

SeneGence®

Beauty BOOK



SENEGENCE[®]

Was founded on the idea to offer superior products and an opportunity for women to be independent and successful in business, regardless of age, background, or education.



Joni Rogers-Kante, CEO and founder of SeneGence®, had a vision of a company with products that really work and a career that really works, long before discovering its premier product. Once she discovered a long-lasting liquid lip colour unlike anything she had seen before, she knew it needed to be shared with the world.

In 1999, SeneGence exploded into the marketplace with the launch of LipSense® colour technology, and SeneGence quickly rose in popularity as the creator of The Original Long-Lasting Lip Color®.

This was only the beginning of an entire line of long-lasting cosmetics and revolutionary anti-ageing skin care products. Over the years, SeneGence has grown to support thousands of successful careers and to satisfy Customers around the world by remaining steadfast in its commitment to use only the most advanced technologies to make skin more beautiful.

I stand behind our products 100% and guarantee your skin will look more beautiful in 30 days when using our all day anti-ageing skin care and long-lasting colour systems.



Joni Rogers-Kante
FOUNDER & CEO



SENEGENCE®

has positively affected the lives of hundreds of thousands of women and their families worldwide, and it all begins with our products.



SeneGence® has developed highly advanced anti-ageing skin care and cosmetics systems that help make every skin type more beautiful and radiant.



Joni collecting samples from Mount Yasur, Vanuatu

In the Vanuatu string of islands in the South Pacific, Joni worked with scientists and discovered naturally reoccurring resources proven to be beneficial to the skin.

Today, SeneGence products can be found in numerous countries around the world, helping to make skin healthier and more beautiful. Joni ventures to international destinations regularly and enjoys sharing SeneGence with everyone she meets, while guiding them to be their most confident self with products that really work.

The distinctive ingredients are incorporated into SeneGence SkinCare and Cosmetics, helping to result in dramatic improvements to the skin.



Made in the USA with global materials



No animal testing and no animal by-products (we use alternative sources)



Made in CGMP manufacturing facilities



Formulated without drying waxes and harmful lead



Formulated without gluten ingredients

THE SCIENCE OF SENEPLEX+®

All SeneGence SkinCare and Cosmetics contain SenePlex+, a kinetic enzyme that works to affect the way cells grow from the bottom layers of the skin to the top. SenePlex+ fights the signs of ageing by supporting renewal of your skin.

Four to Eight Weeks to Revolutionary Results

Independent clinical test results of eight weeks of treatment with our proprietary formula.

23.3% Increase in
Cellular Renewal

Verified by an independent lab, clinical testing performed over an eight-week period on 20 female subjects 18-55 years of age confirmed Normal to Dry Evening Moisturizer with SenePlex+ is highly effective in increasing skin renewal, and regular use results in remarkable improvements to skin, including:

Skin smoothness increased by 45%. Almost 33% more individuals with sensitive skin were able to use SeneGence SkinCare without irritation.

WEEK 0



WEEK 2



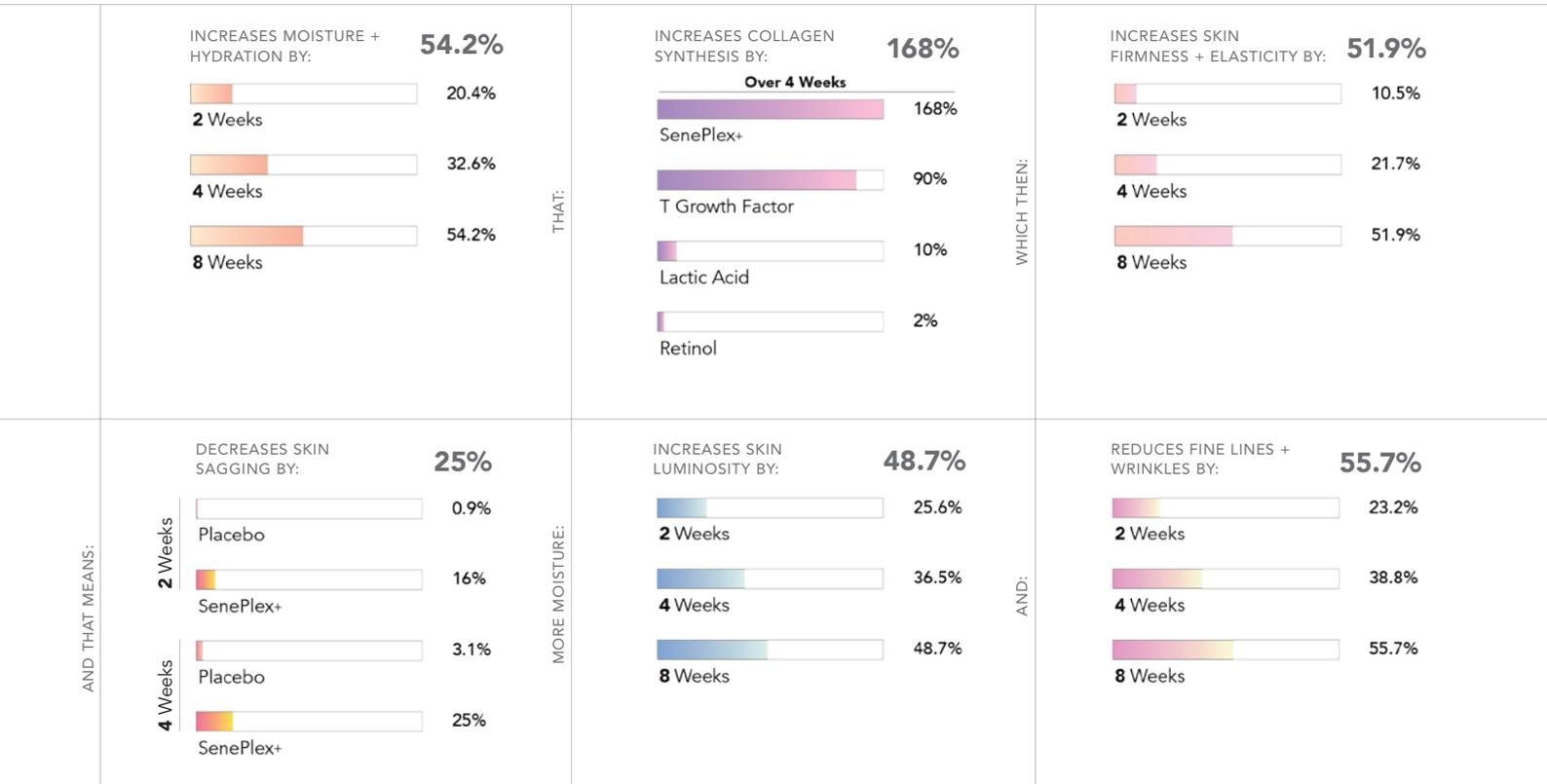
WEEK 4



WEEK 8



The active enzymes in the advanced anti-ageing delivery system of Evening Moisturizer with **SenePlex+®** works to eliminate dead skin and produce plumper cells as they move to the surface of the skin. That, in turn:





SeneGence®

SkinCare with SenePlex+®

An all-day, anti-ageing skin care system made for all skin types. Formulated with powerful, anti-ageing SenePlex+, these products help to dramatically improve skin appearance over time.

