

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 color 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® color 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-aging 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-aging skin care and long-lasting color 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-aging 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 SeneDerm® SkinCare systems, SenseCosmetics® beauty items, and the SeneDerm Solutions® line, 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 SENEDERM® & SENEPLEX+®

All SeneDerm, SeneDerm Solutions®, and creamy SenseCosmetics® 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 aging by supporting renewal of your skin.

Four to Eight Weeks to Revolutionary Results

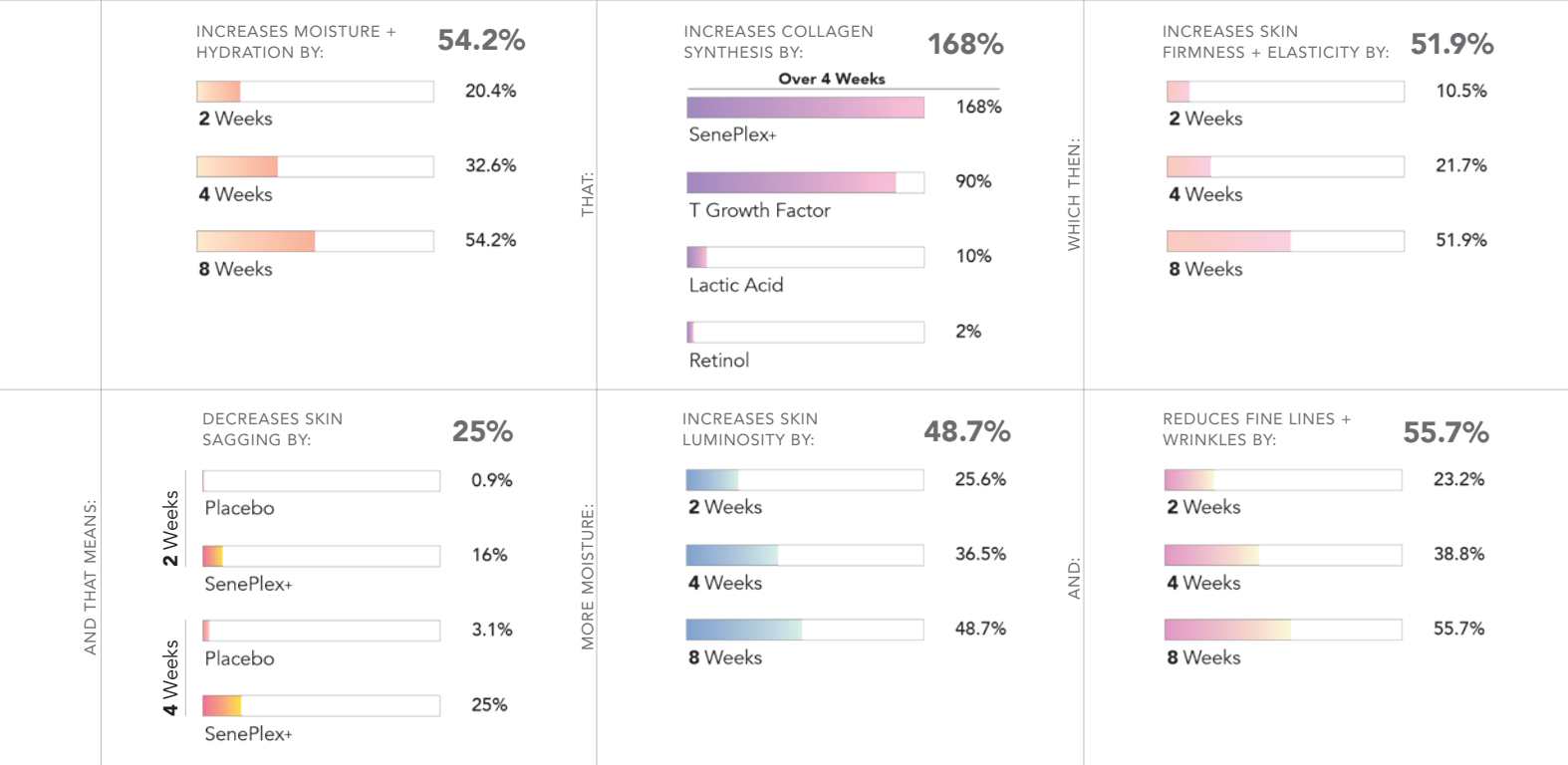
Independent clinical test results of eight weeks of treatment with our proprietary formula.

