



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

In 1999, SeneGence exploded into the marketplace with the launch of patented LipSense® colour technology, and SeneGence quickly rose in popularity as the creator of the original long-lasting lip colour.

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

I stand behind our products 100% and guarantee your skin will look more beautiful in 30 days, when using our 24-hour anti-ageing skin care and long-lasting colour systems.



Joni Rogers-Kante
FOUNDER & CEO







SENEGENCE

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

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



Joni collecting samples from Mount Yasur, Vanuatu

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

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

The distinctive ingredients are incorporated into SeneDerm® SkinCare systems, SenseCosmetics® beauty items, and the SeneDerm Solutions line, helping to result in dramatic improvements to the skin. They also help to provide crucial sun protection without the use of unnecessary chemicals.



Made in the United States with local and imported ingredients



Made in cGMP manufacturing facilities



Use of gluten free ingredients



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



Formulated without drying waxes and harmful lead

THE SCIENCE OF SENEDERM® & SENEPLEX® COMPLEX

All SeneDerm, SeneDerm Solutions, and creamy SenseCosmetics contain SenePlex Complex, a kinetic enzyme that works to affect the way cells grow from the bottom layers of the skin to the top. SenePlex fights the signs of ageing by supporting renewal of your skin cells an average of 23.3% more rapidly.

Four to Eight Weeks to Revolutionary Results

Independent clinical test results of 8 weeks of treatment with our proprietary formula, SenePlex Complex.

23.3% Increase in
Cellular Renewal

Verified by an independent lab, clinical testing confirmed products with SenePlex Complex are 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.**

WEEK 0



WEEK 2



WEEK 4



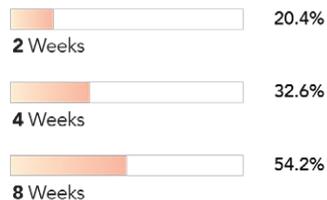
WEEK 8



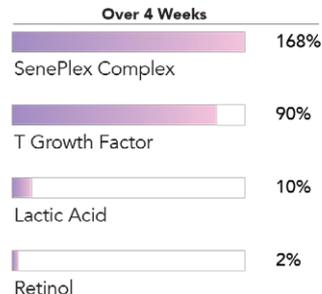


The active enzymes in the advanced anti-ageing delivery systems of **SenePlex Complex** work to eliminate dead skin and produce healthier, plumper cells as they move to the surface of the skin. That, in turn:

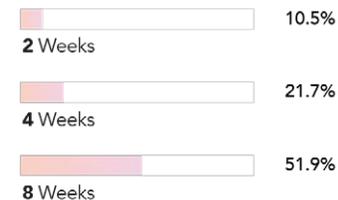
INCREASES MOISTURE + HYDRATION BY: **54.2%**



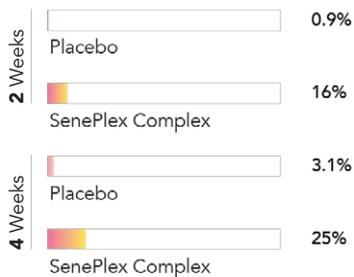
INCREASES COLLAGEN SYNTHESIS BY: **168%**



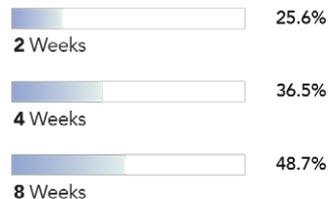
INCREASES SKIN FIRMNESS + ELASTICITY BY: **51.9%**



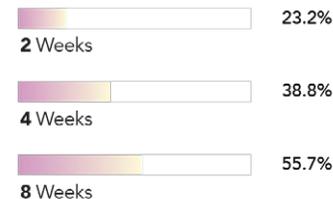
DECREASES SKIN SAGGING BY: **25%**



INCREASES SKIN LUMINOSITY BY: **48.7%**



REDUCES FINE LINES + WRINKLES BY: **55.7%**





SeneDerm

SkinCare with SenePlex®

A 24-hour, anti-ageing skin care system made for all skin types.

SeneDerm Anti-Aging SkinCare Systems are the most effective anti-ageing treatments known in today's personal care and cosmetics industries consisting of products that help, rather than harm your skin. Formulated with powerful, anti-ageing SenePlex Complex, these products help to dramatically improve skin 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.

3 in 1 Cleanser \$40

4 fl oz / 118 mL

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

DayTime Moisturizer \$60

1.66 fl oz / 50 mL

These lightweight, daily moisturisers deliver anti-ageing advantages and botanicals that work to balance moisture and naturally hydrate skin. They work to protect skin from the ravages of the environment with a mechanical shield.

Evening Moisturizer \$75

1.66 fl oz / 50 mL

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

NORMAL TO DRY



ALOE LEAF JUICE

Calms and soothes skin.

