

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 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 hundreds of thousands of successful careers and 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



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



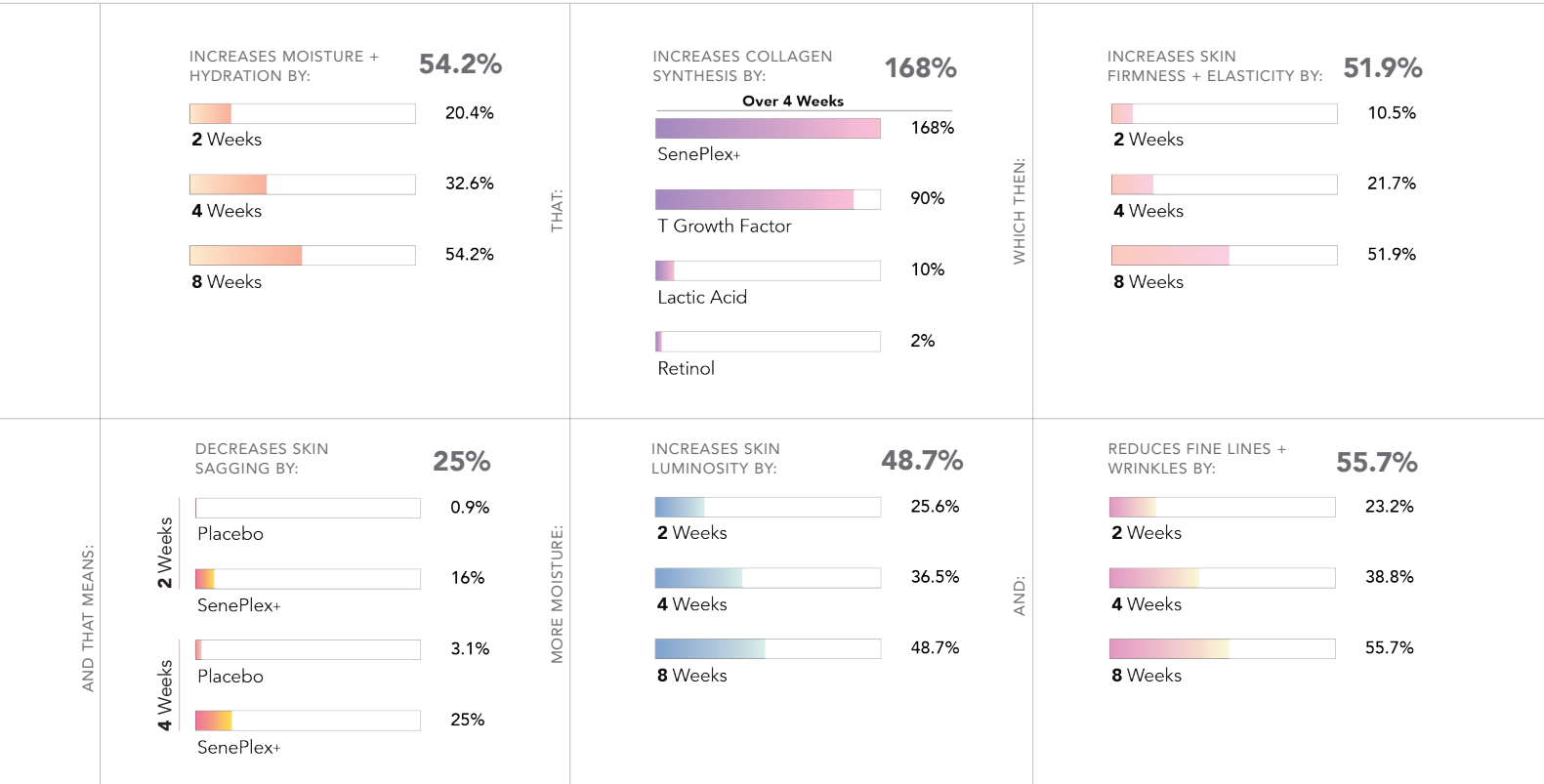
WEEK 4



WEEK 8



The active enzymes in the advanced anti-ageing delivery system of Evening Moisturizer with **SenePlex+®** work 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:

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 \$46

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 \$68

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 \$85

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.

DRY	NORMAL TO OILY	OILY TO ACNE
 <p>SPONGE-LIKE PILLOWS Exfoliate skin.</p> <p>HUMECTANTS Bind 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>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>27 mL 0.9 fl oz</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>27 mL 0.9 fl oz</p>

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 \$136

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 \$85

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.