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 SeneDerm SkinCare without irritation.**



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





SeneDerm®

SkinCare with SenePlex+®

An all-day, anti-aging skin care system made for all skin types. Formulated with powerful, anti-aging 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 discoloration, whiteheads and blackheads, enlarged pores.

3 in 1 Cleanser \$30

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 \$50

1.66 fl oz / 50 mL

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

Evening Moisturizer \$60

1.66 fl oz / 50 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



ALOE LEAF JUICE

Calms and soothes skin.

AVOCADO OIL

Very rich moisturizer.

LAVENDER OIL

Soothes and protects.



VITAMIN B

Hydrates and promotes healthy skin.

SODIUM HYALURONATE

Protects against moisture loss.

ALOE LEAF JUICE

Calms and soothes skin.



AVOCADO OIL

Very rich moisturizer.

VITAMIN E

Essential antioxidant for maintaining healthy skin.

DRY



SPONGE-LIKE PILLOWS

Exfoliates skin.

ALGAE EXTRACT

Hydrates and softens skin.

HUMECTANTS

Binds moisture to the skin.



MORINGA OIL

Smooths, de-puffs and moisturizes.

ALMOND OIL

Leaves skin silky but non-greasy.

JOJOBA

Promotes soothing and calming.



AMINO ACIDS

Supports healthy-looking skin.

VITAMIN E

Essential antioxidant for maintaining healthy skin.

GINGER ROOT

Protects skin.

NORMAL TO OILY



VANUATU VOLCANIC ASH

Exfoliates dead skin cells.

ORCHID FLOWER EXTRACT

Antioxidant and moisturizer.



JOJOBA

Promotes soothing and calming.

SQUALENE

Natural moisturizer.

ALLANTOIN

Promotes healthy skin.



BORAGO SEED OIL

Helps even the appearance of skin tone.

VITAMIN E

Essential antioxidant for maintaining healthy skin.

OILY TO ACNE



SALICYLIC ACID

Helps clear pores.

ARGININE

Antioxidant that helps protect skin.

SODIUM HYALURONATE

Protects against moisture loss.

1.7 fl oz
50 mL



SALICYLIC ACID

Helps clear pores.

WILLOWHERB

Skin calming.

COFFEE SEED OIL

Supports firmer-looking appearance.

1 fl oz
30 mL



SALICYLIC ACID

Helps clear pores.

WILLOW BARK

Helps control oil and sebum.

HYDROMANIL COMPLEX

Hydrating blend from the seed of the tara tree.

1 fl oz
30 mL

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%** Minimizes 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 \$75

0.5 fl oz / 15 mL

This potent skin renewal serum minimizes the appearance of fine lines and wrinkles while imparting a more youthful, radiant complexion. It supercharges your nighttime routine so you can look forward to a 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 \$60

2.3 fl oz / 68 mL

Hydration in the purest form. This "miracle in a bottle" 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.



SeneSerum-C \$65

0.5 fl oz / 15 mL

A blend of the most advanced anti-aging ingredients. This environmental defense formula is made for all skin types and works to create a healthier-feeling and younger-looking complexion.

Hydrating C-Beads: Stabilized, encapsulated vitamin C which helps hydrate and brighten skin.

SeneShield: Helps to protect the skin.

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



EyeCrème \$50

0.44 fl oz / 13 mL

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 \$55

0.44 fl oz / 13 mL

The perfect blend of EyeCrème and MakeSense® Foundation Pearlizer to help brighten and highlight while moisturizing 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 aging.



Lifting & Firming Neck Cream \$90

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-aging complexes, it helps the neck and jawline look tighter and more sculpted.

Essenskin: Complex that helps improve 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 **\$85**

1 fl oz / 30 mL

A breakthrough anti-aging 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 aging.

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

Caffeine: Rejuvenates and revitalizes skin.

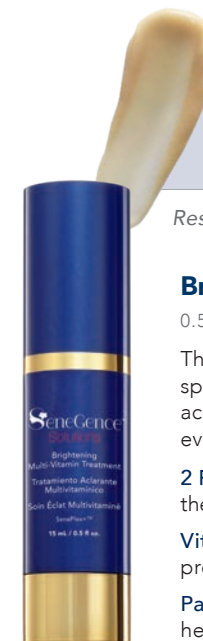
Copper & Zinc: For antioxidant protection.