AVOCADO OIL

Very rich moisturiser.

LAVENDER OIL

Soothes and protects.

DRY



SPONGE-LIKE PILLOWS

Exfoliate skin.

ALGAE EXTRACT

Hydrates and softens skin.

HUMECTANTS

Bind moisture to the skin.

NORMAL TO OILY



VANUATU VOLCANIC ASH

Exfoliates dead skin cells.

ORCHID FLOWER EXTRACT

Antioxidant and moisturiser.



VITAMIN B

Hydrates and promotes healthy skin.

SODIUM HYALURONATE

Protects against moisture loss.

ALOE LEAF JUICE

Calms and soothes skin.



MORINGA OIL

Smooths, de-puffs and moisturises.

ALMOND OIL

Leaves skin silky but non-greasy.

JOJOBA

Promotes soothing and calming.



JOJOBA

Promotes soothing and calming.

SQUALENE

Natural moisturiser.

ALLANTOIN

Promotes healthy skin.



AVOCADO OIL

Very rich moisturiser.

VITAMIN E

Essential antioxidant for maintaining healthy skin.



AMINO ACIDS

To build healthy skin.

VITAMIN E

Essential antioxidant for maintaining healthy skin.

GINGER ROOT

Skin protective.



BORAGO SEED OIL

Helps even skin tone.

VITAMIN E

Essential antioxidant for maintaining healthy skin.

Highly advanced, anti-ageing skin care products that help correct and prevent the signs of ageing.



Climate Control \$75

2.3 fl oz / 68 mL

Hydration in the purest form. This "miracle in a bottle" helps even the driest, most damaged 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 maintain elasticity.



SeneSerum-C \$85

0.5 fl oz / 15 mL

A 100% natural blend of the most advanced anti-ageing ingredients known today. This pollution defense formula is made for all skin types and works to repair damaged skin while helping to create healthier, firmer, and younger-looking skin. So light, it can be used day and night under moisturisers.

Stabilized Vitamin C: Increases collagen production and firms.

SeneShield: Helps protect skin from immediate free radical damage.



EyeCrème \$60

0.44 fl oz / 13 mL

A rich blend of oils and vitamins that protect while working to diminish 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 elasticity.



EyeLuminator \$70

0.44 fl oz / 13 mL

The perfect blend of SeneDerm EyeCrème and MakeSense® Foundation Pearlizer, to help make your skin more beautiful around the eye area. It brightens and highlights while moisturising upon application. Perks up tired eyes in the afternoon too!

Kukui Seed Oil: Soothes skin.

Vitamin A: Helps increase elasticity.

Almond Oil: Leaves skin silky, non-greasy.

SenesDerm

ADVANCED ANTI-AGING SKINCARE

with SenesPlex®



Collagen Night Pak

with Brush \$115

1 fl oz / 30 mL

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

Plant-based Marine Collagen: Restores and rebuilds collagen.

Caffeine: Rejuvenates and revitalises skin.

Copper & Zinc: For antioxidant protection.



Hydrating Facial Serum Mist \$55

2.9 fl oz / 86 mL

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

Hydromanil Complex: Helps to pull moisture into skin and lock it in for lasting skin benefits.

Apple Fruit Extract: Gently exfoliates skin for a glowing effect and instant moisturisation.

Kale Extract: Rich in vitamins C, A, and E to help tighten pores and prevent free radical damage.

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 vivo test of Ascorbic Acid.

Brightening Multi-Vitamin Treatment \$100

0.5 fl oz / 15 mL

This powerful treatment targets dark spots and discoloration caused by hyperpigmentation, acne, ageing and sun damage to reveal brighter, firmer, and more even skin tone over time.

2 Forms of Stabilized Vitamin C: Help brighten and even skin tone.

Vitamins A, B3 & E: Help to firm, even skin tone, protect from free radicals, and moisturise.

Palmitoyl Tripeptide-1 & Tripeptide-7: Peptides that help increase skin elasticity and decrease wrinkle depth.



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

34% TO 63%

Anti-Wrinkle Treatment \$85

0.51 fl oz / 15 mL

Clinically proven ingredients that visibly reduce the depth and shadows of light and medium size wrinkles, making skin's texture smoother and younger-looking. Contains an advanced formulation, including natural ingredients proven to improve skin texture and restore proper moisture content with regular use.

Anti-Wrinkle Complex: Firms and smoothes skin.

Green Tea Leaf Extract: Protects skin with antioxidant properties.

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

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



Facial Resurfacer \$70

2 oz / 57 g

Achieve a glowing, smooth skin surface with this effective formula that contains larger grains of Vanuatu Volcanic Ash for a powerful buffer. A little goes a long way to rid skin of impurities and reveal soft, revitalised skin.

