

 SeneGence®

Miss USA 2021, Elle Smith

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.

I started with a vision to provide products and a career that really works. Once I discovered a long-lasting liquid lip color unlike anything I had seen before, I knew I needed to share it with the world.

In 1999, SeneGence exploded into the marketplace with LipSense®, and quickly rose in popularity as the creator of The Original Long-Lasting Lip Color® - this was the beginning of an entire line of long-lasting cosmetics and revolutionary anti-aging skincare products.

When the chance to become the premier cosmetics line used by the Miss USA organization arose, I knew this was a perfect match. The last year has brought exciting opportunities for SeneGence cosmetics to grace the beautiful faces of Miss and Teen USA titleholders. We have partnered with the crowned Miss USA 2021, the entire Miss USA organization, and the non-profits they are aligned with to support each other's visions.

I hope you will enjoy learning more about SeneGence and each of our unique products that I stand behind 100% in the pages of this book. Our daily mission is to support hundreds of thousands of successful careers and satisfy Customers globally in its commitment to using the most advanced ingredients in making skin more beautiful.

Love,  
*Joni*

Joni Rogers-Kante  
**FOUNDER & CEO**

Official Presenting Sponsor of: **MISS + USA**  
**MISSTEEN + USA**



Joni with Crystle Stewart,  
President of the Miss USA Organization



Joni collecting samples  
from Mount Yasur, Vanuatu

In the Vanuatu string of islands in the South Pacific, Joni worked with scientists and botanists to locate naturally occurring resources that have proven beneficial to the skin.

Today, SeneGence products are formulated with proprietary complexes and formulas that help make skin more beautiful.

These distinctive ingredients are incorporated into both SeneGence SkinCare and Cosmetics, helping to improve skin from head to toe dramatically, 24-hours a day.



Made in the USA  
with global materials



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



Formulated without  
gluten ingredients



Made in CGMP  
manufacturing facilities



Formulated without  
drying waxes



# The Science of SenePlex+<sup>®</sup>

All SeneGence SkinCare and Cosmetics contain SenePlex+, a proprietary complex with Orchid Stem Cells that is clinically proven to help fight signs of aging for a visibly transformed, healthy-looking complexion.

SenePlex+ with Orchid Stem Cells accelerates skin renewal (turnover) for game-changing results. It works with your body's natural wisdom, supporting and creating an optimal environment for your skin's natural cell renewal process.

## Revolutionary Results

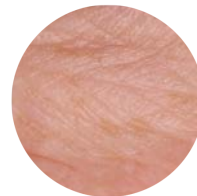
Verified by an independent lab, clinical testing performed on 33 female subjects 19-65 years of age proved that Normal to Dry Evening Moisturizer with SenePlex+ and Orchid Stem Cells accelerates cell renewal by **100% in 18 days.** \*

**100%** Increase in Cell Renewal

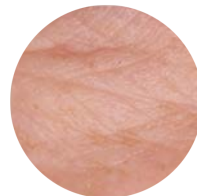
*\*Based on a 20-Day independent clinical study of thirty-three participants, women ages 19 to 65. Results are measured by expert clinical graded analysis compared to baseline.*



Week 0



Week 2



Week 4



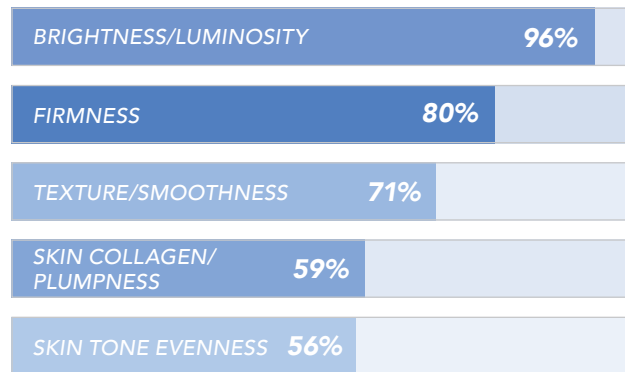
## PRODUCTS THAT REALLY WORK — SEE AND BELIEVE!

Faster cell renewal with SenePlex+ improves texture, radiance, and pore size while diminishing the appearance of fine lines and wrinkles. In a clinical study, Normal to Dry Skincare regimen with SenePlex+ and Orchid Stem Cells:

**Instantly raised skin's hydration levels by up to 118% and maintained continuous hydration by up to 105% after 8 Weeks. \***

### CLINICAL GRADING RESULTS

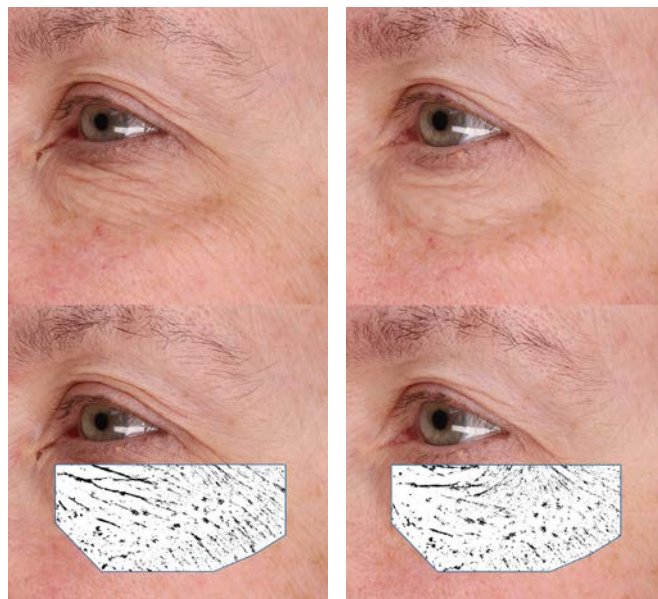
Percent of participants with improvements. \*



\*Results are measured by expert clinical grading and instrumentation compared to baseline in an eight-week independent clinical study on thirty-two females ages 30 to 70.