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%** after two months.

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

Specialized treatment products for targeted skin and personal care needs.



Stabilized ascorbic acid (**pure stabilized vitamin C**) decreases melanin production by **42.66%**

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

Brightening Multi-Vitamin Treatment \$75

0.5 fl oz / 15 mL

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

2 Forms of Stabilized 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 moisturize.

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



Anti-Wrinkle Treatment contains ingredients that work to reduce light-to-medium wrinkle depth by an average of **34% TO 63%**

Anti-Wrinkle Treatment \$65

0.51 fl oz / 15 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.

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



Spot-On \$50

0.51 fl oz / 15 mL

The proven solution for blemish and acne spots on skin. Formulated with a powerful anti-acne agent, this targeted "spot remover" works directly on unsightly blemishes to clear them up quick.

Benzoyl Peroxide: Works to kill acne-causing bacteria.

Allantoin: Promotes healthy skin.

Aloe Leaf Juice: Calms and soothes skin.

Spot-On contains approximately **10%** benzoyl peroxide for a powerful acne treatment.

70% titanium and **30%** iron for effective exfoliation without irritation.



Facial Resurfacer \$50

2 oz / 57 g

Achieve a glowing, smooth skin surface with this effective sulfate-free formula that contains grains of Vanuatu volcanic ash for a powerful buffer. A little goes a long way to reveal soft, revitalized 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.



Polishing Exfoliator \$50

2 oz / 57 g

Polish away rough, dry skin with this unique formula containing naturally exfoliating Vanuatu volcanic ash. A little goes a long way to gently but effectively buff skin to a luminous glow.

Vanuatu Volcanic Ash: Exfoliates dead skin and polishes.

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



Nangai Oil \$50

0.5 fl oz / 15 mL

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

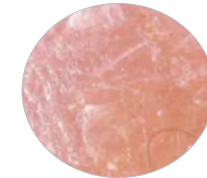
Triglycerides: Essential fatty acids that help enhance your skin's ability to retain precious moisture.

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

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

Polishing Exfoliator helps rough, dead skin appear smooth and vibrant after **ONLY** three consecutive applications.

BEFORE



AFTER



Nangai Oil contains
94-97%
natural triglycerides.



Dark Circle Eye Treatment \$50

0.51 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.

Contains ingredients that work to reduce dark circles up to **122%**



NailExtend \$45

0.25 fl oz / 7.39 mL

Keep your nails in top condition with this unique delivery system that utilizes effective ingredients for healthier-looking nails. To condition your nails, use as a daily cuticle treatment on polished or natural nails.

Myristoyl Pentapeptide-17: Promotes healthy-looking new nails.

Vitamin B5: Moisturizes and helps maintain the health of nail bed.

Glycerin: Helps strengthen nails and increases moisture.

Twice-daily use of NailExtend over an eight-week period

BEFORE



AFTER



LashExtend Clear \$50 Colored \$55

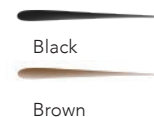
0.125 fl oz / 3.7 mL

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.



LashExtend contains ingredients that help lashes to appear **25%** longer and fuller in only weeks.



LipVolumizer \$50

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.

LipVolumizer contains ingredients that help to increase the appearance of lip volume

+ Fullness up to **20%** + Moisture up to **50%**



The majority of test volunteers experienced at least a **10% increase** in lip volume while those with the thinnest lips experienced up to a remarkable **20% lip volume increase**.

SeneDerm Daily Regimen

AM

CLEANSE
(select one)



3 in 1
Cleanser

EXFOLIATE
(select yours)



Polishing Exfoliator
Facial Resurfacer

ADVANCED ANTI-AGING
(optional)



Climate Control
SeneSerum-C

TREAT



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

TREAT



Nangai Oil

MOISTURIZE
(select yours)



DayTime Moisturizer
Lifting & Firming
Neck Cream
EyeCrème

TREAT
(select yours)



LashExtend
(Colored or Clear)
LipVolumizer
EyeLuminator

APPLY MAKEUP

MOISTURIZE & PROTECT
(after makeup)



Hydrating Facial
Serum Mist
Lip Balm or
Tinted Lip Balm

PM

REMOVE



Fooops!®
Liquid or
Wipes
Ooops!™

CLEANSE
(select one)



3 in 1
Cleanser

EXFOLIATE
(select yours)