Vanuatu Volcanic Ash: Exfoliates dead skin and polishes.

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

Walnut Shell: Exfoliates and softens skin.



Polishing Exfoliator \$70

2 oz / 57 g

Polish away rough, dry skin and impurities 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.

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

BEFORE



AFTER



Nangai Oil contains

94-97%

natural triglycerides.



Nangai Oil \$65

0.5 fl oz / 15 mL

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

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

SenePlex Complex: For increased cellular renewal.



Dark Circle Under Eye Treatment \$60

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 to help reduce the appearance of loose skin under the eyes.

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

Contains ingredients that work to reduce dark circles up to

122%



NailExtend \$68

0.25 fl oz / 7.39 mL

Keep your nails in top condition and help repair damage with this unique delivery system that utilizes effective ingredients to strengthen nails and stimulate growth. Continued use will help to guard nails from splitting and cracking and promote natural, healthy new nails. Use as a daily cuticle treatment on polished or natural nails.

Myristoyl Pentapeptide-17: Promotes keratin production and nail growth.

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

Glycerin: Helps strengthen nail and increases moisture.

Twice-daily use of NailExtend over an 8-week period

BEFORE



AFTER





LashExtend Clear \$70 Coloured \$85

0.125 fl oz / 3.7 mL

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

SenePeptide: Improves lash health.

Chamomile Extract: Calming and soothing properties.

White Tea Extract: Powerful antioxidant.



Black



Brown

Lashes appear
25% longer and fuller in only weeks.



LipVolumizer \$70

0.2 fl oz / 5.9 mL

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

Volumising Complex: Proprietary blend of peptides and botanicals.

Kiss-Me-Quick Plant: Helps boost collagen production and increase moisture.

Visibly increases 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

TREAT (select yours)



- Anti-Wrinkle
- Dark Circle
- Brightening Multi-Vitamin
- Polishing Exfoliator
- Facial Resurfacer

ADVANCED ANTI-AGEING (optional)



- Climate Control
- Hydrating Facial Serum Mist
- SeneSerum-C



- Nangai Oil



- DayTime Moisturizer



- LashExtend
(Coloured or Clear)
- LipVolumizer



- EyeLuminator
- EyeCrème
- Lip Balm

TREAT

MOISTURISE (select one)

TREAT (select one)

MOISTURISE & PROTECT

SeneDerm Daily Regimen **PM**

REMOVE



- Foops! Liquid or Wipes
- Ooops!

CLEANSE
 (select one)



- 3 in 1 Cleanser

TREAT
 (select yours)



- Anti-Wrinkle
- Dark Circle
- Brightening Multi-Vitamin
- Polishing Exfoliator
- Facial Resurfacer

ADVANCED ANTI-AGEING
 (optional)



- Climate Control
- Hydrating Facial Serum Mist
- SeneSerum-C



- Nangai Oil



- Evening Moisturizer



- LipVolumizer
- LashExtend (Clear)
- LipSmooth Conditioning Polish



- EyeCrème
- Lip Balm



- Collagen Night Pak

TREAT

MOISTURISE
 (select one)

TREAT
 (select one)

MOISTURISE & PROTECT

TREAT



SeneDerm SkinCare & SenseCosmetics

The Perfect Match

When used together, SeneDerm SkinCare and SenseCosmetics provide 24 hours of skin protection that can make every face look more beautiful, and keep it that way! Having a clear and radiant complexion is the first step to creating your own beautiful and balanced makeup look. Achieve this with the use of our simple skin care process, followed by application of our versatile anti-ageing colour cosmetics.



MakeSense
**Silk Pore
& Wrinkle Minimizer \$85**

0.51 fl oz / 15 mL

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



MakeSense
Pearlizer \$68

1 fl oz / 30 mL



Pearlizer

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

MakeSense
Advanced Anti-Aging Pearlizer \$85

1 fl oz / 30 mL

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



MakeSense

**Color Correcting
Tinted Moisturizer \$68**

1 fl oz / 30 mL

Enjoy sheer coverage, colour correction benefits, and skin protection in one easy step. Swipe on this smooth cream with sheer to medium coverage over moisturiser or under foundation, if more coverage is desired. It works to counteract redness and decrease sun and age spots.



Light (N)



Medium (N)

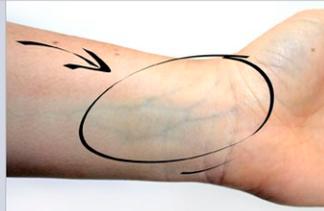


Deep (N)



FINDING YOUR UNDERTONE...

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



Are your veins blue or purple?
If so, then you are cool, and will look good in MakeSense
shades with pink or red undertones.

