



CRUNCHI®

Skincare *Collection*





Clean.  
*High-Performing.*  
Sustainable.

"As founders, we're thrilled to introduce Crunchi's skincare sets, carefully designed for individuals who value clean and sustainable living. Explore a collection where each set is a well-planned experience, catering to the various needs of your skin. Because beauty should be as clean as it is radiant."

*Kelly Kruesler*

CRUNCHI CO-FOUNDER

"At Crunchi, we believe in the power of clean, sustainable skincare that performs. Our curated skincare sets are a reflection of our commitment to delivering solutions that are unique to your skin's needs—whether it's boosting youthfulness, brightening, balancing, or embracing sensitivity. We're excited for you to discover the beauty of conscious skincare with Crunchi."

*Melanie Petschke*

CRUNCHI CO-FOUNDER







# Hit *refresh* on your skincare routine.

Our curated sets make it easy to find the skincare solution that's right for you!





# Skin Solutions for *Everybody*...

# Finding yours just got *easier*!



## Youth-Boosting Skin Solutions

**IDEAL FOR:**

Fine lines & wrinkles  
Loss of skin firmness  
Signs of skin sagging

[Learn more on page 8](#)



## Bright Skin Solutions

**IDEAL FOR:**

Dark spots  
Uneven skin tone & dullness  
Early signs of aging

[Learn more on page 12](#)



## Balanced Skin Solutions

**IDEAL FOR:**

Acne & blemishes  
Large pores  
Excess oil production

[Learn more on page 16](#)

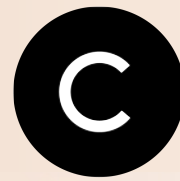


## Soothing Skin Solutions

**IDEAL FOR:**

Sensitive skin  
Redness  
Dry & flaky skin

[Learn more on page 20](#)



# Youth-Boosting Skin Solutions

Visibly plumper, firmer skin with fewer lines & wrinkles guaranteed\*



\*Try us for 30 days and if you're not completely satisfied we'll refund your money minus shipping and handling.

Meet the *star* performers:



## Daylight® Advanced Youth-Activating Facial Cream

Price: \$76.00

Featuring our Youth-Activating Complex (azelaic acid, bakuchiol, and vitamin C), this daily wake up call hydrates, and reduces the appearance of fine lines and wrinkles while visibly firming and plumping the skin.



## Nightlight® Advanced Youth-Activating Facial Cream

Price: \$82.00

This overnight miracle worker, featuring our Youth-Activating Complex (azelaic acid, bakuchiol, and vitamin C), rejuvenates skin, minimizes the appearance of fine lines and wrinkles, while visibly plumping and firming the skin.



## Goldenlight® Multi-Peptide Facial Serum

Price: \$98.00

This powerhouse treatment features a clinically proven 15% Multi-Peptide Complex and arnica to visibly lift, sculpt, and firm your skin.



## Powerlight® Eye Cream

Price: \$60.00

Packed with biopositive peptides, stable vitamin C, and naturally derived caffeine, this targeted eye treatment visibly plumps fine lines, minimizes the appearance of crow's feet, and helps brighten under-eye circles while reducing puffiness.



## EXPLORE

# Youth-Boosting Skincare Sets & Essentials



### Youth-Activating Skincare Routine

Get visibly firm, smooth & hydrated skin day and night

Price: \$333.20 | Value: \$392.00

#### Featuring:

- Facial Bars — Choose from Charcoal or Gentle Facial Bar
- Clarilight® Facial Essence
- Powerlight® Eye Cream
- Goldenlight® Multi-Peptide Facial Serum
- Daylight® Advanced Youth-Activating Facial Cream
- Nightlight® Advanced Youth-Activating Facial Cream



### Firm-Up Skincare Routine

Your essentials for visibly firmer & hydrated skin

Price: \$295.80 | Value: \$348.00

#### Featuring:

- Facial Bars — Choose from Charcoal or Gentle Facial Bar
- Clarilight® Facial Essence
- Powerlight® Eye Cream
- Goldenlight® Multi-Peptide Facial Serum
- Daylight® Facial Cream
- Nightlight® Facial Cream



### Youth-Activating PM Essentials

Get visibly firm, smooth & hydrated skin while you sleep

Price: \$268.20 | Value: \$298.00

#### Featuring:

- I AM The Balm Makeup Cleansing Balm
- I AM Polished® Facial Exfoliator
- Goldenlight® Multi-Peptide Facial Serum
- Nightlight® Advanced Youth-Activating Facial Cream



### Overnight Reprorative Duo

Get visibly firm, smooth & hydrated skin while you sleep

Price: \$180.00

#### Featuring:

- Goldenlight® Multi-Peptide Facial Serum
- Nightlight® Advanced Youth-Activating Facial Cream



### Youth-Activating Duo

Get 24/7 smooth, hydrated & radiant skin

Price: \$158.00

#### Featuring:

- Daylight® Advanced Youth-Activating Facial Cream
- Nightlight® Advanced Youth-Activating Facial Cream



### Smooth & Renew Nightly Duo

A nightly age-defense duo for face & under eyes

Price: \$142.00

#### Featuring:

- Powerlight® Eye Cream
- Nightlight® Advanced Youth-Activating Facial Cream



### Smooth & Renew Daily Duo

A daily age-defense duo for face & under eyes

Price: \$136.00

#### Featuring:

- Powerlight® Eye Cream
- Daylight® Advanced Youth-Activating Facial Cream



## Bright Skin Solutions

Brighter, more even skin tone is guaranteed with this glow-boosting routine\*

\*Try us for 30 days and if you're not completely satisfied we'll refund your money minus shipping and handling.