Polishing
Exfoliator
Facial
Resurfacer

ADVANCED ANTI-AGING
(optional)



SenePlex+
Retinol Serum
Climate Control
SeneSerum-C

TREAT



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

TREAT



Nangai Oil

MOISTURIZE
(select yours)



Evening
Moisturizer
Lifting &
Firming Neck
Cream

MOISTURIZE & PROTECT



EyeCrème

TREAT



Collagen
Night Pak

TREAT
(select yours)



Lip Balm
LipVolumizer
LipSmooth®
Conditioning Polish
LashExtend (Clear)

SeneGence® FOR MEN

with SenePlex+®

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

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



Gentle Purifying Cleanser \$36

5 fl oz / 148 mL

This daily use cleanser effectively removes dirt and excess oil while also moisturizing 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.



Soothing Shave Cream \$29

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.

Algae Extract: Helps hydrate and tone skin.



Facial Moisturizer SPF 20 \$39

2.9 fl oz / 86 mL

This light, oil-free daily moisturizer relieves dry skin and irritation by instantly providing lasting hydration, offering broad spectrum protection from the sun's harmful UV rays, and helping to reduce signs of aging. Skin is left feeling refreshed and hydrated.

Cucumber Extract: Soothes and hydrates.

Sodium Hyaluronate: Helps protect against moisture loss.

Vitamins A, B & E: Hydrate, help protect from free radicals, and promote healthy skin.



Grooming Hair Balm \$25

1.8 oz / 52 g

This multi-use styling balm provides a non-crunchy and flexible hold with a satin-matte finish. The formula is infused with moisturizing and nourishing ingredients that improve hair appearance and texture. It's suitable for all hair types and perfect for styling beards and facial hair.

Synthetic Beeswax: Provides a flexible hold.

Rosemary Leaf Extract: Helps provide protection from the elements.

Nangai Oil: Helps hair retain moisture.

SeneGence
FOR MEN
with SenePlex+®





Sense Cosmetics®

The Perfect Match

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



MakeSense®

Silk Pore & Wrinkle Minimizer \$60

0.51 fl oz / 15 mL

The perfect base for a flawless face, MakeSense Silk minimizes the appearance of pores, fills wrinkles, and offers anti-aging protection. Use alone for naturally beautiful skin or use as primer before MakeSense Foundation for a perfect finish.



MakeSense

Color Correcting Tinted Moisturizer \$45

1 fl oz / 30 mL

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



MakeSense

Pearlizer \$50

1 fl oz / 30 mL

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



Pearlizer



AAA Pearlizer

MakeSense

Advanced Anti-Aging Pearlizer \$60

1 fl oz / 30 mL

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

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



A portion of the proceeds from the sale of each MakeSense Original and Advanced Anti-Aging Foundation cosmetic product benefits our nonprofit, The Make Sense Foundation®.



MakeSense®

Original Foundation \$50

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-aging and healthy skin benefits. Each shade can be used on a multitude of skin tones as it adapts to your skin pigmentation.



Sense
COSMETICS®
with SenePlex+®



MakeSense®
Advanced Anti-Aging Foundation \$60
1 fl oz / 30 mL

Blended with moisturizers, vitamins, and minerals, this water-resistant skin care must-have includes long-lasting color pigments that adjust to a wide range of skin tones to keep you looking beautiful and staying that way. The powerful creamy formula provides protection against external factors with SeneShield.



Hydrating Facial Serum Mist \$40
2.9 fl oz / 86 mL

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

Hydromanil Complex: Provides long-lasting hydration.

Apple Fruit Extract: Moisturizes 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.

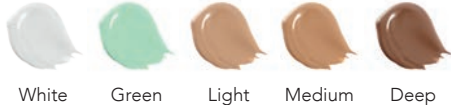
SENESHIELD®

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



Corrective Color Concealer | Blender \$25
0.2 oz / 5.6 g

Color 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 \$30
0.2 oz / 5.6 g

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



Translucid Powder & Bronzer in Dispensing Brush \$50
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 \$22
0.2 fl oz / 5.9 mL