Are your veins green or olive?
If yes, you are warm, and will look great in MakeSense
shades with yellow undertones.

Can't tell? Then you are neutral.
(C) = cool (W) = warm (N) = neutral



MakeSense Original Foundation \$68

1 fl oz / 30 mL

This oil-free, water-resistant, and long-lasting liquid foundation can be used on any skin type and provides a mechanical shield when applied after SeneDerm DayTime Moisturizer. Each shade can be used on a multitude of skin tones as it adapts to your skin pigmentation.

LIGHT



MEDIUM





MakeSense

Advanced Anti-Aging Foundation \$85

1 fl oz / 30 mL

This powerful, creamy foundation is full of protective ingredients that help prevent damage to skin and SeneShield™ for defense against environmental hazards. Blended with moisturisers, vitamins, and minerals, this water-resistant skin care must-have includes long-lasting colour pigments that adjust to a wide range of skin tones to keep you looking beautiful and staying that way.



SENESHIELD™

SeneShield’s proprietary blend of powerful ingredients work to keep skin soft, supple, and healthy and can actually help to reverse damage previously caused by exposure to daily toxins, such as pollution and UV rays. Protect your face every day by including MakeSense Advanced Anti-Aging Foundation and SeneSerum-C, both with SeneShield, into your beauty routine.



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

0.2 oz / 5.6 g

Colour correction and advanced skin care combine into this effective concealer that can be used to even 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 \$40

0.2 oz / 5.6 g

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



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

0.2 oz / 6 g

This light powder blots shine, and absorbs oil and perspiration with effortless application. The breathable finish protects without drying skin throughout the day. The Natural shade features colour-matching technology to suit a variety of complexions.

Acetyl Hexapeptide 3: Plant derived amino acid and anti-wrinkle ingredient.

Allantoin: Promotes healthy skin.

Talc: Absorbs oil.



ShadowSense
Matte Eyeshadow \$32

0.2 fl oz / 5.9 mL

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

GRAY



PURPLE/BLUE



MAUVE



BROWN



PINK



*MATTE COLOURS
 SHOWN IN ORDER*

*OF USE:
 BASE
 BLEND
 ACCENT*



ShadowSense
Shimmer Eyeshadow \$32

0.2 fl oz / 5.9 mL

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





EyeSense

Long-Lasting Liquid Eye Liner \$36

0.125 fl oz / 3.69 mL

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



EyeSense

Long-Lasting Eye Liner Pencil \$36

0.012 oz / 0.35 g

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



UnderSense

Lash Builder \$34

0.2 fl oz / 5.9 mL



Before LashSense, coat your lashes with this effective lengthener and builder that also delivers deep hydration to damaged lashes. UnderSense helps you build the longest, fullest lashes you've ever had.



BrowSense

Liquid Brow Color \$34

0.125 fl oz / 3.69 mL

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





LashSense

VolumelIntense™ Mascara \$38

0.26 fl oz / 7.8 mL

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

Capixyl: Helps provide fuller, healthier lashes.

Vitamin E: Helps to repair and condition lashes, and prevent brittleness

Black



Black Brown



LashSense

VolumelIntense™ Waterproof Mascara \$38

0.24 fl oz / 7 mL

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

Capixyl: Helps provide fuller, healthier lashes.

Carnauba Wax: Helps keep lashes flexible.

Black



Black Brown



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



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



LipSense

Lip Color \$34

0.25 fl oz / 7.39 mL



LipSense is the premier product of SeneGence and is unlike any conventional lipstick, stain, or colour. As the original, patented, long-lasting lip colour, it is waterproof, 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 protective properties.

Linden Flower Extract: Powerful antioxidant.



YELLOW BASED/WARM

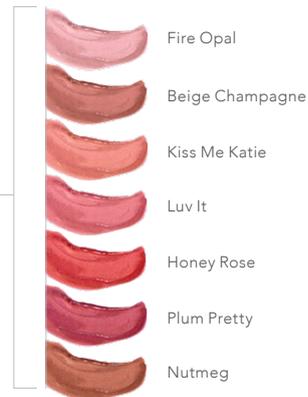
Matte



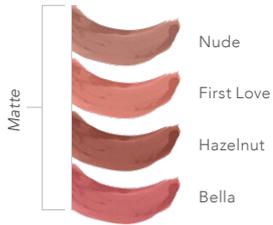
Shimmer



Frost



NEUTRAL



BLUE BASED/COOL



HOW TO APPLY:

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

LIP LINER



LIP COLOUR - LAYER 1



LIP COLOUR - LAYER 2



LIP COLOUR - LAYER 3



MOISTURISING GLOSS



LONG-LASTING LOOK



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



LipSense

Lip Liner \$31

0.125 fl oz / 3.69 mL

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

YELLOW-BASED

Persimmon

Terra Cotta

Cocoa

BLUE-BASED

Neutral

Berry

Blu-Red



LipSense

Moisturizing Gloss \$26

0.25 fl oz / 7.5 mL

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

Shea Butter: Softens and protects skin.

