

SeneGence®

# Beauty BOOK



# SENEGENCE<sup>®</sup>

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.

A stylized, handwritten signature of Joni Rogers-Kante in blue ink.

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 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 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 SeneGence SkinCare without irritation.**

WEEK 0



WEEK 2



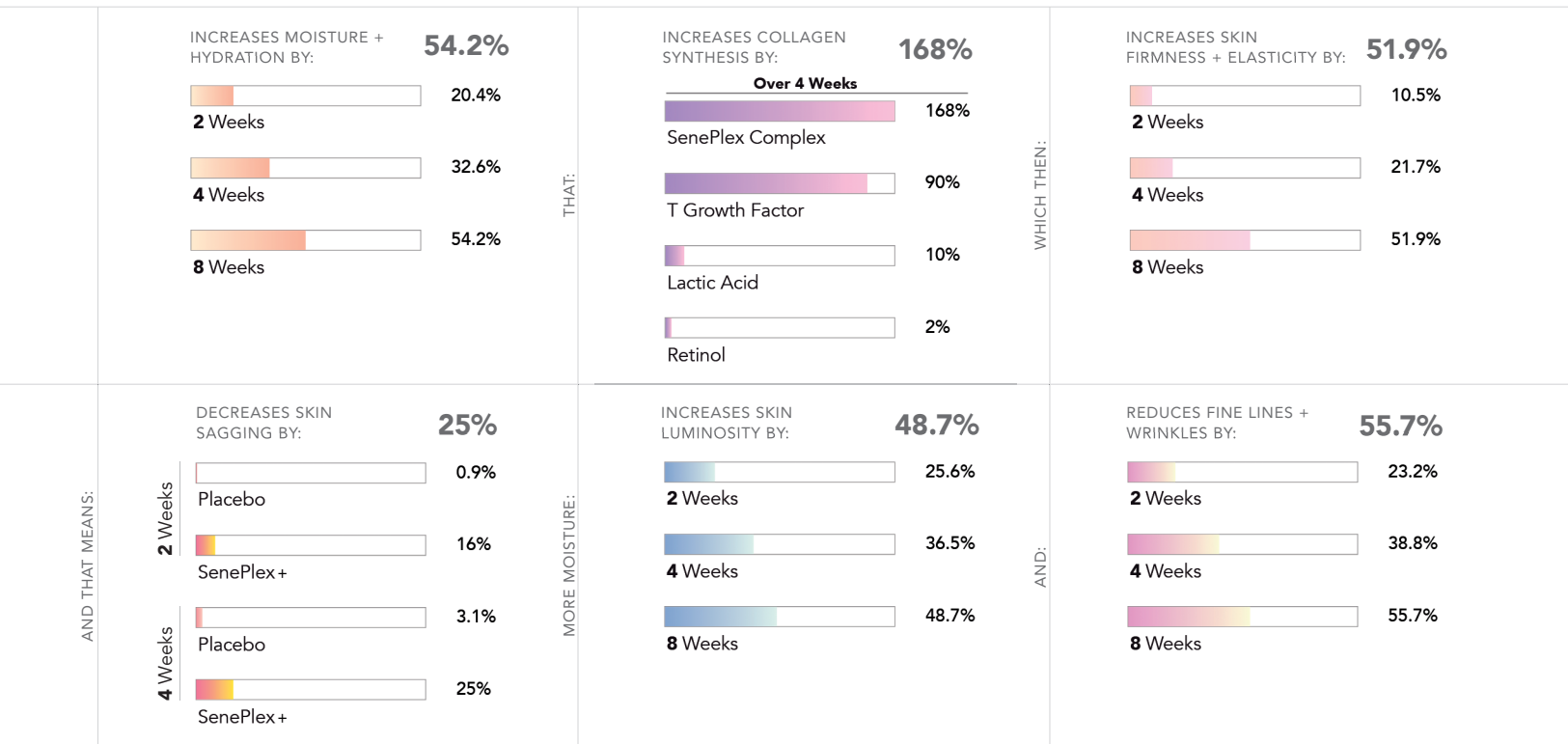
WEEK 4



WEEK 8



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







## SeneGence®

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 / 49 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 ravages of the environment.

