



CRUNCHI®

Adaptogen Facial Cream
Skincare that Adapts



Hi Crunchi Advocate Community,

As the public launch of Adaptogen Facial Cream approaches, you'll have the opportunity to introduce your audience to a new conversation in skincare: supporting skin under stress.

From travel and weather changes to environmental exposure and lifestyle stress, modern skin is constantly adapting. Adaptogen Facial Cream was created to support hydration, balance, and skin resilience through these everyday stressors.

Share your real experience through Reels, Stories, unboxings, routines, and skin reset moments for a chance to be featured on Crunchi's Instagram page.



Advocate Content *Creator Guide*



Uncompromised Clean Beauty

THE REAL CLEAN BEAUTY

We go beyond clean beauty standards with only the safest, clinically backed ingredients and innovative, sustainable packaging—because beauty should never compromise your skin or the planet.



Trusted, Verified, and Certified *Clean*



NON-GMO • GLUTEN-FREE • VEGAN • SILICONE-FREE • MADE IN THE USA



Your Content Strategy

Objective

Showcase Adaptogen Facial Cream as a hero product release with emphasis on real results, before-and-after transformations, and its role as a daily ritual.

Content Vibes

- Authentic & unfiltered
- Lifestyle-driven & natural
- Visible results (before + after)
- Real-time experience

Narrative Focus

- Skin transformation journeys
- Morning & evening routines
- “Before vs. Now” moments
- Texture, glow, & hydration

Key Dates

Advocate Pre-Release
May 19th, 2026

Client Launch
June 2nd, 2026

For Instagram Reshare Opportunities:

Keep profile public • No personal shopping links • Avoid explicit audio or profanity • Tag @crunchicollection on your post



What to *Talk About*

When sharing Adaptogen Facial Cream, keep your messaging centered around these key themes:

Skin Stress

Designed to support skin through environmental exposure, seasonal changes, and lifestyle stress.

Skin Barrier Support

Helps support barrier strength so skin feels calmer and more resilient.

Adaptogenic Mushroom Complex

Powered by a potent blend of Tremella, Reishi, Cordyceps, Maitake, and Chaga to help support skin as it adapts to everyday stressors.

Microbiome Balance

Includes prebiotics to support the skin's natural microbiome, essential for overall skin health.

Hydration + Comfort

Delivers daily hydration and comfort for skin that feels dry, stressed, or depleted.

Everyday Essential

A simple AM + PM moisturizer designed to help skin adapt to everyday stressors.

For more details, please visit the ARC:

<https://advocate-resources.gorgias.help/en-US/adaptogen-facial-cream-advocate-product-training-guide-copy-6145667>



Content Examples: *Reels*

Clickable photo links below





Instagram Carousel Post Examples

Clickable photo link below



Slide 1

Why is everyone talking about adaptogens?

Slide 2

Adaptogens help support skin through everyday stressors.

Slide 3

Environmental stress, Seasonal changes, Lifestyle stress

Slide 4

This formula includes Tremella + Reishi mushrooms

Slide 5

Helps support: Hydration, Skin comfort, Antioxidant defense

Slide 6

Plus prebiotics to support the skin microbiome

Slide 7

Simple AM + PM moisturizer = easy everyday skincare.

Slide 8

Healthy-looking skin starts with consistency DM me!



Instagram Carousel Post Examples

Clickable photo link below



Slide 1

You know adaptogens for your body.
Now meet adaptogens for your skin.

Slide 2

Because skin experiences stress, too.

Travel. Weather shifts. Environmental exposure.
Daily life.

Skin can feel:
dry • depleted • reactive • imbalanced

Slide 3

Meet Adaptogen Facial Cream
Built for skin under stress.

Slide 4

Powered by the Adaptogenic Mushroom Complex
Tremella • Reishi • Cordyceps • Maitake • Chaga

Slide 5

Helping skin adapt under stress

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

Slide 6

Your body adapts to stress.
Your skincare should, too.

Adaptogen Facial Cream
Skincare that adapts

Slide 7

Healthy-looking skin starts with consistency DM me!



Instagram Post Examples

The goal is simple: make it feel relatable, easy to understand, and relatable.

POST IDEA #1

“My Skin Has Been Stressed”

Photo/Video Ideas:

- GRWM style video applying the Adaptogen Facial Cream
- Close-up texture shot
- Holding coffee + skincare vibe
- Before bed nighttime routine

POST IDEA #2

“One Moisturizer AM + PM”

Photo/Video Ideas:

- Show product on counter
- Morning + nighttime clips
- Simple routine video

Caption Snippet:

“AM. PM. Simple. ✓ Hydration without feeling heavy.”

SUGGESTED CAPTION:

“Lately my skin has been feeling dry, stressed, and just “off”... I’ve been using Crunchi’s NEW Adaptogen Facial Cream and my skin feels so much calmer.”

“I love that it’s designed to support your skin barrier while helping skin adapt to daily stressors. And the texture? SO good.”

Who else feels like their skin needs a reset lately?



Please kindly ensure you tag @crunchicollection to be featured on *Crunchi's Instagram page*



crunchicollection  

CRUNCHI®

2,860 posts 87.3K followers 1,349 following

Uncompromised Clean Beauty

Founded by, [@melaniepetschke](#) & [@kellyckreusler](#)

EWG Verified®

Leaping Bunny Certified

4ocean... more

 [crunchi.com](#) and 2 more



“In a world of mixed messages, we set out to make clean beauty truly trustworthy. Because when it comes to your skin, trust shouldn’t be a luxury—it should be the standard.”

CRUNCHI CO-FOUNDERS
KELLY + MELANIE

CRUNCHI.COM