### REAL RESULTS

**24%** Improvement in the appearance of Lines + Wrinkles



BEFORE

AFTER 4 WEEKS\*

\*Unretouched photos. Individual results will vary.

# SKINCARE

with SenePlex+®

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



## NORMAL TO DRY SKINCARE

Clinically proven regimen that instantly hydrates, refines skin texture, evens skin tone, improves firmness, and diminishes the appearance of fine lines and wrinkles, while delivering moisturizing benefits for a renewed vibrancy and a youthful glow.<sup>†</sup>

SenePlex+<sup>®</sup> with Orchid Stem Cells and powerful skin actives rejuvenate your complexion; while pomegranate and super fruit blend defend against skin-damaging free radicals by providing powerful antioxidant protection.

Dermatologist-tested.

<sup>†</sup> Results compared to baseline in an eight-week independent clinical study on thirty-two females ages 30 to 70.

During an eight-week independent consumer study,  
**87%** of women said that their skin looked more youthful!

### After 4 Weeks\*

**100%**

Had more moisturized skin.

**100%**

Had smoother skin texture.

### After 8 Weeks\*

**100%**

Said facial contours looked redefined.

**96%**

Had more luminous, radiant, and brighter skin.

**90%**

Said skin looked refined, pores appear minimized.

**81%**

Noticed less visible lines/wrinkles.

\*Based on an eight-week consumer study. The percentages reflect the number of women who agreed with the statements.



# Find Your Skin Type

## DRY

Skin feels dry, can be tight and itchy, may have red or rough patches, visible flaking, small pores.

## NORMAL TO DRY

No oil in "T" zone, even texture, and occasional tightness or flaking, small-to-medium size pores.

## NORMAL TO OILY

Oily "T" zone, occasional breakouts/blemishes, shiny appearance, medium-to-large pores.

## OILY TO ACNE

Shiny appearance and oily feeling, acne-prone, visible whiteheads, blackheads, discoloration, enlarged pores.

## DRY



**PAPAIN ENZYME**  
Exfoliates skin.

**YARROW EXTRACT**  
Helps refine skin texture.

**BLUE SEAWEED EXTRACT**  
Moisturizes and hydrates.

\$40



**MYROTHAMNUS EXTRACT**

Hydrates and helps protect skin.

**COPPER TRIPEPTIDE-1**  
Supports firmer-looking skin.

**GLYCOLIC & LACTIC ACID**  
Helps even skin tone for a brighter complexion.

\$65



**ORCHID STEM CELLS**

Helps improve the appearance of sagging.

**N. BENTHAMIANA**  
Helps improve skin texture and radiance.

**NIACINAMIDE**  
Minimizes the appearance of pores.

\$75

## NORMAL TO DRY



**PRICKLY PEAR FLOWER**  
Exfoliates skin.

**APPLE FRUIT EXTRACT**  
Hydrates and moisturizes.

**GOJI BERRY EXTRACT**  
Protects against skin-damaging free radicals.

\$40



**KNOTGRASS EXTRACT**  
Helps to reduce visible signs of photo-aging.

**SQUALANE**  
Softens and smoothes the skin.

**CAMELINA OIL**  
Improves the look of skin elasticity and suppleness.

\$65



**MUSHROOM STEM EXTRACT**  
Promotes a youthful and lifted skin appearance.

**ROSE HIP SEED OIL**  
Moisturizes and softens skin.

**MANGOSTEEN EXTRACT**  
Antioxidant protection against skin-damaging free radicals.

\$75





## NORMAL TO OILY



### VANUATU VOLCANIC ASH

Exfoliates dead skin cells.

### ORCHID FLOWER EXTRACT

Antioxidant and moisturizer.

**\$30**

### JOJOBA

Promotes soothing and calming.

### SQUALENE

Natural moisturizer.

### ALLANTOIN

Promotes healthy-looking skin.

**\$50**

### BORAGO SEED OIL

Helps even the appearance of skin tone.

### VITAMIN E

Essential antioxidant for maintaining healthy-looking skin.

**\$60**

## OILY TO ACNE



1.7 fl oz / 50 mL

### SALICYLIC ACID

Helps clear pores.

### ARGININE

Helps to protect skin from free radicals.

### SODIUM HYALURONATE

Helps to retain moisture.

**\$30**

0.9 fl oz / 27 mL

### SALICYLIC ACID

Helps clear pores.

### WILLOWHERB

Calms skin.

### COFFEE SEED OIL

Supports firmer-looking appearance.

**\$50**

0.9 fl oz / 27 mL

### SALICYLIC ACID

Helps clear pores.

### WILLOW BARK

Helps control oil and sebum.

### HYDROMANIL COMPLEX

Hydrating blend from the seed of the tara tree.

**\$60**

## SkinCare Regimen

### 3 IN 1 CLEANSER

This triple-action cleanser works to cleanse, tone, and exfoliate while helping to maintain skin's moisture. Effectively removes dirt and oil.

4 fl oz / 118 mL

### DAYTIME MOISTURIZER

This lightweight, daily moisturizer delivers anti-aging actives and botanicals that work to balance moisture and naturally hydrate skin. Works to help protect skin from environmental elements.