### **Evening Moisturizer \$60**

1.66 fl oz / 49 mL

Highly concentrated with additional SenePlex+ for extra protection and rejuvenation during sleep. These thick, rich 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><b>ALOE LEAF JUICE</b> Calms and soothes skin.</p> <p><b>AVOCADO OIL</b> Very rich moisturizer.</p> <p><b>ALGAE EXTRACT</b> Hydrates and softens skin.</p>	 <p><b>SPONGE-LIKE PILLOWS</b> Exfoliate skin.</p> <p><b>ALGAE EXTRACT</b> Hydrates and softens skin.</p> <p><b>HUMECTANTS</b> Bind moisture to the skin.</p>	 <p><b>VANUATU VOLCANIC ASH</b> Exfoliates dead skin cells.</p> <p><b>ORCHID FLOWER EXTRACT</b> Antioxidant and moisturizer.</p>	 <p><b>SALICYLIC ACID</b> Helps clear pores.</p> <p><b>ARGININE</b> Antioxidant that helps protect skin.</p> <p><b>SODIUM HYALURONATE</b> Protects against moisture loss.</p> <p>1.7 fl oz 50 mL</p>
 <p><b>VITAMIN B</b> Hydrates and promotes healthy skin.</p> <p><b>SODIUM HYALURONATE</b> Protects against moisture loss.</p> <p><b>ALOE LEAF JUICE</b> Calms and soothes skin.</p>	 <p><b>MORINGA OIL</b> Smooths, de-puffs, and moisturizes.</p> <p><b>ALMOND OIL</b> Leaves skin silky but non-greasy.</p> <p><b>JOJOBA</b> Promotes soothing and calming.</p>	 <p><b>JOJOBA</b> Promotes soothing and calming.</p> <p><b>SQUALENE</b> Natural moisturizer.</p> <p><b>ALLANTOIN</b> Promotes healthy skin.</p>	 <p><b>SALICYLIC ACID</b> Helps clear pores.</p> <p><b>WILLOWHERB</b> Skin calming.</p> <p><b>COFFEE SEED OIL</b> Supports firmer-looking appearance.</p> <p>0.9 fl oz 27 mL</p>
 <p><b>AVOCADO OIL</b> Very rich moisturizer.</p> <p><b>VITAMIN E</b> Essential antioxidant for maintaining healthy skin.</p>	 <p><b>AMINO ACIDS</b> Supports healthy-looking skin.</p> <p><b>VITAMIN E</b> Essential antioxidant for maintaining healthy skin.</p> <p><b>GINGER ROOT</b> Protects skin.</p>	 <p><b>BORAGO SEED OIL</b> Helps even the appearance of skin tone.</p> <p><b>VITAMIN E</b> Essential antioxidant for maintaining healthy skin.</p>	 <p><b>SALICYLIC ACID</b> Helps clear pores.</p> <p><b>WILLOW BARK</b> Helps control oil and sebum.</p> <p><b>HYDROMANIL COMPLEX</b> Hydrating blend from the seed of the tara tree.</p> <p>0.9 fl oz 27 mL</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%** 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 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 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-Aging treatments before DayTime or Evening Moisturizer.*



### SeneSerum-C \$65

0.5 fl oz / 14 mL

SeneSerum-C features one of the most well-known anti-aging 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 moisturizers.

**Hydrating C-Pearls™:** Encapsulation and delivery technology that freshly delivers stabilized 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.



**EyeCrème \$50**

0.44 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 \$55**

0.44 oz / 12 g

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.

SeneGence®  
**ADVANCED ANTI-AGING**  
with SenePlex+®



### 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 the appearance of thin, fragile skin.

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

**Grape Juice Extract:** For antioxidant protection.

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.*



### 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.*



SeneGence®  
**ADVANCED ANTI-AGING**  
with SenePlex+®

**Digital Age Defense Serum \$50**

1 fl oz / 30 mL

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

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

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

**Nano Emulsion:** Helps to calm the skin.



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.

**Two 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.



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

### **Dark Circle Eye Treatment \$50**

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.

## Rejuvenating Anti-Wrinkle Serum \$85

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 aging, especially around the eyes (crow's feet), mouth (nasolabial folds), and forehead (expression lines).

**Neodermly®:** 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





SeneGence®  
**PREVENT / CORRECT SOLUTIONS**  
with SenePlex+®



**Spot-On \$50**

0.5 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.

SeneGence  
**DEEP CLEANSE/EXFOLIATE SOLUTIONS**  
with SenePlex+



**Facial Resurfacer \$50**

2 oz / 57 g

Achieve a glowing, smooth skin surface with this purifying sulfate-free formula that contains granules 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.