Vitamin E: Helps to repair dry lips.

YELLOW-BASED



Gold Glitter



Sand

BLUE-BASED



Bougainvillea



Opal



Rose

NEUTRAL



Glossy



Matte



Pearl



Orchid



Pink Glitter



Silver Glitter



LipSense

Specialty Gloss \$30

0.25 fl oz / 7.39 mL

LipSense Specialty Glosses drench lips in show-stopping finishes that take your LipSense look to the next level of glamour. Diamond Kiss Gloss is formulated with genuine crushed diamond gemstones for a beautiful sparkle.

Shea Butter: Softens and protects skin.

Vitamin E: Helps to repair dry lips.



Diamond Kiss



**LipSmooth™
Conditioning Polish \$35**

0.5 fl oz / 15 mL

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

Bamboo & Ivory Seed Powder: Gentle, nonabrasive exfoliators.

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

Shea Butter: Softens and protects skin.



LipSense
Moisturizing Lip Balm \$26

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 Complex provides anti-ageing and restorative benefits. This lightweight formula is fragrance-free with a matte finish: perfect for everyone.

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

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

Orchid Flower Extract: Powerful antioxidant with free-radical protection and moisture.



LipSense
Ooops! Remover \$14

0.25 fl oz / 7.39 mL

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

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



Foops!® Dual Phase Color Remover \$32

1.7 fl oz / 50 mL

Remove long-lasting SenseCosmetics quickly and easily with this unique, easy-to-use formula that activates when shaken. It gently whisks away all makeup, including waterproof LashSense Mascara, while conditioning and refreshing the skin. Ideal for all skin types, it leaves the face and eyes feeling cool and relaxed without an oily residue. Safe for contact wearers.

SenePlex Complex: Increased cellular renewal.

Arnica Flower: Helps to restore suppleness.

Spirulina: Promotes clean, clear complexion.



Foops!® SenseCosmetics® Color Removing Wipes \$32

Pack of 30 wipes

Biodegradable, oil-free wipes gently remove dirt, oil, and makeup, revealing soft, clean skin without sticky residue. Ophthalmologist tested and safe for contact lens users, these gentle wipes contain moisturising, anti-ageing botanical ingredients and SenePlex+.

Sodium Hyaluronate: Protects against moisture loss.

Aloe Leaf Juice: Moisturises and helps soothe inflammation.

Vitamin B: Helps condition lashes and brows.



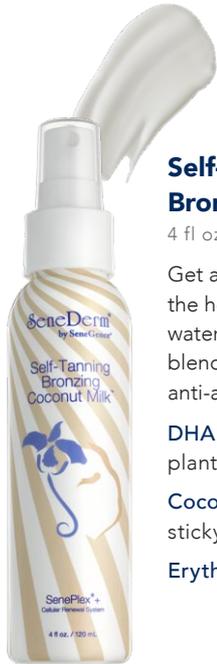
Brush Cleaner \$26

6 fl oz / 170 mL

Cleaning your application brushes weekly will protect your beautiful skin from contamination and preserve your artistry tools. This unique brush cleaner contains a mix of scientific and naturally-cleansing ingredients to thoroughly clean your brushes.

Safe to use on synthetic or natural hair bristle brushes.





Self-Tanning Bronzing Coconut Milk \$70

4 fl oz/ 120 mL

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

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

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

Erythrulose: Provides a natural-looking sunless tan.

SeneDerm SunCare with SenePlex®+

Long-exposure to the sun's harmful UV is a leading contributor to unwanted signs of ageing, and can also lead to serious skin health issues. Protect your skin from the sun, get a natural-looking glow, and anti-ageing protection with SeneDerm SunCare products.

HairCoveary HairCare

with SenePlex®+ & SenePeptide™

Just as SeneDerm SkinCare works at a skin-deep level to produce healthy, plump skin cells, the HairCoveary line of products works to make your hair gorgeous by focusing on the health of your scalp. All products include SenePlex+ and SenePeptide to encourage a healthy scalp, and voluminous, strong locks of hair. Additional volumising ingredients and moisturising botanicals boost shine, manageability and thickness. With HairCoveary, your best hair days are here to stay!



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

HairCoveary

Thickening & Volumizing Shampoo with UV Color Protection \$52

7 fl oz / 207 mL

Goodbye dry and dull - hello healthy! Revive hair with nourishing botanicals, vitamins, and lightweight moisture in a non-stripping formula that works to give you thicker, bouncier hair. Safe for colour-treated hair, this formula helps repair damage caused by treatments. Formulated without sulfates, parabens, gluten, and phthalates for beautiful, healthy hair.