1.66 fl oz / 49 mL

### EVENING MOISTURIZER

Contains additional SenePlex+ for extra rejuvenation during sleep. This rich, luxurious cream combines ingredients that hydrate and promote vibrant, healthy-looking skin.

1.66 fl oz / 49 mL

# TREATMENTS & SOLUTIONS

Keep your skin looking young and healthy.  
Proven solutions, remarkable results.





## ADVANCED SENEPLEX+<sup>®</sup> RENEWAL SERUM WITH RETINOL

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<sup>®</sup>:** 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.

**\$85**

0.5 fl oz / 15 mL

## 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.*

## 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.



## CLIMATE CONTROL

Hydration in the purest form for a healthy-looking glow. 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:** Helps to retain moisture.

**Glucosamine HCl:** Helps deliver firmer-looking skin.

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

**\$66**

2.3 fl oz / 68 mL



**SeneShield®:**  
Helps provide  
protection against  
damaging free radicals  
in the environment.

## SENE SERUM-C

A powerful antioxidant formula that works to protect the skin, resulting in a brighter, firmer-looking, more youthful appearance. Lightweight and can be used day or night under moisturizers.

**Hydrating C-Pearls®:** Encapsulation and delivery technology that freshly delivers stabilized vitamin C to help extend its potency.

**Tetrahexydecyl Ascorbate (Vitamin C):** An advanced form of stabilized vitamin C that helps to brighten, protect skin from free radical damage and firm skin's appearance.

**\$67**

0.5 fl oz / 14 mL





## EYECRÈME

Hydrates skin while working to diminish the visibility of fine lines and wrinkles around the eyes. This nourishing formula melts and emulsifies to create 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.

**\$55**

0.44 oz / 12 g



## EYELUMINATOR

The perfect blend of EyeCrème and MakeSense® Pearlizer to help brighten and highlight while moisturizing. Perks up tired eyes, too!

**Kukui Seed Oil:** Soothes skin.

**Vitamin A:** Helps increase the appearance of firmness.

**Almond Oil:** Leaves skin silky, non-greasy.

**\$60**

0.44 oz / 12 g



## DIGITAL AGE DEFENSE SERUM

A new generation serum with the skin active Celligent® that helps prevent visible signs of aging related to blue light exposure from digital devices.

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

**SymRelief® 100:** Helps to reduce the appearance of redness and soothes skin.

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

**\$55**

1 fl oz / 30 mL



## LIFTING & FIRMING NECK CREAM

This rich cream formula is specifically formulated to help smooth the delicate area around the neck and décolletage for firmer-looking skin.

**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 against free radicals.

**\$95**

1.7 fl oz / 50 mL

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

An anti-aging night treatment that uses natural ingredients to seal in moisture while you sleep.

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

**Caffeine:** Rejuvenates and revitalizes skin.

**Copper & Zinc:** For antioxidant protection against free radicals.

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

**\$90** INDIVIDUAL

1 fl oz / 30 mL

**\$95** WITH APPLICATOR BRUSH

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



Lip Line Corrector visibly improved the appearance of lip lines by up to 30%.

*Result based on a 6-week clinical study on 35 women.*

## LIP LINE CORRECTOR

Visibly diminish the look of stubborn feather lines and wrinkles around the lip contour and mouth with this hydrating serum designed to help achieve a rejuvenated, more youthful appearance.

**X50 Hyalufiller:** Helps improve the appearance of skin elasticity and firmness.

**SWT-7™:** Helps smooth the appearance of lines and wrinkles.

**Wildberry Harvest:** Helps hydrate and nourish dry skin.

**\$55**

0.3 fl oz / 9 mL



Anti-Wrinkle Serum visibly improved the appearance of skin firmness by 33.3% in just one hour.

*Result compared to baseline one hour post a single application on 33 women.*

## REJUVENATING ANTI-WRINKLE SERUM

This high-performance serum dramatically reduces the appearance of fine lines and wrinkles for a youthful-looking complexion.

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

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

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

**\$95**

0.5 fl oz / 14 mL

## PREVENT/CORRECT SOLUTIONS

with SenePlex+®



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

### SPOT-ON

This proven solution quickly clears up blemishes on skin.

**Benzoyl Peroxide:** Works to kill acne-causing bacteria.

**Allantoin:** Promotes healthy-looking skin.

**Aloe Leaf Juice:** Calms and soothes skin.

**\$55**

0.5 fl oz / 15 mL

## HYDRATE SOLUTIONS

with SenePlex+®



Nangai Oil contains 94-97% natural triglycerides.

### NANGAI OIL

Intensely moisturize and soothe dry skin with this luxurious blend of exotic Nangai Oil and highly effective anti-aging complexes and ingredients. Calms and deeply hydrates.

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

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

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

**\$55**

0.5 fl oz / 15 mL

## BRIGHTEN SOLUTIONS

with SenePlex+®



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

This powerful treatment reduces the appearance of dark spots and discoloration caused by hyperpigmentation, acne, aging, and sun damage.

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

**Vitamins A, B3, and 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.

**\$80**

0.5 fl oz / 15 mL





## NEOTIGHT® REVITALIZING EYE SERUM

Awaken your eye area with this cutting-edge serum that gives you the appearance of firmer, brighter, smoother skin. The lightweight formula is made with powerful yet gentle actives to improve the look of dark circles, eye bags, wrinkles, and puffiness on delicate skin. Ophthalmologist tested and safe for contact lens wearers.

**MeiView™:** Combats the appearance of crow's feet, sagging eyelids, dark circles, wrinkles, and bags for eyes that look more energized and rested.