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


GRAY


 Snow


 Granite

 Onyx


PURPLE/BLUE


 Silver Violet


 Amethyst

 Denim


MAUVE


 Pink Frost


 Mulberry


 Garnet

BROWN


 Candlelight


 Moca Java


 Smoked Topaz

 Rustic Brown

PINK

 Whisper Pink

 Sandstone Pearl

 Pink Posey

MATTE COLORS
SHOWN IN ORDER
OF USE:
BASE
BLEND
ACCENT



ShadowSense®
Shimmer Eyeshadow \$22
0.2 fl oz / 5.9 mL

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

 Copper Rose Shimmer

 Sandstone Pearl Shimmer

 Pink Opal Shimmer

 Rose Gold Glitter

 Smoked Topaz Shimmer

 Moca Java Shimmer

 Silver Shimmer

 Candied Cocoa Shimmer



EyeSense®
Long-Lasting Liquid Eye Liner \$25
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 \$25
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 \$20
0.125 fl oz / 3.69 mL

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

 Light

 Taupe

 Auburn

 Dark



UnderSense®
**3-in-1 Maximizing
Lash Primer \$24**

0.25 fl oz / 7.5 mL

UnderSense 3-in-1 Maximizing Lash Primer works to (1) condition, (2) lengthen, and (3) volumize 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.



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



LashSense®
**VolumIntense™ Waterproof
Mascara \$28**

0.24 fl oz / 7 mL

Beautifully lengthen, volumize, curl, and define lashes without running or flaking. Using the unique volumizing 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 \$28

0.26 fl oz / 7.8 mL

Separate, lift, and curl lashes to volumized perfection! The humidity-resistant formula helps to moisturize 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 volumizing 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 moisturize lashes.

Black



Black Brown



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



LipSmooth®
Conditioning Polish \$25

0.5 fl oz / 15 mL

Helps dry lips feel renewed, re-moisturized, 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 **\$20** Tinted **\$22**

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-aging 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



LinerSense®
Lip Liner \$22

0.125 fl oz / 3.69 mL

Line your lips with precision as the long-lasting color 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 color stays on for up to 18 hours.



LipSense

Lip Color \$25

0.25 fl oz / 7.39 mL

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

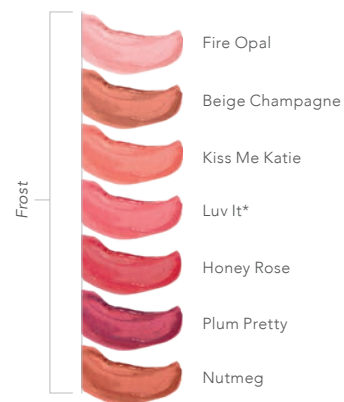
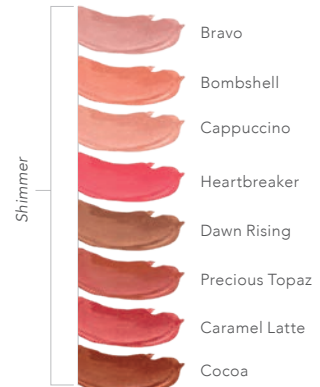
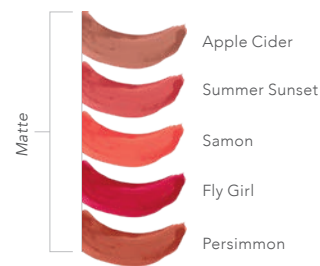
Peony Root Extract: Natural calming flower herb.

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

Linden Flower Extract: Powerful antioxidant.



YELLOW BASED/WARM



*A portion of the proceeds from the sale of select LipSense shades benefits our nonprofit, The Make Sense Foundation.

NEUTRAL



BLUE BASED/COOL



Shimmer



Frost



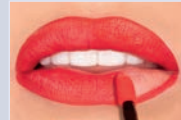
HOW TO APPLY:

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 color 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 color dry in between each layer. Finish with LipSense Gloss to maintain lasting color and moist lips.

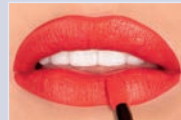
LIP LINER



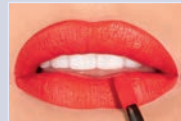
LIP COLOR - LAYER 1



LIP COLOR - LAYER 2



LIP COLOR - LAYER 3



MOISTURIZING GLOSS



LONG-LASTING LOOK



*For proper use, purchase your LipSense in a collection which includes a color, Gloss, and Oops!™ Remover.



LipSense

Moisturizing Gloss \$20

0.25 fl oz / 7.5 mL

Dehydrated lips are no match for the moisturizing ability of shea butter, a natural ingredient used as the base for many textures of LipSense Glosses. Moisturizing 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



NEUTRAL



BLUE-BASED



LipSense

Diamond Gloss \$22

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.