FIND YOUR SKIN TYPE:

NORMAL TO DRY

No oil in "T" zone, generally healthy appearance, clear with even texture, may have occasional tightness or flaking, small-to-medium-size pores.

DRY

No oiliness, can feel tight and itchy, noticeable fine lines, may have red or rough patches, small pores, visible flaking.

NORMAL TO OILY

Oily "T" zone, generally healthy appearance with occasional breakouts or blemishes, pores are medium-to-large, skin appears shiny and can feel oily.

OILY TO ACNE

All-over shiny appearance and oily feeling, blemish and acne-prone, visible discolouration, whiteheads and blackheads, enlarged pores.

3 in 1 Cleanser \$40

4 fl oz / 118 mL

This triple-action cleanser works to cleanse, tone, and hydrate while helping to maintain skin's moisture. Each formula works to effectively remove dirt and oil.

DayTime Moisturizer \$60

1.66 fl oz / 49 mL

These lightweight, daily moisturisers deliver anti-ageing advantages and botanicals that work to balance moisture and naturally hydrate skin. They also work to protect skin from the elements.

Evening Moisturizer \$75

1.66 fl oz / 49 mL

Highly concentrated with additional SenePlex+ for extra protection during sleep. These thick, rich skin creams are a luxurious combination of ingredients that hydrate, protect, and promote vibrant, healthy-looking skin.

NORMAL TO DRY	DRY	NORMAL TO OILY	OILY TO ACNE
 <p>ALOE LEAF JUICE Calms and soothes skin.</p> <p>AVOCADO OIL Very rich moisturiser.</p> <p>LAVENDER OIL Soothes and protects.</p>	 <p>SPONGE-LIKE PILLOWS Exfoliates skin.</p> <p>ALGAE EXTRACT Hydrates and softens skin.</p> <p>HUMECTANTS Binds moisture to the skin.</p>	 <p>VANUATU VOLCANIC ASH Exfoliates dead skin cells.</p> <p>ORCHID FLOWER EXTRACT Antioxidant and moisturiser.</p>	 <p>SALICYLIC ACID Helps clear congested skin.</p> <p>ARGININE Antioxidant that helps protect skin.</p> <p>SODIUM HYALURONATE Protects against moisture loss.</p> <p>1.7 fl oz 50 mL</p>
 <p>VITAMIN B Hydrates and promotes healthy skin.</p> <p>SODIUM HYALURONATE Protects against moisture loss.</p> <p>ALOE LEAF JUICE Calms and soothes skin.</p>	 <p>MORINGA OIL Smooths, de-puffs and moisturises.</p> <p>ALMOND OIL Leaves skin silky but non-greasy.</p> <p>JOJOBA Promotes soothing and calming.</p>	 <p>JOJOBA Promotes soothing and calming.</p> <p>SQUALENE Natural moisturiser.</p> <p>ALLANTOIN Promotes healthy skin.</p>	 <p>SALICYLIC ACID Helps clear congested skin.</p> <p>WILLOWHERB Skin calming.</p> <p>COFFEE SEED OIL Supports firmer-looking appearance.</p> <p>0.9 fl oz 27 mL</p>
 <p>AVOCADO OIL Very rich moisturiser.</p> <p>VITAMIN E Essential antioxidant for maintaining healthy skin.</p>	 <p>AMINO ACIDS Supports healthy-looking skin.</p> <p>VITAMIN E Essential antioxidant for maintaining healthy skin.</p> <p>GINGER ROOT Protects skin.</p>	 <p>BORAGO SEED OIL Helps even the appearance of skin tone.</p> <p>VITAMIN E Essential antioxidant for maintaining healthy skin.</p>	 <p>SALICYLIC ACID Helps clear congested skin.</p> <p>WILLOW BARK Helps control oil and sebum.</p> <p>HYDROMANIL COMPLEX Hydrating blend from the seed of the tara tree.</p> <p>0.9 fl oz 27 mL</p>

SeneGence®

ADVANCED ANTI-AGEING SKINCARE

with SenePlex+®

Women Love Advanced SenePlex+ Renewal Serum With Retinol!†

During a six-week independent consumer study, a majority of women agreed that their skin's overall appearance was improved, and their face appeared more youthful. Here's what else they said:

- 82%** Improves skin clarity, leaving a healthy, even tone.
- 76%** Reduces the appearance of crow's feet around the eyes.
- 85%** Improves skin's overall appearance.
- 73%** Minimises the appearance of fine lines and wrinkles.
- 88%** Face appears more youthful.
- 85%** Helps skin feel firmer.

†Results based on a six-week independent consumer study. The percentages reflect the number of women who agreed with the statement.



Advanced SenePlex+ Renewal Serum with Retinol

\$119

0.5 fl oz / 15 mL

This potent skin renewal serum minimises the appearance of fine lines and wrinkles while imparting a more youthful, radiant complexion. It supercharges your night-time routine so you can look forward to brighter, rejuvenated, and firmer-looking skin over time.

Nano Retinol: Micro-encapsulated delivery system with sustained release during skin's renewal cycle.

Nephoria®: Retinatural active from rambutan super fruit leaves that complements retinol's activity.

Meadowfoam Seed Oil, Aloe Vera & Hyaluronic Acid Complex: Provide hydrating and calming benefits to the skin.

SenePlex+ Retinol Serum
Improved Appearance of
Fine Lines & Wrinkles by

23%*

*Results are measured by expert clinical graded observation and analysis compared to baseline based on a six-week, independent clinical study of 30 participants, women ages 30 to 70.



Climate Control \$75

2.3 fl oz / 68 mL

Hydration in the purest form. This product helps even the driest skin regain its healthy glow and moisture content. Its unique delivery system keeps key ingredients separated until shaken, combined, and activated.

SelPlex Complex: Herbal oil extracts and vitamins that increase moisture.

Sodium Hyaluronate: Protects against moisture loss.

Glucosamine HCl: Helps deliver firmer-looking skin.

Tip: Apply Advanced Anti-Ageing SkinCare before DayTime or Evening Moisturizer.



SeneSerum-C \$85

0.5 fl oz / 14 mL

SeneSerum-C features one of the most well-known anti-ageing ingredients, vitamin C. This hydrating formula is great for all skin types and works to protect the skin, resulting in a brighter, firmer-looking, more youthful appearance. It is light and can be used during the day or at night under moisturisers.

Hydrating C-Pearls™: Encapsulation and delivery technology that freshly delivers stabilised vitamin C at application to help extend its potency.

SeneShield®: Helps protect skin from the environment.

SENESHIELD

This proprietary blend of powerful ingredients works to protect skin and keeps it soft, supple, and healthy-looking.