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

SeneGence®  
**HYDRATE SOLUTIONS**  
with SenePlex+®



**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 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 \$50**

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.

**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.



### **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.

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-AGING**  
(optional)



- Digital Age Defense
- Climate Control
- SeneSerum-C

**TREAT**



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

PM



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



▪ 3 in 1  
Cleanser



▪ Facial  
Resurfacer



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



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

**REMOVE**

**CLEANSE**  
(select one)

**EXFOLIATE**

**ADVANCED ANTI-AGING**  
(optional)

**TREAT**

# SeneGence SkinCare Daily Regimen

SeneGence®  
**SKINCARE**  
with SenePlex+®

## TREAT



- Nangai Oil

## MOISTURIZE (select yours)



- DayTime Moisturizer
- LipSmooth® Conditioning Polish
- EyeCrème

## TREAT (select yours)



- Facial Sunscreen SPF 20

## APPLY MAKEUP



- LashExtend
- LipVolumizer
- EyeLuminator

## MOISTURIZE & PROTECT (after makeup)



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



- Nangai Oil



- Evening Moisturizer
- LipSmooth® Conditioning Polish



- EyeCrème



- Collagen Night Pak



- Lip Balm
- LipVolumizer
- LipSmooth® Conditioning Polish
- LashExtend

## TREAT

## MOISTURIZE (select yours)

## MOISTURIZE & PROTECT (after makeup)

## 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-aging protection.



## 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.



## 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.

**Glycerin:** Provides a close, comfortable shave.



## Facial Moisturizer SPF 20 \$39

2.9 fl oz / 86 mL

This light, oil-free daily moisturizer relieves dry skin and irritation by 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, provide antioxidant protection, and promote healthy-looking skin.





# 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 \$60

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-aging benefits. Use alone for naturally beautiful skin, or use as primer before MakeSense Foundation for a perfect finish.



## 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



## 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.



Fair (N)



Light (N)



Light-Medium (N)



Medium (N)



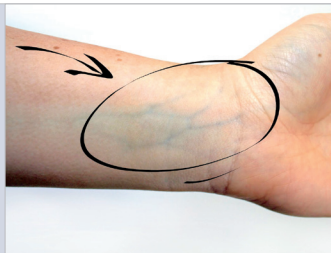
Medium-Deep (N)



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



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. The rich color pigments used in the formulation adapt to skin pigmentation, giving a natural-looking finish.



SeneGence®  
COSMETICS  
with SenePlex+®



### 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 sprayed under or over your makeup.

**Hydromanil Complex:** Provides 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.



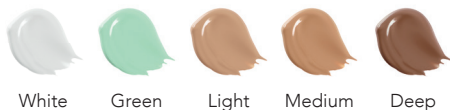




## Corrective Color Concealer | Blender \$25

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.



MATTE SHADE SHIMMER SHADE SHIMMER SHADE



Natural Bronze Dust Silver Rose



*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.

YELLOW-BASED



Bronze Chocolate Cherry Terra Cotta

BLUE-BASED



Cherry Pink Berry Toasted Rose Pouty Pink

## 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®*

## Eyeshadow \$22

0.2 fl oz / 5.9 mL

Experience the long-lasting, anti-aging, 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 colors, or used as a soft eyeliner to create stunning eye looks.

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 \$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.



*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.

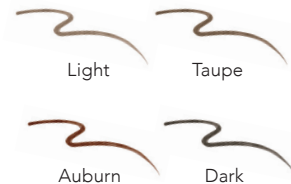


*BrowSense®*

### 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 application creates gorgeous, natural-looking brows that last all day.





*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.



*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



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 \$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.

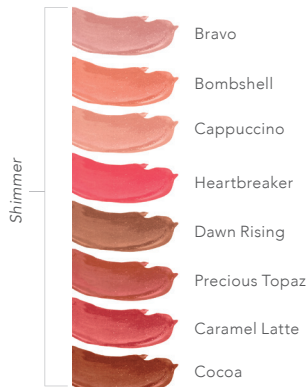
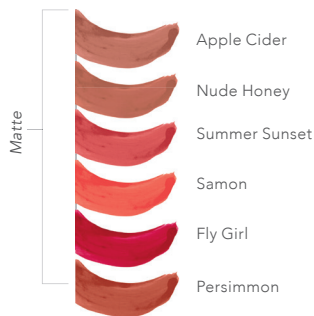
**Peony Root Extract:** Natural calming flower herb.