Lifting & Firming Neck Cream \$153

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.



SeneSerum-C \$97

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.

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

SENESHIELD

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

SeneGence®
ADVANCED ANTI-AGEING
with SenePlex+®

Digital Age Defense Serum \$84

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 carries 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.





Nangai Oil \$84

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.

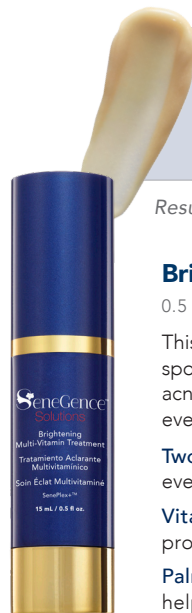
Triglycerides: Essential fatty acids that help enhance your skin's ability to retain precious moisture.

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.

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 \$114

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.

Two 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.

SeneGence®

DEEP CLEANSE / EXFOLIATE SOLUTIONS

with SenePlex+®



Facial Resurfacer \$85

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.



LipVolumizer \$85

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®

PREVENT / CORRECT SOLUTIONS

with SenePlex+®

Rejuvenating Anti-Wrinkle Serum \$144

0.5 fl oz / 14 mL

This high-performance serum dramatically reduces the appearance of fine lines and wrinkles for a youthful-looking complexion. Helps to fight stubborn signs of ageing, especially around the eyes (crow's feet), mouth (nasolabial folds), and forehead (expression lines).

Neodermyl®: Supports skin's elasticity and texture for a supple, firm appearance and helps to reduce the appearance of wrinkles.

SYN-STAR®: Helps to visibly diminish the appearance of wrinkles around the eyes, mouth, and forehead.

Liftonin®-Xpress: Derived from red algae, this film former helps to provide a tightening and lifting effect.

Anti-Wrinkle Serum reduced the appearance of
fine lines and wrinkles around the eyes by **48%**
and around the mouth by **64%.****

**Clinical results measured by VisioScan compared to baseline after six weeks of using Rejuvenating Anti-Wrinkle Serum in the a.m. and p.m.

In an Independent Consumer Study, the majority of women noticed a firmer-looking and more lifted appearance after a single use. Here's what else they said:

After one hour, improvement in the appearance of*:

81% Smoothness of texture

75% Firmness

69% Lifted skin

After six weeks, reduction in the appearance of*:

84% Fine lines and wrinkles

78% Lines around the eyes

62% Lines around the mouth



*Based on one-hour and six-week Independent Consumer Studies conducted on 33 women ages 30 to 70 and 32 women ages 30 to 70, respectively. The percentages reflect the number of women who agreed with the statements post a single application and after six weeks.





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



- Rejuvenating
Anti-Wrinkle
- Brightening
Multi-Vitamin

PM



- Fooops!®
Liquid or
Wipes
- Ooops!™
Remover



- 3 in 1
Cleanser



- Facial
Resurfacer



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



- Rejuvenating
Anti-Wrinkle
- Brightening
Multi-Vitamin

REMOVE

CLEANSE
(select one)

EXFOLIATE

ADVANCED ANTI-AGEING
(optional)

TREAT

SeneGence SkinCare Daily Regimen

SeneGence®
SKINCARE
with SenePlex+®

TREAT



- Nangai Oil

MOISTURISE (select yours)



- DayTime Moisturizer
- Lifting & Firming Neck Cream

MOISTURISE & PROTECT (after makeup)



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

TREAT



- Nangai Oil

MOISTURISE (select yours)



- Evening Moisturizer
- Lifting & Firming Neck Cream

TREAT (select yours)



- Lip Balm
- LipSmooth® Conditioning Polish

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.



Cleanser \$60

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.



Shave Cream \$49

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®
FOR MEN
with SenePlex+®



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 \$97

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 \$77

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 \$77

1 fl oz / 30 mL



Pearlizer

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



Fair (N)



Light (N)



Light-Medium (N)



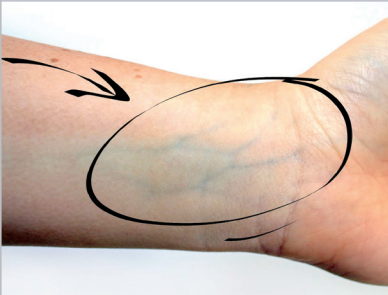
Medium (N)



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



Translucid Powder & Bronzer in Dispensing Brush \$85 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.



MakeSense® Original Foundation \$77 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.