SeneGence®

ADVANCED ANTI-AGEING SKINCARE

with SenePlex+®



EyeCrème \$60

0.44 fl oz / 12 g

A rich blend of oils and vitamins that protect while working to diminish the visibility of fine lines and wrinkles around the eyes. This nourishing formula melts and emulsifies at skin temperature and creates a silk-like coating that reduces drag while applying cosmetics.

Soybean Oil: Improves skin hydration and smoothness.

Kukui Seed Oil: Soothes skin.

Vitamin A: Helps increase the appearance of firmness.



EyeLuminator \$70

0.44 fl oz / 12 g

The perfect blend of EyeCrème and MakeSense® Foundation Pearlizer to help brighten and highlight while moisturising upon application. Perks up tired eyes in the afternoon, too!

Kukui Seed Oil: Soothes skin.

Vitamin A: Helps increase the appearance of firmness.

Almond Oil: Leaves skin silky, non-greasy.

Highly advanced products that help reduce the signs of ageing.



Lifting & Firming Neck Cream \$134

1.7 fl oz / 50 mL

This rich cream formula is specifically formulated to help smooth the delicate area around the neck and décolletage for firmer-looking skin. Infused with advanced anti-ageing complexes, it helps the neck and jawline look tighter and more sculpted.

Essenskin: Complex that helps improve the appearance of thin, fragile skin.

Actifcol™: A shiitake mushroom blend that aids in the appearance of firmness.

Grape Juice Extract: For antioxidant protection.



Collagen Night Pak

with Brush \$115

1 fl oz / 30 mL

A breakthrough anti-ageing night treatment that harnesses the power of natural ingredients and the latest in skin care technology to seal in moisture while you sleep. As the final step in your evening skin care routine, it creates a protective veil to help prevent drying that may occur overnight which leads to unwanted signs of ageing.

Plant-based Marine Collagen: Restores skin moisture and appearance of firmness.

Caffeine: Rejuvenates and revitalizes skin.

Copper & Zinc: For antioxidant protection.

Tip: Mix Evening Moisturizer and Night Pak together, then apply.

Essenskin™ helps re-densify skin by over **65%** and makes skin more resistant by **21%**.

Results based on a two-month clinical study of Essenskin on 29 women.

SeneGence®
ADVANCED ANTI-AGEING SKINCARE
with SenePlex+®

Digital Age Defense Serum \$74

1 fl oz / 30 mL

A new generation serum with the skin active Celligent® that helps prevent visible signs of ageing related to blue light exposure from digital devices. Intelligent NanoDelivery System in the Nano Emulsion delivers the blend where needed for enhanced performance. Energises fatigued skin while hydrating and refreshing.

Celligent: Helps prevent visible signs of ageing related to blue light.

SymRelief®100: Helps to reduce redness and soothe skin.

Nano Emulsion: Helps to calm the skin.



Specialised treatment products for targeted skin and personal care needs.



Stabilised ascorbic acid (**pure stabilised vitamin C**) decreases melanin production by **42.66%**.

Results obtained in a 16-day in vitro test of ascorbic acid.

Brightening Multi-Vitamin Treatment \$100

0.5 fl oz / 15 mL

This powerful treatment reduces the appearance of dark spots and discolouration caused by hyperpigmentation, acne, ageing, and sun damage to reveal a brighter, more even, and firm-looking skin tone.

2 Forms of Stabilised Vitamin C: Help brighten and even the appearance of skin.

Vitamins A, B3 & E: Help to create firmer-looking skin, protect from free radicals, and moisturise.

Palmitoyl Tripeptide-1 & Tripeptide-7: Peptides that help increase appearance of firmness and promote younger-looking skin.



Contains ingredients that help to reduce the appearance of dark circles by **120%**.

Dark Circle Eye Treatment \$60

0.5 fl oz / 15 mL

Excessive under eye darkening and visible bagging prematurely age the eyes. Correct it with this effective blend of ingredients, formulated to help reduce the appearance of darkening and loose skin under the eyes.

Blend of Suma Root Extract, Potency Wood Extract & Madonna Lily Flower Extract: Works to help reduce the appearance of under eye darkening.

SeneGence®
PREVENT / CORRECT SOLUTIONS
with SenePlex+®



Anti-Wrinkle Treatment contains ingredients that work to reduce light-to-medium wrinkle depth by an average of

34% TO 63%.

Anti-Wrinkle Treatment \$85

0.5 fl oz / 14 mL

This formula works to visibly reduce the appearance of small- and medium-sized wrinkles, making skin's texture smoother and younger-looking. Contains an advanced formulation that includes natural ingredients that help to improve skin texture and restore proper moisture content with regular use.

Anti-Wrinkle Complex: Smooths and reduces appearance of wrinkles.

Green Tea Leaf Extract: Protects skin with antioxidant properties.

Joboba Seed Oil: Helps to improve skin's elasticity.



SeneGence®

DEEP CLEANSE / EXFOLIATE SOLUTIONS

with SenePlex+®



Facial Resurfacer \$70

2 oz / 57 g

Achieve a glowing, smooth skin surface with this purifying sulphate-free formula that contains granules of Vanuatu volcanic ash for a powerful buffer. A little goes a long way to reveal soft, revitalised skin.

Vanuatu Volcanic Ash: Exfoliates dead skin and polishes.

Nangai Oil: Deeply hydrates and soothes skin with moisture-enhancing triglycerides.

Seaweed Extract: Helps to hydrate and tone skin.

Facial Resurfacer contains volcanic ash with **70%** titanium and **30%** iron for effective exfoliation without irritation.



SeneGence®
HYDRATE SOLUTIONS
with SenePlex+®



Nangai Oil \$74

0.5 fl oz / 15 mL

Intensely moisturise and soothe dry skin with this luxurious blend of exotic Nangai Oil and highly effective anti-ageing complexes and ingredients. Found on the tropical island nation of Vanuatu, Nangai Oil provides skin with calming and deeply hydrating benefits.

Triglycerides: Essential fatty acids that help enhance your skin's ability to retain precious moisture.

L-22: Botanically-sourced lipid complex that helps improve the skin's barrier.

Meadowfoam Seed Oil: Soothes skin and slows down water loss.

Nangai Oil contains
94-97%
natural triglycerides.





LashExtend Clear \$70 Coloured \$85

0.125 fl oz / 3.7 mL

Say goodbye to false eyelashes and expensive extensions by naturally and safely enhancing your gorgeous gaze with this non-drug lash lengthener. Choose clear treatment for twice-daily use or water-resistant black or brown liquid liner for brilliantly lined eyes and luscious lashes in one easy step.

SenePeptide: Improves lash health.

Chamomile Extract: Calming and soothing properties.

White Tea Extract: Powerful antioxidant.



Black

Brown

contains ingredients that help lashes to appear **25%** longer and fuller.



LipVolumizer \$70

0.2 fl oz / 5.9 mL

Get lasting results of full, pouty lips without the use of irritants. This proprietary formula is based on the most advanced and natural technologies, plumping lips from the inside out. Lips will appear noticeably smoother and fuller.