**OrchiStem™:** Helps improve the appearance of sagging and drooping skin for a more contoured, lifted look.

**Inst'Tight™:** Instantly minimizes the appearance of wrinkles and fine lines and smooths skin for a filter-like look.

**\$65**

0.5 fl oz / 15 mL

### NeoTight Revitalizing Eye Serum showed an immediate improvement in skin tightening post a single application.\*

*\*Results measured by cutometer compared to baseline after 15 mins post a single application of NeoTight Revitalizing Eye Serum.*

During a six-week independent consumer study, a majority of participants agreed that NeoTight Serum minimized the appearance fine lines and wrinkles around the eyes.

Here's what else they said:

After 6 weeks

**84%** Visibly brightened dark under-eye circles.

**84%** Tired-looking eyes look more energized.

**84%** Improved the look of under-eye bags and puffiness.

**78%** Improved the appearance of crepey eyelids.

**93%** Improved smoothness around eye area.

*A six-week independent consumer study of 33 participants. The percentage reflects the number of participants who agree with the statement.*

Clinical Grading Results\*\*

**87%** of participants showed measured improvement in the appearance of dark circles

**81%** of participants showed measured improvement in the look of under-eye puffiness/bags

*\*\* Clinical Grading Results are measured by expert observation/image analysis compared to baseline. A six-week clinical study of 33 participants.*

## DEEP CLEANSE/EXFOLIATE SOLUTIONS

with SenePlex+



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



## FACIAL RESURFACER

Achieve glowing, smooth skin with this purifying sulfate-free formula. 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.

\$55

2 oz / 57 g

## MELT-AWAY DEEP CLEANSING BALM

Effortlessly dissolve SeneGence cosmetics, waterproof makeup, and daily grime with this non-greasy, non-stripping formula. Rinses off completely for a fresh, dewy glow.

**Oleic Safflower Oil:** Helps to break down makeup.

**Rose Hip Seed Oil:** Ultra-effective emollient and moisturizer.

**Marula Oil:** Helps improve hydration and smoothness.

\$55

2.9 oz / 82 g



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

## LASHEXTEND

Say goodbye to false eyelashes and expensive extensions by naturally and safely enhancing your gorgeous gaze with this lash lengthener.

**SenePeptide™:** Improves lash health.

**Chamomile Extract:** Calming and soothing properties.

**White Tea Extract:** Powerful antioxidant.

**\$55**

0.125 fl oz / 3.7 mL



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

**13.3%** Firmness

**15.1%** Volume

**8.6%** Surface

**50.6%** Moisture



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.

## LIPVOLUMIZER

Get lasting results of full, pouty lips without the use of irritants. This proprietary formula is based on the most advanced 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.

**\$55**

0.2 fl oz / 5.9 mL

# SkinCare

## MORNING REGIMEN AM



### 1. CLEANSE & EXFOLIATE

(select yours)



- 3 in 1 Cleanser

### 2. ADVANCED EXFOLIATION



- Facial Resurfacer

### 3. TREAT WITH ADVANCED ANTI-AGING



- Digital Age Defense Serum
- Climate Control
- SeneSerum-C

### 4. TARGETED TREATMENT



- Lip Line Corrector
- Rejuvenating Anti-Wrinkle Serum
- Spot-On
- NeoTight®
- Brightening Multi-Vitamin
- Nangai Oil

# SkinCare

## EVENING REGIMEN PM

### 1. REMOVE



- Foopops!® Liquid or Wipes
- Foopops!™ Remover

### 2. DEEP CLEANSE



- Melt-Away Deep Cleansing Balm

### 3. CLEANSE AND EXFOLIATE

(select yours)



- 3 in 1 Cleanser

### 4. ADVANCED EXFOLIATION



- Facial Resurfacer

### 5. TREAT WITH ADVANCED ANTI-AGING



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



## 5. DAYTIME MOISTURE (select yours)



- DayTime Moisturizer
- Lifting & Firming Neck Cream
- EyeCrème

## 6. PUMP UP THE VOLUME



- Volumizing Brow Gel
- LashExtend
- LipVolumizer
- EyeLuminator

## 7. EXTRA MOISTURE PROTECTION



- Lip Balm or Tinted Lip Balm

## 6. TARGETED TREATMENT



- Lip Line Corrector
- Rejuvenating Anti-Wrinkle Serum
- Spot-On
- NeoTight®
- Brightening Multi-Vitamin
- Nangai Oil

## 7. EVENING MOISTURE (select yours)



- Evening Moisturizer
- Collagen Night Pak
- Lifting & Firming Neck Cream

## 8. EYE PROTECTION AND MOISTURE



- EyeCrème

## 9. PUMP IT UP WHILE YOU SLEEP



- Volumizing Brow Gel
- LipSmooth® Conditioning Polish
- LipVolumizer
- Overnight Lip Mask
- LashExtend (Clear)

# SENEGENCE<sup>®</sup> FOR MEN

with SenePlex+<sup>®</sup>

This easy-to-use system is specifically formulated with green tea, aloe vera, and chamomile to improve the look of men's skin, leaving it to feel clean and healthy.



## GROOMING HAIR BALM

A multi-use styling balm infused with moisturizing and nourishing ingredients that improves hair appearance and texture. Suitable for all hair types and perfect for styling beards and facial hair.

**Synthetic Beeswax:** Provides flexible hold.

**Rosemary Leaf Extract:** Helps provide protection from the elements.

**Nangai Oil:** Helps hair retain moisture.

**\$28**

1.8 oz / 52 g



## CLEANSER

This daily use cleanser effectively removes dirt and excess oil to reveal a smooth, clear complexion.