Capixyl: Helps provide fuller and thicker hair.

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

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



HairCove^{ry}

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

7 fl oz / 207 mL

Silky soft hair that shines! Restore hair's texture and radiance with moisturising botanicals and vitamins. Dry, brittle hair is transformed into luxuriously soft, shiny, and healthy locks. Formula is also beneficial for colour treated hair and is free of sulfates, parabens, gluten, and phthalates.

Capixyl: Helps provide fuller, thicker hair.

Aloe Vera: Moisturises, soothes, and protects hair.



HairCove^{ry}

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

2.9 fl oz / 86 mL

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

Capixyl: Helps provide fuller, thicker hair.

Willow Herb Extract: Calms and protects against free radicals.

SeneDerm BodyCare

with SenePlex®+

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



Smoothing Body Scrub \$20

4 oz / 118 mL

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

Vanuatu Volcanic Ash:

Exfoliates dead skin.

Aloe Leaf Juice: Soothes skin.



Moisturizing Body Wash \$25

8 fl oz / 236 mL

A rich, foaming gel that gently cleanses without stripping skin of essential oils. While traditional soaps can dry and crack the skin, SeneDerm Body Wash contains aloe to soothe and condition while restoring pH 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 moisturiser.



Advanced Hydration Body Lotion \$68

6 fl oz / 180 mL

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

Sodium Hyaluronate: Protects against moisture loss.

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



Detoxifying & Moisturizing Mask \$68

4 oz / 113g

This creamy, non-drying natural mineral 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, including acne-prone.

Green Tea & Arnica Flower: Soothe and counter-act redness.

Kaolin Clay: Absorbs impurities.

Volcanic Ash: Gentle exfoliator.



Shea Butter Body Cream \$40

4 oz / 120 mL

Pamper your skin with rich emollient moisture. Experience immediate dry skin relief and diminish visible signs of ageing. Great for use on cracked heels, elbows, and other excessively dry areas.

Shea Butter: Softens and protects skin.



Hand Cream with Shea Butter \$28

2.66 fl oz / 80 mL

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

Shea Butter: Rich moisturiser.

Cucumber: Soothes and hydrates.

Ask your Distributor about suggested sets for using our system of products easily and effectively.

SenesDerm



SkinCare Collection

DRY / NORMAL TO DRY /
NORMAL TO OILY

- 3 in 1 Cleanser
- DayTime Moisturizer
- Evening Moisturizer
- EyeCrème

\$235



Advanced Anti-Aging Collection

- Climate Control
- SeneSerum-C
- Collagen Night Pak (with brush)

\$275

MakeSense



Original Collection

- Foundation Shade
- Pearlizer
- Fooops! Color Remover

\$168



Advanced Anti-Aging Collection

- Foundation Shade
- Pearlizer
- Fooops! Color Remover

\$202

SenseCosmetics



Powder Collection

- Natural Powder
- Bronze Dust Powder
- Silver Rose Powder

\$210



LipSense Collection

- LipSense Color
- Glossy Gloss
- Oops! Remover

\$74

SenDerM



BodyCare Collection

- Advanced Hydration Body Lotion
- Body Wash
- Body Scrub
- Hand Cream

\$141

HairCovey



HairCare Collection

- Shampoo
- Conditioner
- Serum

\$182



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
less Hostess personal order

\$1 to \$500

\$501 to \$750

\$751 + 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.*

BOOK A SENEBLENDS MAKEOVER

You will be impressed with how your face will look and feel with SenseCosmetics colour products that stay on until you take them off! Schedule your SeneBlends Makeover with your SeneGence Distributor.

EARN BACK IN PROFITS

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

tear here
✂



KISS OFF
contest

"Kiss Off" your old lip colour here!

Kiss here to see the clear difference of LipSense®!

"Kiss Off" your old lip colour... Discover LipSense long-lasting lip colour... and have a chance to WIN!

Submit cards from every Glamour Demo with at least three Guests in attendance. One SeneGence Distributor, one Hostess, and one Guest will have a chance each week to win a FAB-u-LIPS prize!

Demo Date: _____

DISTRIBUTOR NAME: _____

DISTRIBUTOR ID #: _____

HOSTESS NAME: _____

Address: _____

City: _____ State/Province: _____ Postal Code: _____

Email Address: _____ Phone Number: _____

GUEST NAME: _____

Address: _____

City: _____ State/Province: _____ Postal Code: _____

Email Address: _____ Phone Number: _____

In order for Kiss Off Cards to be considered valid, participants are required to follow the program guidelines. Open to residents of US, Canada and Australia. Guests must be 18 or older to enter. Demos must have one Distributor, one Host, and three or more Guests; Limit one entry per Guest. Guests are required to "Kiss Off" their old lip colour, then attempt to "Kiss Off" SeneGence LipSense. Product Prizes will ship to winners' address provided; physical shipping address is required. PO Boxes will not be accepted. Send valid cards to SeneGence International, ATTN: Kiss Off Contest, 1/1 Strathaird Rd, Bundall, QLD 4217. *SeneGence Product Prize to be selected by SeneGence staff from available inventory.