## Meet the *star* performers:

### Daylight® Advanced Youth-Activating Facial Cream

**Price: \$72.00**

Featuring our Youth-Activating Complex (azelaic acid, bakuchiol, and vitamin C), this daily wake up call hydrates, and reduces the appearance of fine lines and wrinkles while visibly firming and plumping the skin.



### Nightlight® Advanced Youth-Activating Facial Cream

**Price: \$82.00**

This overnight miracle worker, featuring our Youth-Activating Complex (azelaic acid, bakuchiol, and vitamin C), rejuvenates skin, minimizes the appearance of fine lines and wrinkles, while visibly plumping and firming the skin.



### I AM Bright® Vitamin C Facial Serum

**Price: \$98.00**

Powered by stable vitamin C and potent antioxidants, it visibly brightens, minimizes the look of dark spots, and protects against environmental stressors.



### Powerlight® Eye Cream

**Price: \$60.00**

Packed with biopositive peptides, stable vitamin C, and naturally derived caffeine, this targeted eye treatment visibly plumps fine lines, minimizes the appearance of crow's feet, and helps brighten under- eye circles while reducing puffiness.





## EXPLORE

# Bright Skincare Sets & Essentials



### Glow-Up Routine

Brighten, even, & hydrate the skin all day and night

**Price: \$333.20 | Value: \$392.00**

#### Featuring:

- Facial Bars — Choose from Charcoal or Gentle Facial Bar
- Clarilight® Facial Essence
- Powerlight® Eye Cream
- I AM Bright® Vitamin C Facial Serum
- Daylight® Advanced Youth-Activating Facial Cream
- Nightlight® Advanced Youth-Activating Facial Cream



### Bright & Hydrated Routine

Keep skin bright & hydrated all day & night

**Price: \$295.80 | Value: \$348.00**

#### Featuring:

- Facial Bars — Choose from Charcoal or Gentle Facial Bar
- Clarilight® Facial Essence
- Powerlight® Eye Cream
- I AM Bright® Vitamin C Facial Serum
- Daylight® Facial Cream
- Nightlight® Facial Cream



### Get Up & Glow AM Essentials

Brighten, even, & protect the skin for the day ahead

**Price: \$225.00 | Value: \$250.00**

#### Featuring:

- Facial Bars — Choose from Charcoal or Gentle Facial Bar
- Clarilight® Facial Essence
- I AM Bright® Vitamin C Facial Serum
- Daylight® Advanced Youth-Activating Facial Cream



### Morning Glow Duo

Morning duo to brighten & hydrate the skin

**Price: \$174.00**

#### Featuring:

- I AM Bright® Vitamin C Facial Serum
- Daylight® Advanced Youth-Activating Facial Cream



### Defend & Glow Duo

Morning duo to brighten & protect the skin

**Price: \$146.00**

#### Featuring:

- I AM Bright® Vitamin C Facial Serum
- Sunlight® Daily Facial Sunscreen



### Power Glow Duo

Essentials to brighten under eyes & tone the skin

**Price: \$110.00**

#### Featuring:

- Clarilight® Facial Essence
- Powerlight® Eye Cream





# Balanced Skin Solutions

Help troubled skin find it's happy place



Meet the *star* performers:



## Daylight® Advanced Youth-Activating Facial Cream

Price: \$76.00

Featuring our Youth-Activating Complex (azelaic acid, bakuchiol, and vitamin C), this daily wake up call hydrates and help improve the appearance of skin tone and texture.



## I AM Bright® Vitamin C Facial Serum

Price: \$98.00

Powered by stable vitamin C and potent antioxidants and it visibly brightens and minimizes the look of post-acne marks.



## I AM Luminous™ Facial Oil

Price: \$68.00

A lightweight facial oil powered by clinically proven plant actives rich in omega fatty acids and antioxidants to visibly balance and renew oily, acne-prone, and sensitive skin.