**Chamomile Oil:** Helps to calm skin.

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

**Apple Fruit Extract:** Provides moisture balance.

**\$40**

5 fl oz / 148 mL



## SHAVE CREAM

Shave easily and comfortably with this luxurious cream that works to deeply soothe and nourish skin, while helping to protect against irritation, razor burns, and ingrown hairs.

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

**Aloe Vera Leaf Juice:** Calms and soothes skin.

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

**\$32**

5 fl oz / 148 mL



## FACIAL MOISTURIZER SPF 20

This light, oil-free daily moisturizer relieves dry skin and irritation, offers broad spectrum protection, and helps to reduce signs of aging.

**Cucumber Extract:** Soothes and hydrates.

**Sodium Hyaluronate:** Helps to retain moisture.

**Vitamins A, B, and E:** Hydrate, provide antioxidant protection, and promote healthy-looking skin.

**\$42**

2.9 fl oz / 86 mL



# SENEGENCE® COSMETICS

## The Perfect Match

When used together, SeneGence SkinCare and Cosmetics provide all-day protection to help skin look and feel beautiful.



*MakeSense®*

## SILK PRIMER & PORE MINIMIZER

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

**\$65**

0.5 fl oz / 14 mL



PEARLIZER



## MakeSense PEARLIZER

Mix this liquid highlighter with your favorite MakeSense Foundation shade or lightly layer after makeup application for a glowing finish.

**\$52**

1 fl oz / 30 mL



MakeSense

## COLOR CORRECTING TINTED MOISTURIZER

Enjoy sheer-to-medium coverage, color correction benefits, and skin conditioning in one easy step. Can be worn over moisturizer or under foundation, if more coverage is desired.

**\$48**

1 fl oz / 30 mL

LIGHT



Fair (N)



Light (N)

MEDIUM



Light-Medium (N)



Medium (N)



DEEP



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.

An alternative way to find your undertone is by taking a picture in both a cool-colored shirt (such as gray), and a warm-colored shirt (such as yellow). Whichever you feel you look the best in is likely your undertone.

Can't tell? Then you are neutral.



COOL



WARM



NEUTRAL



## MakeSense® ORIGINAL FOUNDATION

This oil-free, water-resistant, and long-lasting liquid foundation provides anti-aging benefits. The rich color pigments adapt to your skin pigmentation for a natural-looking finish.

\$52

1 fl oz / 30 mL

### LIGHT



Vanilla (N)



Porcelain (W)



Ivory (C)



Almond (C)



Creme (W)  
Beige



Beige (W)  
Chiffon

### MEDIUM



Buff (N)



Dewy (N)



Fawn (W)



Tan (W)



Suede (W)



Café (C)  
Au Lait



Pecan (N)

### DEEP



Golden (W)  
Tan



Deep (W)  
Caramel



Cinnamon (C)



Adobe (C)



Coffee (C)



Truffle (W)



A portion of the proceeds from the sale of each MakeSense Original Foundation cosmetic product benefits our nonprofit, The MakeSense Foundation®.



2021  
WINNER  
**SHAPE**  
BEAUTY  
AWARD



## TRANSLUCENT LOOSE POWDER

Get photo-ready in a pinch with this velvety, airy facial powder that absorbs excess oil and shine for a soft-focus finish. Can be worn on bare skin or used to highlight, contour, and set makeup. Available in matte and shimmering shades for a variety of applications.

**SenePlex+ and SenePeptide™:** Provide nourishing, hydrating, and anti-aging benefits to the skin.

**Kaolin:** A finely ground clay that absorbs perspiration.

**Allantoin:** Promotes skin smoothness.

**\$55**

0.29 oz / 8.1 g

### MATTE



Translucent



Light



Medium

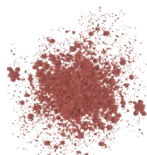


Deep

### SHIMMER



Bronze Dust



Silver Rose





NEW!



Champagne Glow Bronze Glow

## GLOWIFY™ ILLUMINATING MOISTURE MIST

A light, refreshing facial mist infused with skin-loving ingredients to help hydrate and add a light-catching glow over makeup or bare skin for an instant, illuminating, dewy look.

**Coconut Water:** Helps hydrate and moisturize the skin without adding excess oil.

**Superfruit Antioxidant Blend:** A botanical blend of extracts including Goji, Coffee Seed, Acai, Mangosteen, Noni, Pomegranate, and Green Tea Extract that helps to protect skin from free radicals.

**Cucumber Extract and Aloe Vera Leaf Juice:** Helps hydrate, calm, and soothe skin.

**Mica:** A light-reflecting mineral that adds a sheer, natural-looking glow to skin.

\$42

3.55 fl oz / 105 mL



## CORRECTIVE COLOR CONCEALER | BLENDER

Color correction and advanced skincare combine into this effective concealer that evens the appearance of skin tone, blurs imperfections, and highlights. Featured in an airless bottle for optimal application, your skin will immediately appear radiant and hydrated with this creamy concealer.



**\$33**

0.25 oz / 7 g



## BlushSense® CREAM BLUSH

Delivers natural-looking, long-lasting color blended with nourishing ingredients. A little goes a long way with this highly pigmented formula that can be used to highlight, define, or contour.

### YELLOW-BASED



### BLUE-BASED



**\$35**

0.25 oz / 7 g



*ShadowSense®*

## EYESHADOW

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.