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

**Linden Flower Extract:** Powerful antioxidant.



### YELLOW BASED/WARM

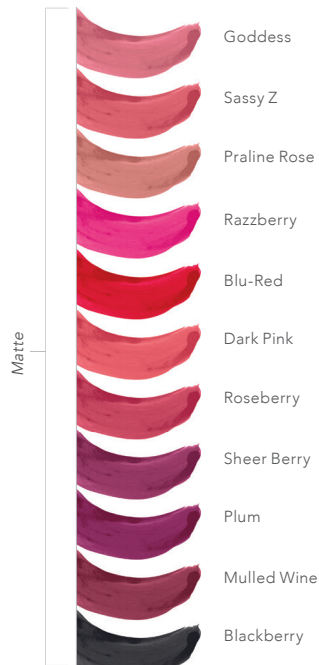


\*A portion of the proceeds from the sale of select LipSense shades benefits our nonprofit, The Make Sense Foundation®.

## NEUTRAL



## BLUE BASED/COOL



## 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 / 7.39 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



Gold Glitter



Sand

### NEUTRAL



Glossy



Matte



Pearl

### BLUE-BASED



Bougainvillea



Opal



Rose



Pink Sand



Orchid



Pink Glitter



Silver Glitter



Madeleine



*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.



Diamond Kiss



*LipSense*

## Oops!™ 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.



## *Foopops!*® Dual Phase Color Remover \$20

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.



*Foopops!*

## 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.

SeneGence®  
COSMETICS  
with SenePlex+®



## 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.

# HairCovery® HairCare

with SenePlex+® &  
SenePeptide™

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



## HairCovery 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.



## HairCovery 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.

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



## 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.

# 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

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

**Aquaxyl™:** 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.

# 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 revitalized. Hair color is protected while active ingredients deeply cleanse to clarify, remove buildup, and balance hair and scalp for optimal results.

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







## HairBalance Shampoo for Normal to Oily Hair \$35

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 color-treated hair, it is formulated without sulfates 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 \$35

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 color-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 \$55

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 energizes the roots.

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

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



# SeneGence® 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 SeneGence BodyCare, formulated with anti-aging 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 \$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, 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 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 Extract:** 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 g

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 / 113 g

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.



### **Hydrating Facial Sunscreen SPF 20 \$45**

2.9 fl oz / 86 mL

A hydrating facial sunscreen that helps to provide protection from UVA/UVB rays. This mattifying formula provides hydration and SPF 20 in one, while protecting your skin from the elements it faces on a daily basis. The formula itself is fragrance-free, oil-free, and wears beautifully under makeup.

**Hymagic™-4D:** A next generation hyaluronic acid complex for intense skin hydration.

**Seaweed Extract:** Helps to hydrate and tone.

**Aquaxyl™:** An anti-dehydration shield that helps the skin retain water.

**SeneSun®  
SunCare**  
with SenePlex+®

Prolonged sun exposure increases the risk of burns, premature aging, and photodamage, and can also lead to serious skin health issues. Protect your skin from the sun with SeneSun SunCare products.

## 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 \$50**  
*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.



## 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.

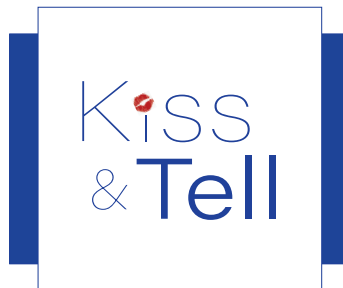
With a yearly membership fee of \$10, Preferred Customers can:

- Earn 10% off each retail product purchase.
- Orders of \$100+ retail get **FREE** shipping.
- Share a unique referral link with friends and earn 15 Kiss Credits when those friends join and place \$100 in cumulative retail orders within their first month of enrollment.
- Earn 15 bonus Kiss Credits when you order \$100+ in products three months in a row.

### Amazing Perks:

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

***Sign up today!***





SeneGence®  
KISS & TELL PROGRAM





## 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 \$300	10%
\$301 to \$600	20%
\$601 + 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 \$300 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-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 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 (\$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!

SeneGence®  
DISTRIBUTOR OPPORTUNITIES



## 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 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.



Hawaii, United States

Bora Bora, Tahiti



## 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' 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.

Learn more or purchase at [senestylebysenegence.com](http://senestylebysenegence.com)

## 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](http://makesensefoundation.org)



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!



January 2021

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