LipSense

Ooops!™ Remover \$10

0.25 fl oz / 7.39 mL

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

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



Foops!

Dual Phase Color Remover \$20

1.7 fl oz / 50 mL

Remove long-lasting SenseCosmetics 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!

SenseCosmetics® Color Removing Wipes \$20

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: Moisturizes and helps soothe skin.

Vitamin B: Helps condition lashes and brows.



Brush Cleaner \$20

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 sulfates, silicones, phthalates, parabens, or gluten.

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



HairCovary Thickening & Volumizing Shampoo with UV Color Protection \$40

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 color-treated hair.

Capixyl: Helps provide fuller and thicker-looking hair.

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



HairCovary Moisturizing & Shine Enhancing Conditioner with UV Color Protection \$40

7 fl oz / 207 mL

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

Capixyl: Helps provide fuller, thicker-looking hair.

Aloe Vera: Moisturizes, soothes, and protects hair.

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



HairCovary Strengthening & Thickening Hair Serum \$60

2.9 fl oz / 86 mL

Formulated with nourishing botanical extracts and powerful peptides that help to moisturize 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 \$30

6 fl oz / 177 mL

Spray Mini \$14

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, volumized look.

Capixyl: Helps provide fuller, thicker-looking hair.

Vitamin B3: Helps to improve health of hair.

HairCovary™
HAIRCARE

with SenePlex+® & SenePeptide™

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

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 color is protected while active ingredients gently cleanse and moisturize for shiny, healthy-looking hair that feels touchably soft. Formulated without sulfates, parabens, silicones, gluten, or phthalates.



HairPlenish Shampoo for Normal to Dry Hair \$35

7 fl oz / 207 mL

Infused with beneficial botanicals and vitamins, this rich lathering formula gently cleanses hair while moisturizing the scalp. Your locks are left healthy-looking, soft, and smooth. Safe for color-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 \$35

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 color-treated hair.

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

Nangai Oil: Smooths and hydrates hair.



HairPlenish Scalp and Hair Serum for Normal to Dry Hair \$55

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.

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

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

HairPlenish™
HAIRCARE
with SenePlex+®

SeneDerm® BodyCare

with SenePlex+®

Anti-aging 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 aging to hands, legs, and arms. Pamper and protect the skin on your body with SeneDerm BodyCare, formulated with anti-aging emollients and effective exfoliants to enjoy smooth, radiant skin from head to toe!



SeneDerm®
BODYCARE
with SenePlex+®



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 \$20

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, SeneDerm® 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.

Jojoba Extract: Promotes soothing and calming.

Orchid Flower Extract: Antioxidant and moisturizer.



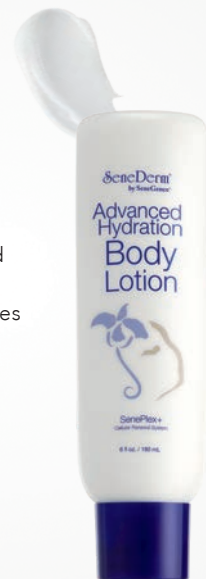
Hand Cream with Shea Butter \$20

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 moisturizer.

Cucumber: Soothes and hydrates.



Advanced Hydration Body Lotion \$45

6 fl oz / 180 mL

Pamper your skin all over with rich, luxurious moisture and anti-aging protection. This rich cream intensely quenches skin and increases its ability to retain water, helping to moisturize 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 \$30

4 oz / 120 mL

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 moisturizing effect.



Detoxifying & Moisturizing Mask \$50

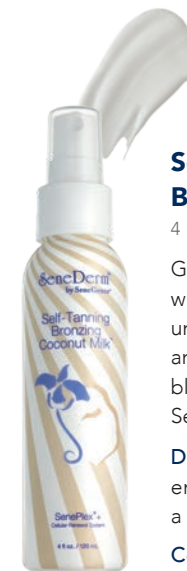
4 oz / 113g

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.



Self-Tanning Bronzing Coconut Milk \$50

4 fl oz / 120 mL

Get a gorgeous, natural-looking, golden glow without compromising the health of your skin. This unique self-tanner is long-lasting, water-resistant, and provides an even, streak-free application. It is blended with advanced moisturizers and SenePlex+ for anti-aging protection.

DHA (Dihydroxyacetone): Derived from environmentally-friendly plant sources, it provides a water-resistant, long-lasting tan.