Volumizing Complex: Proprietary blend of peptides and botanicals.

Kiss Me Quick Plant: Helps boost moisture and the appearance of firmness.

The active ingredient in LipVolumizer provides visible improvement in lip youth and hydration.

Firmness **13.3%** Surface by **8.6%** Volume by **15.1%**
Moisture by **50.6%**



The majority of test volunteers (a panel of 29 women who applied the product twice daily for one month) experienced at least a 10% increase in lip volume while those with the thinnest lips experienced up to a remarkable 20% lip volume increase.



SeneGence SkinCare Daily Regimen

AM

CLEANSE
 (select one)



3 in 1
 Cleanser

EXFOLIATE



Facial Resurfacer

ADVANCED ANTI-AGEING
 (optional)



- Digital Age Defense
- Climate Control
- SeneSerum-C

TREAT



- Anti-Wrinkle
- Dark Circle
- Brightening Multi-Vitamin

PM



- Foopos!®
 Liquid or
 Wipes
- Oopos!™



3 in 1
 Cleanser



Facial
 Resurfacer



- SenePlex+®
 Retinol Serum
- Digital Age Defense
- Climate Control
- SeneSerum-C



- Anti-Wrinkle
- Dark Circle
- Brightening Multi-Vitamin

REMOVE

CLEANSE
 (select one)

EXFOLIATE

ADVANCED ANTI-AGEING
 (optional)

TREAT

SeneGence SkinCare Daily Regimen

TREAT



- Nangai Oil

MOISTURISE (select yours)



- DayTime Moisturizer
- Lifting & Firming Neck Cream
- EyeCrème

TREAT (select yours)



- LashExtend
(Coloured or Clear)
- LipVolumizer
- EyeLuminator

APPLY MAKEUP



- Hydrating Facial Serum Mist
- Lip Balm or Tinted Lip Balm



- Nangai Oil



- Evening Moisturizer
- Lifting & Firming Neck Cream



- EyeCrème



- Collagen Night Pak



- Lip Balm
- LipVolumizer
- LipSmooth® Conditioning Polish
- LashExtend (Clear)

TREAT

MOISTURISE (select yours)

MOISTURISE & PROTECT

TREAT

TREAT (select yours)

SeneGence® FOR MEN

with SenePlex+®

This easy-to-use system is specifically formulated to improve the look and feel of men's skin. Including soothing natural botanicals like green tea, aloe vera, and chamomile, these products will leave skin feeling clean and healthy.

All products include proprietary SenePlex+ for anti-ageing protection.



Gentle Purifying Cleanser \$53

5 fl oz / 148 mL

This daily use cleanser effectively removes dirt and excess oil while also moisturising and purifying skin to reveal a smooth, clear complexion. Skin is now ready for an easy, comfortable shave with Soothing Shave Cream.

Chamomile Oil: Helps to calm skin.

Eucalyptus Leaf Oil: Calms, soothes, and helps clarify skin.

Apple Fruit Extract: Provides moisture balance.

SeneGence®
FOR MEN
with SenePlex+®



Soothing Shave Cream \$43

5 fl oz / 148 mL

Experience an easy and comfortable shave with this luxurious cream that works to deeply soothe and nourish skin, while helping to protect against irritation, razor burns, and ingrown hairs for a soft and refreshed complexion.

Green Tea Leaf Extract: Helps protect skin with antioxidant properties.

Aloe Vera Leaf Juice: Calms and soothes skin.

Glycerin: Provides a close, comfortable shave.





SeneGence® Cosmetics

The Perfect Match

When used together, SeneGence SkinCare and Cosmetics provide all-day skin protection that can make every face look more beautiful, and keep it that way!



MakeSense

Silk Primer & Pore Minimizer \$85

0.5 fl oz / 14 mL

The perfect base for a flawless face, Silk primes skin by diminishing the appearance of enlarged pores, absorbing excess oil, blurring fine lines and imperfections for a quick fix, and offering anti-ageing benefits. Use alone for naturally beautiful skin, or use as primer before MakeSense Foundation for a perfect finish.



MakeSense

Color Correcting Tinted Moisturizer \$68

1 fl oz / 30 mL

Enjoy sheer coverage, colour correction benefits, and skin protection in one easy step. Blend on this smooth cream with sheer-to-medium coverage over moisturiser or under foundation, if more coverage is desired. It works to cover imperfections and improve the appearance of skin.



MakeSense

Pearlizer \$68

1 fl oz / 30 mL

Add a luminous and radiant glowing finish. Mix with your favourite MakeSense Foundation shade or lightly layer with a brush after makeup application.



Pearlizer



AAA Pearlizer

MakeSense

Advanced Anti-Aging Pearlizer \$85

1 fl oz / 30 mL

Enjoy a luminous finish with the addition of sophisticated moisturisers, minerals, and vitamins.



Fair (N)

Light (N)



Light-Medium (N)

Medium (N)



Medium-Deep (N)

Deep (N)

FINDING YOUR UNDERTONE...

Take a close look at the veins on the underside of your wrist.



Are your veins blue or purple?

If so, then you are cool, and will look good in MakeSense shades with pink or red undertones.

Are your veins green or olive?

If yes, you are warm, and will look great in MakeSense shades with yellow undertones.

Can't tell? Then you are neutral.

(C) = cool (W) = warm (N) = neutral



MakeSense®

Original Foundation \$68

1 fl oz / 30 mL

This oil-free, water-resistant, and long-lasting liquid foundation can be used on any skin type and provides anti-ageing and healthy skin benefits. The rich colour pigments used in the formulation adapt to skin pigmentation, giving a natural-looking finish.





MakeSense®

Advanced Anti-Aging Foundation \$85

1 fl oz / 30 mL

Blended with moisturisers, vitamins, and minerals, this water-resistant skin care must-have includes long-lasting colour pigments that keep you looking beautiful and staying that way. The powerful creamy formula provides protection against external factors with SeneShield®.



Hydrating Facial Serum Mist \$55

2.9 fl oz / 86 mL

Instantly refresh and re-energise your skin anytime with this lightweight, oil-free, and alcohol-free quick drying mist, while simultaneously treating your complexion to long-term anti-ageing benefits. Can be sprayed under or over your makeup.

Hydromanil Complex: Provides long-lasting hydration.

Apple Fruit Extract: Moisturises for a glowing effect.

Kale Extract: Rich in vitamins A, C, and E to help tighten the appearance of pores and protect from the elements.



**Corrective Color
 Concealer | Blender \$34**

0.2 oz / 5.6 g

Colour correction and advanced skin care combine into this effective concealer that can be used to even the appearance of skin tone, blur imperfections, or highlight your best features. Your skin will immediately appear fresh and radiant while being hydrated.



BlushSense®
Cream Blush \$40

0.2 oz / 5.6 g

This makeup must-have delivers the perfect touch of natural-looking, long-lasting colour blended with beneficial and nourishing ingredients. A little goes a long way with this colour-concentrated formula that can be used to highlight, define, or contour.