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.

New Distributor Kit (NDK) \$55

Business materials to help you get off to a great start, plus 30 days of SeneSite and SeneBiz app!



Discounts & Potential Retail Earnings

SUGGESTED RETAIL TOTAL AMOUNT	PERSONAL DISCOUNT off suggested retail	POTENTIAL EARNING Percentage	POTENTIAL EARNING Dollars
\$0 - \$271.99	20%	25%	\$54
\$272 - \$815.99	30%	43%	\$81 - \$245
\$816 - \$2,039.99	40%	67%	\$326 - \$815
\$2,040 - HIGHER	50%	100%	\$1,020 - UNLIMITED

This example is not a guarantee or representation that you will experience these exact 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.

30 Days



60 Days



90 Days



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 or more, for **90 days**, starting on the day you join SeneGence.

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



Significant SeneSellers:

Distributors who consistently share and sell SeneGence products month after month.



Significant SeneSeller Program

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



New Distributor Pack Options

Choose one of these incredible pack options to help you get your business started at great savings. These packs include your first qualifying order of resalable product, a Demo kit to share the products with others, and valuable business tools. You will be taking the first steps down your path to success with any of these amazing options. (Included products subject to change.)



FAST START PACK **SAVE OVER 72%**

\$1,355 (over \$4,878 value)



Includes:

- 1,000 PV order with over 50 of the most popular LipSense, skin care, and cosmetics products (\$2,723 total retail value)
- Glamour Demo Kit (GDK)
- 12 months of SeneSite and SeneBiz App
- Distributor Planning Calendar
- Plus: 30 Day Fast Start Bonus Products
- FREE SHIPPING on Pack
- Exclusive Business Training

SIGNIFICANT SENESELLER PACK *SAVE OVER 66%*
\$875 (\$2,571 value)



Includes:

- 750 PV order with a range of top LipSense and SenseCosmetics shades (\$2,176 total retail value)
- LIPS Demo Kit
- 6 months of Senesite and Senebiz App
- Distributor Planning Calendar
- FREE SHIPPING on Pack

QUALIFIED DISTRIBUTOR PACK *SAVE OVER 63%*
\$395 (\$1,084 value)



Includes:

- 300 PV order with 12 LipSense colours, 12 Glosses, and 6 Ooops! Removers (\$804 total retail value)
- LIPS Demo Kit
- 3 months of Senesite and Senebiz App

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. Both new and seasoned Distributors can see the world by earning, learning, and succeeding!



Montreal, Canada

Hong Kong, China



SeneCars

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 of your choice. Make your SeneCar a statement of you!







SENERM SKINCARE

\$40 3 in 1 Cleanser

- Dry
- Normal to Dry
- Normal to Oily

\$60 DayTime Moisturizer

- Dry
- Normal to Dry
- Normal to Oily

\$75 Evening Moisturizer

- Dry
- Normal to Dry
- Normal to Oily

Advanced Anti-Aging

- \$75 Climate Control
- \$115 Collagen Night Pak w/Brush
- \$60 EyeCrème
- \$70 EyeLuminator
- \$55 Hydrating Facial Serum Mist
- \$85 SeneSerum-C

SENERM SOLUTIONS

- \$85 Anti-Wrinkle Treatment
- \$100 Brightening Multi-Vitamin Treatment
- \$60 Dark Circle Under Eye Treatment
- \$70 Facial Resurfer
- \$70 LashExtend Clear
- \$85 LashExtend Black
- \$85 LashExtend Brown
- \$70 LipVolumizer
- \$68 NailExtend

- \$65 Nangai Oil
- \$70 Polishing Exfoliator

SENSECOSMETICS

- \$85 Silk Pore & Wrinkle Minimizer
- \$68 MakeSense Pearlizer
- \$85 Advanced Anti-Aging Pearlizer

- \$68 Color Correcting Tinted Moisturizer
 - Light
 - Medium
 - Deep

\$68 MakeSense Original Foundation

- Almond
- Beige Chiffon
- Café Au Lait
- Creme Beige
- Dewy
- Fawn
- Ivory
- Porcelain
- Suede
- Tan

- \$85 MakeSense Advanced Anti-Aging Foundation
 - Adobe
 - Almond
 - Beige Chiffon
 - Café Au Lait
 - Cinnamon
 - Coffee
 - Creme Beige
 - Deep Caramel
 - Dewy

