smooth, healthy-looking skin
Key Ingredients	<ul style="list-style-type: none"> • Adaptogenic mushroom complex • Mineral-rich sea water • Prebiotics 	<ul style="list-style-type: none"> • Bakuchiol • Azelaic Acid • Stable vitamin C 	<ul style="list-style-type: none"> • Sea Kelp Extract • Sea Moss Extract • Organic Jojoba & Avocado Oils
Routine	One step for AM + PM	Two-step routine (AM + PM)	Two-step routine (AM + PM)
Scent	No essential oils	Scented with essential oils	Scented with essential oils
Why Choose It	Barrier-first hydration + microbiome balance in one step.	Targets visible signs of aging with clinically proven actives	Delivers essential daily moisture to maintain smooth, healthy-looking skin.

Advocate Product Training Guide		
Ingredient	Function	Source
Water (Aqua)	Solvent	N/A
Caprylic/Capric Triglyceride	Performance Boosting	Plant
Glycerin	Humectant	Plant
Aloe Barbadensis Leaf Juice*	Humectant	Plant
Sodium Acrylates Copolymer	Performance Boosting	Safe Synthetic
Sodium Hyaluronate	Humectant	Safe Synthetic
Helianthus Annuus (Sunflower) Seed Oil	Antioxidant	Plant
Sea Water / Maris Aqua	Performance Boosting	Mineral
Caprylyl Glycol	Preservative	Plant
Tetrasodium Glutamate Diacetate	Performance Boosting	Safe Synthetic & Plant
Maltodextrin	Performance Boosting	Plant
Tremella Fuciformis (Mushroom) Extract	Humectant	Plant
Cordyceps Sinensis (Mushroom) Extract	Antioxidant	Plant
Ganoderma Lucidum (Mushroom) Extract	Antioxidant	Plant
Grifola Frondosa (Mushroom) Fruiting Body Extract	Antioxidant	Plant
Inonotus Obliquus (Mushroom) Extract	Antioxidant	Plant
Lactobacillus Ferment	Performance Boosting	Bioferment / Bacteria
Chlorella Vulgaris Extract	Antioxidant	Plant
Citric Acid	Performance Boosting	Safe Synthetic
Ethylhexylglycerin	Preservative	Safe Synthetic
Lecithin	Emulsifier	Plant
Phenethyl Alcohol	Preservative	Safe Synthetic

INGREDIENTS

Water, Caprylic/Capric Triglyceride, Glycerin, Aloe Barbadensis Leaf Juice*, Sodium Acrylates Copolymer, Sodium Hyaluronate, Helianthus Annuus (Sunflower) Seed Oil, Sea Water/Maris Aqua, Caprylyl Glycol, Tetrasodium Glutamate Diacetate, Maltodextrin, Tremella Fuciformis (Mushroom) Extract, Cordyceps Sinensis (Mushroom) Extract, Ganoderma Lucidum (Mushroom) Extract, Grifola Frondosa (Mushroom) Fruiting Body Extract, Inonotus Obliquus (Mushroom) Extract, Lactobacillus Ferment, Chlorella Vulgaris Extract, Citric Acid, Ethylhexylglycerin, Lecithin, Phenethyl Alcohol

*Organic Ingredient

FAQs

Q: What role do the mushrooms play in this formula?

A: Mushroom extracts are included for their amazing antioxidant properties and ability to support hydration and skin conditioning. They are gentle, and for all skin types.

Q: Does this product contain live bacteria or ferments?

A: No, while the formula does contain filtered and stabilized Lactobacillus Ferment, it does not contain any live microorganisms.

Q: Can I use this product if I have a mushroom allergy?

A: If you have a known mushroom allergy, this product may not be suitable, as it contains multiple mushroom derived extracts. Consult your physician and as always it is recommended to conduct a patch test before using any new skincare.

Q: I have heard the mushrooms can have mold contamination, how can I be sure Adaptogen Facial Cream is mold free.

A: Mushroom-derived ingredients used in our formulas are carefully sourced and processed to meet strict quality standards, and our robust preservative system is specifically designed to prevent microbial growth in the finished product. Additionally every batch is rigorously tested for microbiological safety at multiple checkpoints. This testing is a standard for all Crunchi products.

Q: Where in the skincare routine does Adaptogen fall?

A: Use Adaptogen Facial Cream as your moisturizer step.

Follow your routine in this order:

Cleanse → Tone → Treat → Moisturize → Protect (AM)