Coconut Milk Blend: With coconut water and olive seed oil for non-sticky hydration.

Erythulose: Provides a natural-looking sunless tan.

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 \$35

1.5 fl oz / 44 mL

This non-greasy hand cream works to deeply moisturize skin and helps to reduce the appearance of aging. 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

Mask Collection with Applicator and Headband \$55

2 fl oz / 59 mL

Infused with genuine colloidal gold and soothing botanicals, this mask works to soften, moisturize, 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 energize the skin.

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



Heel & Elbow Softening Cream \$40

55 g / 1.94 oz

This rich cream tackles your toughest, roughest body skin areas in need of softer texture and hydration with moisturizers, 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.

Abundance
PARFUM
with SenePlex+®



Abundance Travel Trio \$50

3 vials 0.17 oz / 5 mL each

Enjoy all three Abundance Parfums with this set of three rollerball vials in a custom velvet pouch, perfect for gorgeous scent on the go.

Luxuriate in beautiful fragrance blended with anti-aging ingredients.

Abundance by SeneGence® fragrances are created with the finest quality parfum oils and blended with SenePlex+ for luxurious, long-lasting scent and skin care in one.

Abundance Fresh® Parfum \$50

1 fl oz / 30 mL

Features clean and refreshing green scent notes.

Mandarin & Lemon: Add an energizing and sparkling touch.

Driftwood: Brings in an earthy edge.

Dewy Freesia: For a soft, floral note.

Abundance Lush by SeneGence® Parfum \$50

1 fl oz / 30 mL

Features sensual, lush fruit notes.

Passionfruit: Lends a vibrant, fruity note.

Vanilla Orchid: For a warm, floral bouquet.

Pikake Jasmine: Adds a tropical, floral touch.

Abundance Bloom® Parfum \$50

1 fl oz / 30 mL

Features gorgeous, fragrant floral notes.

Lush Pear: Adds brightness and light sweetness.

Rose Bloom: For an enveloping floral aroma.

Glowing Amber: Lends a warm, luxurious scent.



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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

less Hostess personal order

\$1 to \$300

\$301 to \$600

\$601 + HIGHER

DISCOUNT OFF

Hostess personal order

10%

20%

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 \$300 or more. Ask your Distributor for details and gift choices.





Join us in making a difference by giving back.



The Make Sense Foundation® (MSF) is the SeneGence nonprofit organization created by Joni Rogers-Kante as part of the overall plan to give back to the community. The MSF is based on the fundamental mission to help women and children in crisis and thrives on donating directly to deserving organizations.

SeneGence offers its Distributors opportunities to donate a portion of their product sales to their local charities or nominate charities to receive financial support.

Visit makesensefoundation.org



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-aging skin care and cosmetic products with others. You will find it easy to take orders from those who are WOWed by the results.

Discounts & Potential Retail Earnings

SUGGESTED RETAIL TOTAL AMOUNT	PERSONAL DISCOUNT off suggested retail	POTENTIAL EARNING percentage	POTENTIAL EARNING dollars
\$0 - \$199	20%	25%	\$0 - \$40
\$200 - \$599	30%	43%	\$60 - \$180
\$600 - \$1,499	40%	67%	\$240 - \$600
\$1,500 - HIGHER	50%	100%	\$750 - UNLIMITED

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.

New Distributor Kit (NDK) \$65



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 samples of LipSense® shades in your choice of Deep Neutrals (Sheer Berry, Caramel Apple, and Bella) or Soft Neutrals (Luv It, Bombshell, and Dawn Rising). 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 (\$600 retail) or more, for 90 days, starting on the day you join SeneGence.

30 Days



60 Days



90 Days



PLUS, you can qualify to earn up to \$1,200
in FREE products in your first 30, 60, and 90 days!



Significant SeneSeller Program

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

SeneTrips®

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



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



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BY SENEENCE®

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

SeneCouture accessories are also available, with proceeds from each sale going to our nonprofit, The Make Sense Foundation®.

Learn more or purchase at
senestylebysenence.com



To purchase products or become a Distributor, contact:

WHAT'S IN THE NAME 'SENEGENCE®'?

SENESCENCE

Process of aging



INTELLIGENCE

The capacity to acquire and
apply knowledge



SENEGENCE

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



April 2020

19651 Alter | Foothill Ranch, CA 92610 | USA | (949) 860-1860 | senegence.com