## EXPLORE

# Balanced Skin Essentials & Duos



### Clear & Balanced Essentials

Balance, even & hydrate all day

Price: \$198.00 | Value: \$220.00

#### Featuring:

- Facial Bars — Choose from Charcoal or Gentle Facial Bar
- Clarilight® Facial Essence
- I AM Luminous™ Facial Oil
- Daylight® Advanced Youth-Activating Facial Cream



### Bright & Balanced Duo

Unlock smoother & even skin

Price: \$166.00

#### Featuring:

- I AM Bright® Vitamin C Facial Serum
- I AM Luminous™ Facial Oil



### Clear Refresh Duo

Reset your skin to a blissfully balanced state

Price: \$144.00

#### Featuring:

- I AM Luminous™ Facial Oil
- Daylight® Advanced Youth-Activating Facial Cream







## Soothing Skin Solutions

Help stressed skin keep calm & carry on

Meet the *star* performers:

### Daylight® Facial Cream

**Price: \$54.00**

With a nurturing blend of sea kelp, sea moss, aloe vera, and organic oils, this lightweight cream helps restore skin's hydration needs throughout the day.



### Nightlight® Facial Cream

**Price: \$60.00**

This whipped facial cream, made with hibiscus flower and organic argan oil, works all night to rejuvenate your skin so you wake up to a more even texture and radiant glow.



### I AM Luminous™ Facial Oil

**Price: \$68.00**

A lightweight facial oil powered by clinically proven plant actives rich in omega fatty acids and antioxidants to visibly balance and renew oily, acne-prone, and sensitive skin.





## EXPLORE

# Soothing Skin Essentials & Duos



### Calm & Gentle Essentials

A morning routine to soothe & hydrate the skin

Price: \$178.00 | Value: \$198.00

#### Featuring:

- Gentle Facial Bar
- Clarilight® Facial Essence
- I AM Luminous™ Facial Oil
- Daylight® Facial Cream



### Keep Calm Duo

A morning duo to soothe & hydrate the skin

Price: \$122.00

#### Featuring:

- I AM Luminous™ Facial Oil
- Daylight® Facial Cream



### Hydration Duo

A moisturizing duo that keeps skin hydrated day & night

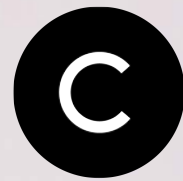
Price: \$114.00

#### Featuring:

- Daylight® Facial Cream
- Nightlight® Facial Cream







## Cleansers & Self-Care *Must Haves*

Clean, smooth skin is the first step to  
healthy radiance at any age



Meet the *star* performers:



### Charcoal Facial Bar

Price: \$26.00

A purifying facial cleanser with charcoal and kaolin clay that helps clarify pores and balance the skin's natural oils. Ideal for normal, combination, or acne-prone skin.



### Gentle Facial Bar

Price: \$26.00

An ultra-mild facial cleanser with organic colloidal oatmeal and kaolin clay that helps cleanse, replenish moisture, and remove impurities from the skin. Ideal for dry or sensitive skin.



### I AM Polished® Facial Exfoliator

Price: \$60.00

Exfoliating treatment powered by a 10% blend of glycolic, lactic, & fruit acids that delivers visible results in under 5 minutes for a glowing complexion and smoother, more refined skin texture.



### I AM The Balm Makeup Cleansing Balm

Price: \$58.00

Powered by turmeric and plant-based squalane, this gentle yet effective formula is equal parts high-performance makeup remover and nourishing cleanser. Formulated for all skin types, it is safe for use in the eye area.





## BUILD YOUR GLOW WITH Curated Duos



### Self-Care Duo

Treat your skin to an easy, effective, glow-boosting facial

**Price: \$118.00**

**Featuring:**

- I AM The Balm Makeup Cleansing Balm
- I AM Polished® Facial Exfoliator



### Clarifying Double Cleanse Duo

Take off the day with this duo that's perfect for oily, combination & acne-prone skin

**Price: \$84.00**

**Featuring:**

- I AM The Balm Makeup Cleansing Balm
- Charcoal Facial Bar



### Gentle Double Cleanse Duo

Take off the day with this duo that's perfect for sensitive or dry skin

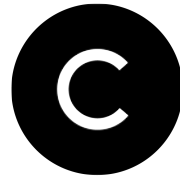
**Price: \$84.00**

**Featuring:**

- I AM The Balm Makeup Cleansing Balm
- Gentle Facial Bar







# For *Best Results*

Follow a consistent skincare routine

## Step 1: *Cleanse*



I AM The Balm  
Makeup Cleaning Balm



Charcoal  
Facial Bar



Gentle  
Facial Bar

## Step 2: *Tone*



Clarilight®  
Facial Essence

## Step 3: *Treat*



Powerlight®  
Eye Cream



Goldenlight®  
Multi-Peptide  
Facial Serum



I AM Bright®  
Vitamin C  
Facial Serum



I AM Luminous™  
Facial Serum

## Step 4: *Moisturize*



Daylight®  
Facial Cream

*AM*



Daylight® Advanced  
Youth-Activating  
Facial Cream



Nightlight®  
Facial Cream

*PM*



Nightlight® Advanced  
Youth-Activating  
Facial Cream

## Step 5: *Protect*



Sunlight®  
Facial Sunscreen  
SPF 30

## *Exfoliate*

Exfoliate every other day or as tolerated.  
Use after cleansing and before using toner.



I AM Polished®  
Facial Exfoliator







# CRUNCHI®

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off your first order\* or visit [Crunchi.com](https://Crunchi.com).

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