Hydrating Facial Serum Mist \$63

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 spritzed 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.

SeneGence®
COSMETICS
with SenePlex+®



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



LipSense

Lip Color \$38

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

Matte		Apple Cider	Frost		Fire Opal
		Nude Honey			Beige Champagne
		Summer Sunset			Kiss Me Katie
		Samon			Luv It
		Fly Girl			Honey Rose
		Persimmon			Plum Pretty
Shimmer		Bravo			Nutmeg
		Bombshell			
		Cappuccino			
		Heartbreaker			
		Dawn Rising			
		Precious Topaz			
		Caramel Latte			
		Cocoa			

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 Oops!™ Remover.



LipSense

Moisturizing Gloss \$30

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 repair dry lips.

YELLOW-BASED

 Gold Glitter

 Sand

NEUTRAL

 Glossy

 Matte

 Pearl

BLUE-BASED

 Bougainvillea


 Opal

 Rose

 Pink Sand

 Orchid

 Pink Glitter

 Silver Glitter

 Madeleine



LipSense

Diamond Gloss \$36

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 \$16

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.



LipSmooth®
Conditioning Polish \$39

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 \$30 Tinted \$36

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.



TINTED



Barely Berry



Blush Pink

CLEAR



LipSense®
Lip Liner \$34

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



ShadowSense®

Eyeshadow \$36

0.2 fl oz / 5.9 mL

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

SeneGence®
COSMETICS
with SenePlex+®

PINK/PEACH		Whisper Pink	PURPLE/BLUE		Amethyst
		Pink Opal Shimmer			Denim
		Pink Frost	GRAY		Snow
		Candlelight			Granite
		Pink Posey			Silver Shimmer
CHAMPAGNE/COPPER		Sandstone Pearl			Onyx
		Sandstone Pearl Shimmer	GREEN/OLIVE		Smoked Topaz
		Rose Gold Glitter			Smoked Topaz Shimmer
		Copper Rose Shimmer	BROWN		Moca Java
MAUVE		Mulberry			Moca Java Shimmer
		Desert Rose			Candied Cocoa Shimmer
		Dusk Shimmer			Rustic Brown
		Garnet			French Roast

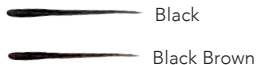


EyeSense®

Long-Lasting Liquid Eye Liner \$40

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.



EyeSense

Long-Lasting Eye Liner Pencil \$38

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.

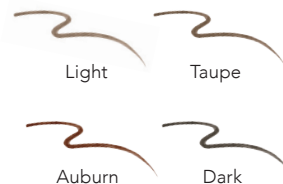


BrowSense®

Liquid Brow Color \$38

0.125 fl oz / 3.69 mL

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





UnderSense®

3-in-1 Maximizing Lash Primer \$38

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®

VolumeIntense™ Water- proof Mascara \$43

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

VolumeIntense Mascara \$43

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.



Foops!® Dual Phase Color Remover \$36

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 \$36

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 \$29

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.

HairCovary® HairCare

with SenePlex+® &
SenePeptide™

Specifically formulated with ingredients that address thinning, limp hair types, the HairCovary 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.



HairCovary Shampoo Thickening & Volumizing \$68

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.



HairCovary Conditioner Moisturizing & Shine Enhancing \$68

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.



HairCovery

Strengthening & Thickening Hair Serum \$102

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.



HairCovery

Thickenning & Volumizing Holding Spray \$51

6 fl oz / 177 mL

Spray Mini \$24

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 Normal to Dry Hair \$59

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 Normal to Dry Hair \$59

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 Normal to Dry Hair \$93

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.

Aquaxyl™: 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 Normal to Oily Hair \$59

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 Normal to Oily Hair \$59

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 Normal to Oily Hair \$89

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.



Advanced Hydration Body Lotion \$76

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.



Renewing & Brightening Hand Cream \$59

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 \$85
Mask Collection with Applicator and Headband \$93
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 \$68
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.



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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.

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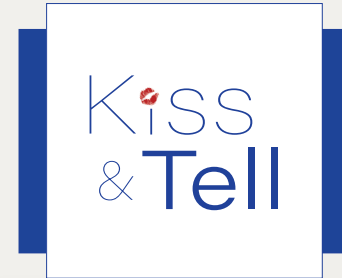
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WHAT'S IN THE NAME 'SENEGENCE®?'

SENESCENCE

Process of ageing



INTELLIGENCE

The capacity to acquire and
apply knowledge



SENEGENCE

Long lasting and anti-ageing products
that really work!



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