**Translucid
 Powder & Bronzer in Dispensing Brush \$70**

0.2 oz / 6 g

This light powder blots shine and absorbs oil and perspiration with effortless application. The breathable finish protects without drying skin throughout the day. Comes in three universal shades to suit a variety of complexions.

Acetyl Hexapeptide 3: Skin-loving amino acid and anti-wrinkle ingredient.
Allantoin: Promotes healthy-looking skin.





ShadowSense®

Matte Eyeshadow \$32

0.2 fl oz / 5.9 mL

Experience the long-lasting, anti-ageing, and velvety matte finish of these crème-to-powder eyeshadows. The versatile formula can be worn separately, blended with additional colours, or used as a soft eyeliner to create stunning eye looks.

GRAY



Snow
 Granite
 Onyx

PURPLE/BLUE



Amethyst
 Denim

MAUVE



Pink Frost
 Mulberry
 Garnet

BROWN



Candlelight
 Moca Java
 Smoked Topaz
 Rustic Brown

PINK



Whisper Pink
 Sandstone Pearl
 Pink Posey

MATTE COLOURS
 SHOWN IN ORDER
 OF USE:

BASE
 BLEND
 ACCENT



ShadowSense®

Shimmer Eyeshadow \$32

0.2 fl oz / 5.9 mL

Add the perfect touch of lustre to your lids with long-lasting, luminous colour. Shimmer shades perfectly coordinate with the ShadowSense matte collection.





EyeSense®
**Long-Lasting Liquid Eye
Liner \$36**

0.125 fl oz / 3.69 mL

Transform your eye makeup looks by effortlessly creating crisp, flawless eyeliner shapes. This revolutionary liquid liner is waterproof, smear-proof, and budge-proof.



Black

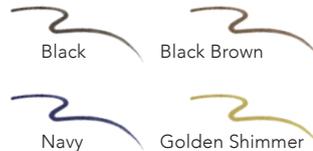
Black Brown



EyeSense
**Long-Lasting Eye Liner
Pencil \$36**

0.012 oz / 0.35 g

This long-lasting, waterproof pencil glides on with a velvety smoothness and sets quickly for all-day wear without smudging, feathering, or bleeding. Highly pigmented for maximum impact, this pencil features a retractable tip for precise, easy-to-use application.



Black

Black Brown

Navy

Golden Shimmer



BrowSense®
Liquid Brow Color \$34

0.125 fl oz / 3.69 mL

Perfect the shape of your brows with this unique, waterproof liquid brow colour. The two-step application system creates gorgeous, natural-looking brows that last all day.



Light

Taupe

Auburn

Dark



UnderSense®
**3-in-1 Maximizing
Lash Primer \$34**

0.25 fl oz / 7.5 mL

UnderSense 3-in-1 Maximizing Lash Primer works to (1) condition, (2) lengthen, and (3) volumise lashes. This lash primer improves the look and feel of lashes, while immediately boosting the volume, definition, and length of lashes before mascara application.

Capixyl: Helps provide fuller, healthier-looking lashes.

Jojoba Ester: Conditioning agent that nourishes and cares for lashes.



LashSense®
**VolumIntense™ Waterproof
Mascara \$38**

0.24 fl oz / 7 mL

Beautifully lengthen, volumise, curl, and define lashes without running or flaking. Using the unique volumising brush, one coat defines and extends, while a second coat creates intense fullness and length for waterproof, worry-free wear. Additional beneficial ingredients provide moisture and help keep lashes flexible. Formula is ophthalmologist tested and safe for contact lens wearers.

Capixyl: Helps provide fuller, healthier-looking lashes.

Carnauba Wax: Helps keep lashes flexible.

Black



Black Brown



LashSense
VolumIntense Mascara \$38

0.26 fl oz / 7.8 mL

Separate, lift, and curl lashes to volumised perfection! The humidity-resistant formula helps to moisturise dry, brittle lashes from root to tip. One coat fully extends your lashes, while a second coat adds 3D intensity and dramatic volume for full, lush lashes. The unique volumising brush delivers maximum results. Formula is ophthalmologist tested and safe for contact lens wearers.

Capixyl: Helps provide fuller, healthier-looking lashes.

Vitamin E: Helps to condition and moisturise lashes.

Black



Black Brown



Capixyl™ works to increase new lash growth by over **46%**.

Results obtained in an eight-week clinical study of Capixyl on 17 women.



LipSmooth®

Conditioning Polish \$35

0.5 fl oz / 15 mL

Helps dry lips feel renewed, re-moisturised, and conditioned. Formulated with natural exfoliators, SenePlex+®, and natural oils to accelerate the exfoliation process and reveal smooth, beautiful lips.

Bamboo & Ivory Seed Powder: Gentle, effective exfoliators.

Nangai Oil: Deeply hydrates and soothes skin with moisture-enhancing triglycerides.

Shea Butter: Softens and protects skin.



LipSense

Moisturizing Lip Balm

Clear \$26 Tinted \$32

0.25 fl oz / 7.3 mL

Smooth on this long-lasting, nourishing balm with moisture-rich botanicals to help bind hydration to lips. The addition of SenePlex+ provides anti-ageing and restorative benefits. This lightweight balm is available in beautifully tinted and clear shades.

Coconut Oil: Provides nourishing moisture to improve dry, cracked skin.

Cocoa & Shea Butters: Soften the skin and protect from environmental influences.

CLEAR



TINTED



Barely Berry



Blush Pink



LipSense®

Lip Liner \$31

0.125 fl oz / 3.69 mL

Line your lips with precision as the long-lasting colour technology blends, complements, and defines as the first step to creating the perfect pout.

YELLOW-BASED



Persimmon



Terra Cotta



Cocoa

BLUE-BASED



Neutral



Berry



Blu-Red

Long-lasting lip colour stays on for up to 18 hours.



LipSense

Lip Color \$34

0.25 fl oz / 7.39 mL

LipSense is the premier product of SeneGence and is unlike any conventional lipstick, stain, or colour. As The Original Long-Lasting Lip Color®, it is waterproof and does not kiss off, smear off, or budge off.

Peony Root Extract: Natural calming flower herb.

St. John's Wort Extract: Natural herb with skin-protecting properties.

Linden Flower Extract: Powerful antioxidant.



YELLOW BASED/WARM



NEUTRAL



BLUE BASED/COOL



HOW TO APPLY:

Apply to clean, dry lips. For a defined look, line with LinerSense® first. With lips parted, apply LipSense® in one direction, beginning with outside corner of the mouth. Spread colour in a fluid, sweeping motion across lips to opposite corner (do not move applicator back and forth). Apply three layers for long-lasting results, letting colour dry in between each layer. Finish with LipSense Gloss to maintain lasting colour and moist lips.

LIP LINER



LIP COLOUR - LAYER 1



LIP COLOUR - LAYER 2



LIP COLOUR - LAYER 3



MOISTURISING GLOSS



LONG-LASTING LOOK



*For proper use, purchase your LipSense in a collection which includes a colour, Gloss, and Ooopsi™ Remover.