- Fawn
- Golden Tan
- Ivory
- Porcelain
- Suede
- Tan
- Truffle

\$34 Concealer/Blender

- Deep
- Green
- Light
- Medium
- White

\$40 BlushSense Cream Blush

- Bronze
- Cherry
- Chocolate Cherry
- Pink Berry
- Pouty Pink
- Terra Cotta
- Toasted Rose

\$70 Translucid Powder Brush

- Bronze Dust
- Natural
- Silver Rose

\$32 ShadowSense Matte Eyeshadow

- Amethyst
- Candlelight
- Denim
- Garnet
- Granite
- Moca Java
- Mulberry

- Onyx
- Pink Frost
- Sandstone Pearl
- Silver Violet
- Smoked Topaz
- Snow
- Whisper Pink

\$32 ShadowSense Shimmer Eyeshadow

- Copper Rose Shimmer
- Moca Java Shimmer
- Pink Opal Shimmer
- Rose Gold Glitter
- Sandstone Pearl Shimmer
- Silver Shimmer
- Smoked Topaz Shimmer

\$36 EyeSense Liquid Eye Liner

- Black
- Black Brown

\$36 EyeSense Eye Liner Pencil

- Black
- Black Brown

\$34 BrowSense Liquid Brow Color

- Auburn
- Dark
- Light
- Taupe

\$34 UnderSense Lash Builder

- \$38 LashSense VolumeIntense Mascara
 - Black
 - Black Brown

- \$38 LashSense VolumeIntense Waterproof Mascara
 - Black
 - Black Brown

LIPSENSE

- \$34 Lip Color
 - Apple Cider
 - Aussie Rose
 - B. Ruby
 - Beige Champagne
 - Bella
 - Blackberry
 - Blu-Red
 - Bombshell
 - Cappuccino
 - Caramel Apple
 - Caramel Latte
 - Cocoa
 - Dark Pink
 - Dawn Rising
 - Fire 'n Ice
 - Fire Opal
 - First Love
 - Fleur De Lis
 - Fly Girl
 - Goddess
 - Hazelnut
 - Heartbreaker
 - Honey Rose
 - Kiss For a Cause
 - Kiss Me Katie
 - Lexie Bear-y
 - Luv it
 - Mauve Ice
 - Mulled Wine

- Napa
- Nude
- Nutmeg
- Persimmon
- Pink Champagne
- Plum
- Plum Pretty
- Plumeria
- Pomegranate
- Praline Rose
- Precious Topaz
- Purple Reign
- Razzberry
- Roseberry
- Samon
- Sassy Z
- Sheer Berry
- Strawberry Shortcake
- Summer Sunset
- Violet Volt
- Violette

- \$31 LinerSense Lip Liner
 - Berry
 - Blu-Red
 - Cocoa
 - Neutral
 - Persimmon
 - Terra Cotta

- \$26 Gloss
 - Bougainvillea
 - Glossy
 - Gold Glitter
 - Matte
 - Opal
 - Orchid

- Pearl
- Pink Glitter
- Rose
- Sand
- Silver Glitter

- \$30 Specialty Gloss
 - Diamond Kiss
- \$26 Moisturizing Lip Balm
- \$35 LipSmooth Conditioning Polish Removers
 - \$26 Brush Cleaner
 - \$32 Fooops! Liquid Remover
 - \$32 Fooops! Removing Wipes
 - \$14 Ooops!

SENERM SUNCARE

- \$70 Self-Tanning Bronzing Coconut

HAIRCOVERY HAIRCARE

- \$52 Thickening & Volumizing Shampoo
- \$52 Moisturizing & Shine Enhancing Conditioner
- \$78 Strengthening & Thickening Hair Serum

SENERM BODYCARE

- \$25 Body Wash
- \$20 Body Scrub
- \$68 Body Lotion
- \$28 Hand Cream
- \$68 Detoxifying Mask
- \$40 Body Cream

COLLECTIONS

- \$235 SeneDerm SkinCare Collection
 - Dry
 - Normal to Dry
 - Normal to Oily

- \$275 SeneDerm Advanced Anti-Aging Collection
- \$168 MakeSense Original Collection
- \$202 MakeSense Advanced Anti-Aging Collection
- \$210 SeneDerm Powder Collection
- \$74 LipSense Lip Collection
- \$141 SeneDerm BodyCare Collection
- \$182 HairCovary HairCare Collection

To Purchase Products or Become a Distributor, contact:

WHAT'S IN THE NAME SENEENCE?

SENEENCE

Process of ageing



INTELLIGENCE

The capacity to acquire and apply knowledge



SYNERGY

The working together of two things to produce an effect greater than the sum of their individual effects



SENEENCE

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



October 2018

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