**\$25**

0.2 fl oz / 5.9 mL

PINK/PEACH



Whisper Pink



Pink Opal Shimmer



Pink Frost



Candlelight



Pink Posey

CHAMPAGNE/COPPER



Sandstone Pearl



Sandstone Pearl Shimmer



Rose Gold Glitter



Copper Rose Shimmer



Americano

PURPLE/BLUE



Amethyst



Denim

GRAY



Snow



Granite



Silver Shimmer



Onyx

GREEN/OLIVE



Smoked Topaz



Smoked Topaz Shimmer

MAUVE

-  Mulberry
-  Desert Rose
-  Dusk Shimmer
-  Garnet

BROWN

-  Natural Tan
-  Moca Java
-  Moca Java Shimmer
-  Candied Cocoa Shimmer
-  Rustic Brown
-  French Roast



Caley Versfelt  
Best Buddies Ambassador



**Capixyl™ works to increase new lash growth by over 46%.** Results obtained in an eight-week clinical study of Capixyl on 17 women.



Primer

### UnderSense® 3-IN-1 MAXIMIZING LASH PRIMER

Works to condition, lengthen, and volumize lashes, while improving their look and feel immediately before mascara application.

**Jojoba Ester:** Conditioning agent that nourishes lashes.

**\$25**

0.25 fl oz / 7.5 mL



Black

Black Brown

### LashSense® VOLUMEINTENSE® WATERPROOF MASCARA

Lengthen, volumize, curl, and define lashes without running or flaking. One coat defines and extends, while a second coat creates fullness and length for waterproof wear. Formula is ophthalmologist tested and safe for contact lens wearers.

**Carnauba Wax:** Helps keep lashes flexible.

**\$30**

0.24 fl oz / 7 mL



Black

Black Brown

### LashSense VOLUMEINTENSE MASCARA

Separate, lift, and curl! This humidity-resistant formula helps to moisturize dry, brittle lashes. One coat fully extends your lashes, while a second coat adds 3D intensity and dramatic volume. Formula is ophthalmologist tested and safe for contact lens wearers.

**Vitamin E:** Helps to condition and moisturize lashes.

**\$30**

0.26 fl oz / 7.8 mL



*EyeSense®*

## LONG-LASTING LIQUID EYE LINER

Transform your eye makeup looks by effortlessly creating crisp, flawless eyeliner. Waterproof, smear-proof, and budge-proof.

**\$28**

0.125 fl oz / 3.69 mL



*EyeSense*

## LONG-LASTING EYE LINER PENCIL

This waterproof pencil glides on with a velvety smoothness and sets quickly for all-day wear without smudging or feathering. Highly pigmented, this pencil features a retractable tip for precise application.

**\$28**

0.012 fl oz / 0.35 g



*BrowSense®*

## LIQUID BROW COLOR

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

**\$22**

0.125 fl oz / 3.69 mL

*BrowSense®*

## LONG-LASTING BROW BUILDING CREAM

Get full, sculpted brows with this buildable, smudge-proof, fade-proof, waterproof formula that provides long-lasting wear and conditioning benefits, with immediately visible results.

**Capixyl™:** Helps to provide fuller, healthier-looking brows.

**SenePlex+:** Powerful proprietary complex that helps to reduce signs of aging while moisturizing.

During a two-day independent consumer study, **88%** of participants agreed that BrowSense Long Lasting Brow Building Cream instantly made their eyebrows fuller-looking after one application\*.

Here is what else they said immediately after one application:

**88%** Easy to apply

**91%** Lightweight finish

**82%** Buildable coverage

**85%** Thicker-looking brows instantly

**82%** Filled and defined brow shape

AVAILABLE IN SEVEN  
NATURAL-LOOKING SHADES

-  Blonde Taupe
-  Soft Brown
-  Auburn
-  Medium Brown
-  Granite
-  Deep Brown
-  Black Brown



**\$31** INCLUDES APPLICATOR BRUSH

0.2 fl oz / 5.9 mL

\*A two-day consumer study of 32 participants. The percentage reflects the number of participants who agree with the statement immediately after a single application.

BrowSense®

## VOLUMIZING BROW GEL

Volumizing Brow Gel not only tames, sets and defines the shape of brows with ease, it also works double duty as a brow treatment with clinically proven results to help volumize brows.

**Capixyl™:** Helps to provide fuller, healthier-looking brows.

**Vitamin E:** Helps to condition brows.

**Glycerin:** Works to moisturize brows.



Baseline

6 Weeks\*

\*Unretouched photos

BrowSense Volumizing Brow Gel showed visible improvement in brow hair volume after just 1 week of use, with amazing results after just 6 weeks.\*

\*Results measured by clinical photography compared to baseline after 1, 4, and 6 weeks of use of BrowSense Volumizing Brow Gel demonstrated an improvement in eyebrow volume.

During a six-week independent consumer study, over **84%** of participants agreed that using Volumizing Brow Gel twice daily made their eyebrows fuller-looking. Here is what else they said.

After 6 Weeks:

**87%** Visibly longer-looking eyebrows

**84%** Healthier-looking eyebrows

**84%** Definition and setting of eyebrow shape

**90%** Long-wearing finish

A six-week independent consumer study of 33 participants. The percentage reflects the number of participants who agreed with the statement.

Clinical Grading Results\*\*

**81%** of participants showed measured improvement in the volume of eyebrows.

\*\* Clinical Grading Results are measured by clinical photography analysis compared to baseline. A six-week clinical study of 33 participants.