LipSense

Moisturizing Gloss \$26

0.25 fl oz / 7.39 mL

Dehydrated lips are no match for the moisturising ability of shea butter, a natural ingredient used as the base for many textures of LipSense Glosses. Moisturising glosses improve the longevity of LipSense Liquid Lip Color, while covering and protecting naked lips.

Shea Butter: Softens and protects skin.

Vitamin E: Helps to hydrate dry lips.

YELLOW-BASED



Gold Glitter



Sand

BLUE-BASED



Bougainvillea



Opal



Rose



Pink Sand

NEUTRAL



Glossy



Matte



Pearl



Orchid



Pink Glitter



Silver Glitter



Madeleine



LipSense

Diamond Gloss \$30

0.25 fl oz / 7.39 mL

LipSense Diamond Gloss drenches lips in a show-stopping finish that takes your LipSense look to the next level of glamour. It is formulated with genuine crushed diamond gemstones for a beautiful sparkle.

Diamond Powder: Gives a gorgeous glittering finish.



Diamond Kiss



LipSense

Ooops!™ Remover \$14

0.25 fl oz / 7.39 mL

A simple swipe of this non-drying remover will erase LipSense mistakes, “lift” your long-lasting lip colour so you can change your shade with your outfit, or remove LipSense at the end of the day.

Vitamins A, B, C & E: Condition, moisturise, and protect lips.



Foops!® Dual Phase Color Remover \$32

1.7 fl oz / 50 mL

Remove long-lasting SeneGence Cosmetics quickly with this easy-to-use formula that activates when shaken. It gently whisks away all makeup, including waterproof LashSense® Mascara, while conditioning and refreshing the skin.

Green Tea Extract: Protects against environmental elements.

Arnica Flower: Helps skin to feel more supple.

Spirulina: Promotes a clear complexion.



Foops! Color Removing Wipes \$32

Pack of 30 wipes

Biodegradable, oil-free wipes gently remove dirt, oil, and makeup, revealing soft, clean skin without sticky residue. Ophthalmologist tested and safe for contact wearers.

Sodium Hyaluronate: Protects against moisture loss.

Aloe Leaf Juice: Moisturises and helps soothe skin.

Vitamin B: Helps condition lashes and brows.



Brush Cleaner \$26

6 fl oz / 170 mL

Cleaning your application brushes weekly will protect your beautiful skin from contamination and preserve your artistry tools. This unique brush cleaner gently and thoroughly cleans your brushes.

Safe to use on synthetic or natural hair bristle brushes.

HairCovey® HairCare

with SenePlex+® &
SenePeptide™

Specifically formulated with ingredients that address thinning, limp hair types, the HairCovey line of products is powered by Capixyl™, which fortifies every strand to promote thicker, fuller, and healthier-looking hair.

Additionally, SenePlex+ and SenePeptides support a healthy-looking scalp and voluminous, strong locks of hair. Formulated without sulphates, silicones, phthalates, parabens, or gluten.

Recover the strength, softness,
and volume of your hair from root to tip.



HairCovey Thickening & Volumizing Shampoo with UV Color Protection \$52

7 fl oz / 207 mL

Revive hair with nourishing botanicals, vitamins, and lightweight moisture in a non-stripping formula that works to give you thicker, bouncier hair. Safe for colour-treated hair.

Capixyl: Helps provide fuller and thicker-looking hair.

Hydrolyzed Rice Protein: Helps fortify hair to prevent damage and improve volume.



HairCovey Moisturizing & Shine Enhancing Conditioner with UV Color Protection \$52

7 fl oz / 207 mL

Restore hair's texture and radiance with moisturising botanicals and vitamins. Dry, brittle hair is transformed into luxuriously soft, shiny, and healthy-looking locks. Formula is also beneficial for colour-treated hair.

Capixyl: Helps provide fuller, thicker-looking hair.

Aloe Vera: Moisturises, soothes, and protects hair.

Capixyl™ works to increase the number of hair follicles per square centimeter by over **79%** in four months.

Results obtained in a four-month in vivo test of Capixyl on 30 men.



HairCovary
**Strengthening & Thickening
Hair Serum \$78**

2.9 fl oz / 86 mL

Formulated with nourishing botanical extracts and powerful peptides that help to moisturise your scalp, this leave-in serum strengthens hair to return it to its healthiest, shiniest, and most vibrant state.

Capixyl: Helps provide fuller, thicker-looking hair.

Willowherb Extract: Protects against free radicals.



HairCovary
**Thickening & Volumizing
Holding Spray \$45**

6 fl oz / 177 mL

Spray Mini \$21

1.7 fl oz / 50 mL

This non-aerosol spray does double duty by effectively holding styles and providing hair with beneficial ingredients. The formula does not leave hair sticky or crunchy, but keeps hair flexible to achieve a beautiful, volumised look.

Capixyl: Helps provide fuller, thicker-looking hair.

Vitamin B3: Helps to improve health of hair.

HairPlenish™ HairCare

with SenePlex+®

Specifically formulated for normal to dry hair types, the HairPlenish line of products nourishes dry hair and scalp without leaving hair feeling heavy. Hair colour is protected while active ingredients gently cleanse and moisturise for shiny, healthy-looking hair that feels touchably soft. Formulated without sulphates, parabens, silicones, gluten, or phthalates.





HairPlenish
Shampoo for Normal to Dry Hair \$52

7 fl oz / 207 mL

Infused with beneficial botanicals and vitamins, this rich lathering formula gently cleanses hair while moisturising the scalp. Your locks are left healthy-looking, soft, and smooth. Safe for colour-treated hair.

Wavemax™ Complex: Helps improve hair's smoothness and manageability.

Arnimo(PD)™ Complex: Contains arnica flower extract, which aids in soothing the scalp.



HairPlenish
Conditioner for Normal to Dry Hair \$52

7 fl oz / 207 mL

This creamy conditioning formula adds rich moisture to your hair and scalp. It also reduces tangles and the appearance of frizz for touchably soft, smooth hair that's more manageable. Also safe for colour-treated hair.

Hydrovition Plus™ Complex: Complex made of nature-based sugars and moisturising sodium hyaluronate.

Nangai Oil: Smooths and hydrates hair.



HairPlenish
Scalp and Hair Serum for Normal to Dry Hair \$78

2.9 fl oz / 86 mL

This lightweight yet powerful leave-in serum works to hydrate and soothe itchy, flaky, and irritated scalps. As a result, hair looks and feels healthier, softer, and shinier.

AquaxyI™: A complex of nature-based sugars that help to improve dehydrated skin.

Botanimoist AMS™ Complex: Contains apple fruit extract, which provides natural moisturisation and a light, non-tacky feel.

HairBalance™ HairCare

with SenePlex+®

Specifically formulated for normal to oily hair types, the HairBalance line of products absorbs excess oil from hair and scalp while keeping your locks revitalised. Hair colour is protected while active ingredients deeply cleanse to clarify, remove buildup, and balance hair and scalp for optimal results.

Formulated without sulphates, phthalates, silicones, parabens, and gluten.





HairBalance
**Shampoo for Normal
to Oily Hair \$52**

7 fl oz / 207 mL

A purifying and balancing formula that removes product buildup, excess oil, and impurities from the hair while it soothes and hydrates. Safe for colour-treated hair, it is formulated without sulphates or silicones to give you bouncy, fresh hair without drying out your strands.

Menthol: Provides cooling and refreshing sensation to the scalp.

Pentavitin®: Provides instant hydration to scalp and helps to re-balance the skin for scalp comfort.



HairBalance
**Conditioner for Normal
to Oily Hair \$52**

7 fl oz / 207 mL

Give your hair a dose of lightweight hydration with this botanical- and vitamin-infused conditioner. It helps hair to feel healthy and touchably soft while adding noticeable shine and bounce. The hydrating conditioner will re-balance the skin for scalp comfort without weighing your hair down. Safe for colour-treated hair.

Pentavitin: Provides instant hydration to scalp and helps to re-balance the skin for scalp comfort.

Floramac® 10: Helps to reduce hair breakage and comb force, increase hair shine, and provide heat protection.



HairBalance
**Scalp & Hair Serum
for Normal to
Oily Hair \$78**

2.9 fl oz / 86 mL

This leave-in serum is infused with activated charcoal and absorbs excess oil, while providing the foundation for optimal scalp health. The formula helps to combat an oily scalp, while it provides a protective barrier as it energises the roots.

Rambutan Seed Extract: Creates a protective barrier and energises the roots.

Water Mint: Provides a cooling and refreshing sensation to the scalp.

SeneGence® BodyCare

with SenePlex+®

Anti-ageing protection is just as important for the skin on your body as it is for the skin on your face. Daily stresses, such as sun exposure and pollution, cause premature signs of ageing to hands, legs, and arms. Pamper and protect the skin on your body with SeneGence BodyCare, formulated with anti-ageing emollients and effective exfoliants to enjoy smooth, radiant skin from head to toe!



Smoothing Body Scrub \$20

4 oz / 118 mL

Exfoliate away impurities and dry skin with this gentle yet effective all-over body scrub. Volcanic ash will buff your body's skin to a smooth, healthy-looking glow and allow for better moisture absorption.

Vanuatu Volcanic Ash:

Exfoliates dead skin.

Aloe Leaf Juice:

Soothes skin.



Moisturizing Body Wash \$25

8 fl oz / 236 mL

A rich, foaming gel that gently cleanses without stripping skin of essential oils. While traditional soaps can dry and crack the skin, SeneGence Body Wash contains aloe to soothe and condition while restoring balance and moisture. It can also be used as a shave cream or bubble bath.

Aloe Leaf Juice:

Soothes skin.

Orchid Flower Extract:

Antioxidant and moisturiser.



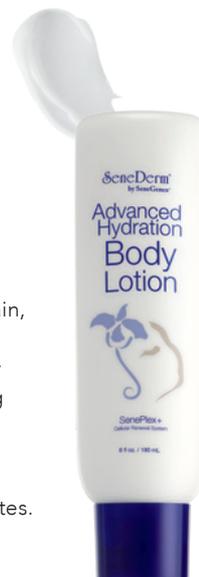
Hand Cream with Shea Butter \$28

2.66 fl oz / 80 mL

Extra care for hands to balance, maintain, and seal in moisture, leaving no greasy feeling behind. A little goes a long way as it reactivates with water and rubbing throughout the day.

Shea Butter: Rich moisturiser.

Cucumber Extract: Soothes and hydrates.



Advanced Hydration Body Lotion \$68

6 fl oz / 180 mL

Pamper your skin all over with rich, luxurious moisture and anti-ageing protection. This rich cream intensely quenches skin and increases its ability to retain water, helping to moisturise the skin.

Sodium Hyaluronate: Protects against moisture loss.

French Plum Oil: Natural, non-greasy, hydrating oil featuring a light, luxurious scent.



Shea Butter Body Cream \$40

4 oz / 120g

Pamper your skin with rich emollient moisture. This rich cream contains ingredients to soothe and hydrate for healthier-looking skin. Great for use on skin all over body.

Shea Butter: Softens and protects skin.

Sodium Hyaluronate: Protects against moisture loss.

Olive Fruit Oil: Provides a superior moisturising effect.



Detoxifying & Moisturizing Mask \$68

4 oz / 113g

This creamy, non-drying, nature- and botanical-based treatment mask gently removes impurities from pores to reveal smoother-looking skin. It helps to eliminate dead skin and works to soothe and protect. Suitable for all skin types.

Green Tea & Arnica Flower: Soothe and calm skin.

Kaolin Clay: Absorbs impurities.

Volcanic Ash: Gentle exfoliator.



SeneGence

Smoothing
Body Scrub

Exfoliante
Corporal Suavizante

Exfoliant Lissant
pour le Corps

SenePlex+®

118 mL / 4 fl oz U.S.

SeneGence® Spa Collection

with SenePlex+®

We're bringing the spa to your home! In today's busy world, it's more important than ever to take some time for yourself. Relax your way to beautiful skin with these luxurious treatment products formulated to address nagging skin concerns while improving skin's suppleness, texture, and appearance.



Renewing & Brightening Hand Cream \$47

1.5 fl oz / 44 mL

This non-greasy hand cream works to deeply moisturise skin and helps to reduce the appearance of ageing. Over time, it boosts skin's radiance for smoother, brighter-looking hands.

Wildplum Harvest: Australian superfruits complex that hydrates and rejuvenates for radiant-looking skin.

Vitamin C: Helps restore a smooth skin surface and brightens the appearance of skin.

Nangai Oil: Deeply hydrates and soothes skin with moisture-enhancing triglycerides.



Golden Radiance Peel-Off Mask \$74
Mask Collection with Applicator and Headband \$81
2 fl oz / 59 mL

Infused with genuine colloidal gold and soothing botanicals, this mask works to soften, moisturise, and provide firmer-looking skin. It gently peels off to reveal a more radiant, youthful-looking complexion with improved clarity, texture, and luminosity.

Colloidal Gold: A peptide delivery system that helps improve the appearance of firmness.

Caffeine: An antioxidant that helps to energise the skin.

Bioyouth Brice™: Brown rice complex that helps to brighten complexion.



Heel & Elbow Softening Cream \$60
55 g / 1.94 oz

This rich cream tackles your toughest, roughest body skin areas in need of softer texture and hydration with moisturisers, soothing botanicals, and 9% glycolic acid.

Glycolic Acid: An alpha hydroxy acid, it unveils brighter, softer skin by helping to exfoliate and remove dead skin.

Nangai Seed Oil: A natural oil derived from the Nangai nut that helps skin maintain moisture.

Apple Fruit Extract: Helps provide moisture to skin for a smooth feel.