**\$50**

0.2 oz / 5.7 g



2020  
WINNER  
**SHAPE**  
BEAUTY  
AWARD

*LipSense*

## LIP 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.

**\$28**

0.25 fl oz / 7.39 mL

## YELLOW-BASED/WARM

Matte



Apple Cider



Nude Honey



Summer Sunset



Samon



Fly Girl



Persimmon

Shimmer



Bombshell



Cappuccino



Heartbreaker



Dawn Rising



Precious Topaz



Caramel Latte



Cocoa

Frost



Beige Champagne



Kiss Me Katie



Luv It\*



Honey Rose



Plum Pretty



Nutmeg

## NEUTRAL

Matte



Nude



Creamer



Nude Pink



Rose Quartz



First Love



Hazelnut



Blush



Bella



Velvet



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



## BLUE-BASED/COOL

Matte

Milk  
Rose

Goddess



Sassy Z

Praline  
RoseKiss My  
Sass

Blu-Red

Dark  
Pink

Roseberry

Sheer  
Berry

Plum



Blackberry

Shimmer

Aussie  
Rose

Plumeria

Kiss For  
A Cause\*

Pomegranate

Lexie  
Bear-y\*Amber  
Spice

Napa

Frost

Pink  
ChampagneMauve  
Ice

Violette

Caramel  
AppleFire 'n  
IceStrawberry  
Shortcake

B. Ruby

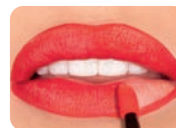


## How to Apply

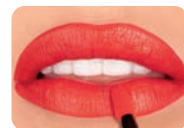
Apply to clean, dry lips. For a defined look, line with LipSense® first. With lips parted, apply LipSense® in one direction, beginning with outside corner of the mouth. Spread color in a fluid, sweeping motion across lips to opposite corner (do not move applicator back and forth). Apply three layers for long-lasting results, letting color dry in between each layer. Finish with LipSense Gloss to maintain lasting color and moist lips. For proper use, purchase your LipSense in a collection which includes a color, gloss, and Ooops!™ Remover.



1. Lip Liner



2. Lip Color - Layer 1



3. Lip Color - Layer 2



4. Lip Color - Layer 3



5. Moisturizing Gloss



6. Long-Lasting Look



*LipSense*

## MOISTURIZING GLOSS

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 conditioning naked lips.

**Shea Butter:** Softens and protects skin.

**Vitamin E:** Helps to hydrate dry lips.

**\$22** MOISTURIZING GLOSS

0.25 fl oz / 7.39 mL

### BLUE-BASED



Bougainvillea



Opal



Rose



Pink Sand



Orchid



Pink Glitter



Silver Glitter



Madeleine

### YELLOW-BASED



Gold Glitter



Sand

### NEUTRAL



Glossy



Satin Matte



Pearl

### DIAMOND



Diamond Kiss



## YELLOW-BASED

Persimmon

Terra Cotta

Cocoa

## BLUE-BASED

Neutral

Berry

Blu-Red



LipSense®

## LIP LINER

Line your lips with precision as the long-lasting color defines and complements your shade of choice.

**\$25**

0.125 fl oz / 3.69 mL

LipSense

## OOOPS!™ REMOVER

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 and E:** Conditions and moisturizes.

**\$11**

0.25 fl oz / 7.39 mL



Cameron Doan  
Miss California Teen USA 2021



LipSmooth®

## CONDITIONING POLISH

Helps dry lips feel renewed. Formulated with natural exfoliators and SenePlex+® to accelerate the exfoliation process and reveal smooth, moisturized lips.

**Bamboo & Ivory Seed Powder:** Gentle, effective exfoliators.

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

**Shea Butter:** Softens and conditions skin.

\$25

0.5 fl oz / 15 mL



CLEAR

TINTED



Barely Berry



Blush Pink

## MOISTURIZING LIP BALM

Smooth on this long-lasting, lightweight, nourishing balm to help bind hydration to lips. SenePlex+ provides anti-aging and restorative benefits.

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

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

\$22 CLEAR | \$25 TINTED

0.25 fl oz / 7.3 mL



## OVERNIGHT LIP MASK

Specifically formulated to soothe and hydrate for visibly plumper, softer, smoother lips in the morning.

**LIPerfection™:** An active ingredient derived from purified extracts of mustard sprouts that helps to hydrate and increase appearance of lip volume.

**Watermelon Fruit Extract:** A superfruit extract that helps protect against moisture loss.

**Shea Butter:** Softens and conditions skin.

\$33 INDIVIDUAL

0.39 oz / 11 g

\$35 LIP MASK W/APPLICATOR



*Foopps!®*

## DUAL PHASE COLOR REMOVER

Quickly remove SeneGence Cosmetics, including waterproof LashSense® Mascara, with this gentle, conditioning formula that activates when shaken.

**Green Tea Extract:** Protects against environmental elements.

**Arnica Flower:** Helps skin to feel more supple.

**Spirulina:** Rich in antioxidants that help protect against free radicals.

**\$22**

1.7 fl oz / 50 mL



## BRUSH CLEANER

Preserve your artistry tools and protect your skin by cleaning them weekly with this gentle, effective brush cleaner.

*Safe to use on synthetic or natural hair bristle brushes.*

**\$22**

5.7 fl oz / 170 mL



*Foopps!*

## COLOR REMOVING 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.

**\$22**

Pack of 30 wipes



# HAIRCARE

with SenePlex+®

Discover haircare collections  
for your specific hair type.  
Formulated with active  
ingredients to help nourish,  
condition, and protect your hair  
and scalp.



**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®

Specifically formulated with ingredients that address thinning, limp hair types, the HairCovary line of products is powered by Capixyl™, which fortifies every strand to promote thicker, fuller, and healthier-looking hair. Additionally, SenePlex+® and SenePeptides™ support a healthy-looking scalp and voluminous, strong locks of hair. Formulated without sulfates, silicones, phthalates, parabens, or gluten. Recover the strength, softness, and volume of your hair from root to tip.