Become a Customer or a Hostess and experience our fabulous products!

For hosting a Glamour Demo, Hostesses will receive a discount on their personal product order based on the Demonstration retail sales and future new bookings from the Demonstration.

TOTAL DEMO SALES <i>less Hostess personal order</i>	DISCOUNT OFF <i>Hostess personal order</i>
\$1 to \$500	10%
\$501 to \$750	20%
\$751 + HIGHER	30%

Hostesses earn an additional 5% off their personal order for each new booking! Also, every Hostess can qualify to receive a "Thank You" gift for hosting a Glamour Demo of \$500 or more. Ask your Distributor for details and gift choices.

Become a Distributor

Have a career that really pays on your terms!
Purchase products at wholesale and resell for profits.
We guarantee your satisfaction when you begin a new career with us, or we will refund your application fee.

Earn back in profits!

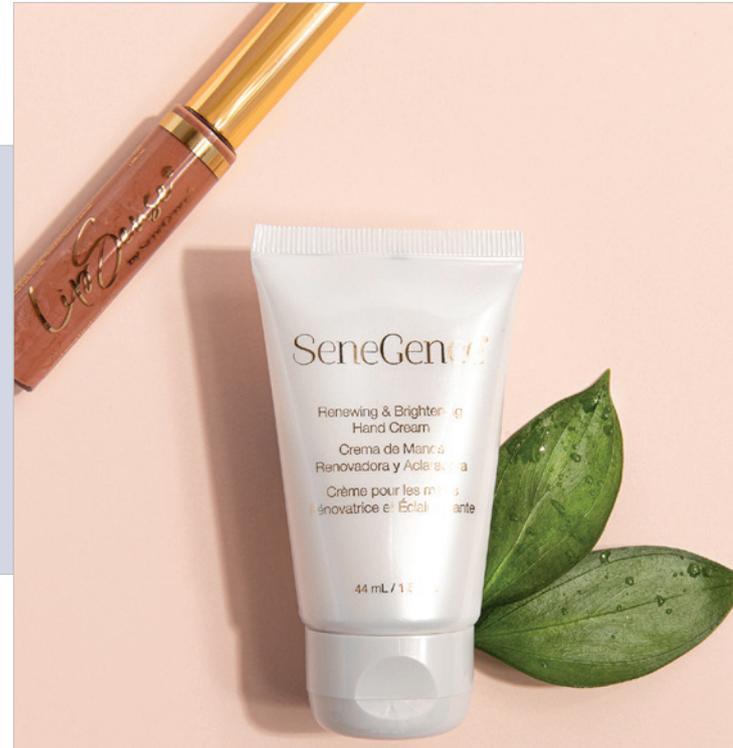
Earn a portion of your order total back in profits, plus earn free products! Ask your SeneGence Distributor about Partnering for Profits and sharing our revolutionary long-lasting and anti-ageing skin care and cosmetic products with others. You will find it easy to take orders from those who are WOWed by the results.



Distributor Product Discount & Potential Retail Earnings

PV (Point Value, can be found on the Distributor order page)	DISTRIBUTOR DISCOUNT (% off suggested retail value)	DISTRIBUTOR COST (% of suggested retail value)	POTENTIAL EARNING (% of Distributor cost of goods)
1 - 99.99	20%	80%	25%
100 - 299.99	30%	70%	43%
300 - 749.99	40%	60%	67%
750+	50%	50%	100%

The chart above is an example only, not a guarantee or representation that you will experience these exact earnings, or any earnings. Rather, it is intended as a guidance tool to show you how a Distributor's potential profit margin increases as their discount level increases. Discounts are available on re-sale, commissioned products only.





KISS & Tell



Preferred Customer Program

Some people say it's not polite to Kiss & Tell, but at SeneGence, that's just not the case! This program rewards Preferred Customers for shopping anytime, anywhere and spreading the word to others.

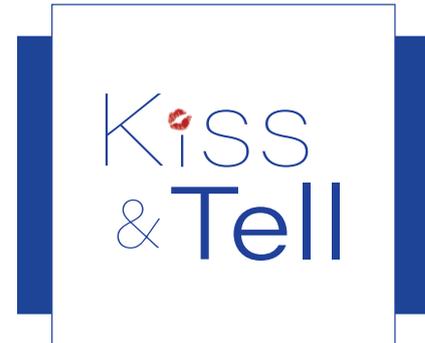
With a yearly membership fee of \$15, Preferred Customers can:

- Earn 10% off each retail product purchase.
- Orders of \$149+ retail get **FREE** shipping.
Share a unique referral code with friends and earn 22 Kiss Credits when those friends join and place \$149+ in cumulative retail orders within their first month of enrollment.
- Earn 22 bonus Kiss Credits when you order \$149+ in products three months in a row.

Amazing Perks:

- Get rewarded to shop anytime, anywhere
- Save on your favourite SeneGence products
- Exclusive promotions
- Share your unique referral code

Sign up today!



New Distributor Kit (NDK) \$85



The New Distributor Kit is full of must-haves that help you navigate your new opportunity with ease and start off strong. It's full of business-building essentials, including a Checklist for Getting Started, Beauty Books, and testers of LipSense® shades in your choice of Deep Neutrals (Sheer Berry, Caramel Apple, and Bella), Soft Neutrals (Luv It, Bombshell, and Dawn Rising), or Rich Bolds (Fly Girl, Cocoa, and Plum). Plus, it includes **FREE** SeneSite and business apps!

Get off to a *FAST START!*

Contact your Distributor for current program availability.

You are eligible to receive a 50% discount on all personal product orders of 300 PV (\$780 AUD retail) or more, for your first 90 days, starting on the day you join SeneGence.

30 Days



60 Days



90 Days



PLUS, you can qualify to earn up to \$1,500 in FREE products in your first 30, 60, and 90 days!

Significant SeneSellers:
Distributors who consistently share and sell SeneGence products month after month.

Significant SeneSeller Program

Earn a **FREE** product each month (and other fabulous incentives) when you consistently sell 750 PV worth of SeneGence products for three consecutive months and then on a monthly basis during your career.

SeneTrips®

Our SeneStar and LIPS Trip achievers enjoy travelling the country and the world as a way of doing business by earning various levels of growth and sales.



Bora Bora, Tahiti

Hawaii, United States



SeneCar

CHOOSE YOUR BLUE!

SeneGence gives you the opportunity to ride in style and luxury by earning a monthly car allowance on a new blue car!



SeneStyle™

BY SENEENCE®

SeneStyle is a SeneGence 'signature' our colourful, iconic style that helps to identify our Distributors in the market and give each individual wearer the ability to retain their unique style while symbolising a sense of unity.

Learn more or purchase at senestylebysegenence.com



To purchase products or become a Distributor, contact:

WHAT'S IN THE NAME 'SENEGENCE[®]'?

SENESCENCE

Process of ageing



INTELLIGENCE

The capacity to acquire and
apply knowledge



SENEGENCE

Long-lasting and anti-ageing products
that really work!