### THICKENING & VOLUMIZING SHAMPOO WITH UV COLOR PROTECTION

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

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

**\$40**

7 fl oz / 207 mL



### MOISTURIZING & SHINE ENHANCING CONDITIONER WITH UV COLOR PROTECTION

Helps to 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.

**Aloe Vera:** Moisturizes, soothes, and protects hair.

**\$40**

7 fl oz / 207 mL



### STRENGTHENING & THICKENING HAIR SERUM

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

**Willowherb Extract:** Protects against free radicals.

**\$65**

2.9 fl oz / 86 mL



## THICKENING & VOLUMIZING HOLDING SPRAY

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.

**Vitamin B3:** Helps to improve health of hair.

**\$14** MINI

1.7 fl oz / 50 mL

**\$35** FULL SIZE

6 fl oz / 177 mL

**NEW!**



## DRY SHAMPOO

Instantly refresh your hair on the go with our lightweight Dry Shampoo, perfect for all hair types. The waterless, translucent spray absorbs odor and oil buildup while adding soft, flexible texture and volume to revive day-old hairstyles with a fresh scent between washes.

Formulated without: Sulfates, phthalates, formaldehydes, gluten, parabens, or animal by-products.

**\$35**

3 oz / 85 g

# HairBalance®

Specifically formulated for normal to oily hair types, these products protect hair color while deeply cleansing, clarifying, and balancing for revitalized hair and scalp. Formulated without sulfates, phthalates, silicones, parabens, and gluten.

**Pentavitin®**: Provides instant hydration and helps to rebalance the skin for scalp comfort.



## SHAMPOO FOR NORMAL TO OILY HAIR

A purifying, balancing formula to remove buildup, excess oil, and impurities, while soothing and hydrating.

**Menthol**: Provides cooling and refreshing sensation to the scalp.

**\$40**

7 fl oz / 207 mL



## CONDITIONER FOR NORMAL TO OILY HAIR

A botanical- and vitamin-infused conditioner to help hair feel healthy and touchably soft, while adding shine and bounce.

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

**\$40**

7 fl oz / 207 mL



## SCALP & HAIR SERUM FOR NORMAL TO OILY HAIR

A leave-in serum with activated charcoal to absorb excess oil and energize the roots for optimal scalp health.

**Rambutan Seed Extract**: Protects and energizes the roots.

**Water Mint**: Provides a cooling, refreshing sensation.

**\$65**

2.9 fl oz / 86 mL

# HairPlenish®

Specifically formulated for normal to dry hair types, these products protect hair color while gently cleansing and moisturizing for nourished scalp and hair. Formulated without sulfates, parabens, silicones, gluten, or phthalates.



## SHAMPOO FOR NORMAL TO DRY HAIR

A rich lathering formula that leaves hair looking healthy, soft, and smooth.

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

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

**\$40**

7 fl oz / 207 mL



## CONDITIONER FOR NORMAL TO DRY HAIR

A creamy conditioner that reduces tangles and the appearance of frizz for easily manageable, touchably soft hair.

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

**Nangai Oil:** Smooths and hydrates hair.

**\$40**

7 fl oz / 207 mL



## SCALP & HAIR SERUM FOR NORMAL TO DRY HAIR

A leave-in serum with powerful peptides to moisturize your scalp and help return hair to its shiniest, most vibrant state.

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

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

**\$65**

2.9 fl oz / 86 mL





# BODYCARE, SPA, & SUNCARE

Anti-aging and sun protection is just as important for the skin on your body! Combat daily environmental stresses with these luxurious, pampering formulas that contribute to soft, glowing skin from head to toe.



## SMOOTHING BODY SCRUB

This exfoliating body scrub helps to smooth dull, dry skin by gently buffing away impurities, allowing for better moisture absorption of creams and lotions for an all-over body glow.

**Volcanic Ash:** Exfoliates dead skin and impurities.

**Coconut Oil:** Helps hydrate, lock in moisture, and soothe skin.

**\$25**

4 fl oz / 118 mL



## MOISTURIZING BODY WASH

This sulfate-free lathering gel helps to gently cleanse without stripping skin of moisture, leaving skin feeling fresh, hydrated, and healthy. Features a refreshing lavender rain scent.

**Prickly Pear Flower Extract:** Natural botanical extract that helps hydrate and condition.

**Aloe Vera Leaf Juice:** Helps calm, soothe, and moisturize skin.

**\$25**

8 fl oz / 237 mL

The BodyCare line is infused with Ceramides, Shea Butter, Nangai Oil, and Sodium Hyaluronate for unparalleled moisture deliverance and skin barrier protection.



## ADVANCED HYDRATION BODY LOTION

Pamper your skin with this rich, luxurious body moisturizer that delivers advanced hydration and anti-aging benefits for firmer-looking, radiant skin. No added fragrance.

**French Plum Oil:** Helps to nourish, moisturize, and improve skin elasticity with a light texture and non-greasy, quick absorption.

**Joboba Oil:** Moisturizer and emollient that helps improve skin elasticity.

**\$46**

6 fl oz / 178 mL



## HAND CREAM

A silky, hydrating cream that gives extra care for hands to balance, maintain, and seal in moisture without greasiness. No added fragrance.

**Shea Butter:** Helps to prevent moisture loss.

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

**\$25**

2.7 fl oz / 80 mL

NEW!



## MOISTURIZING HAND SOAP

A conditioning and hydrating hand cleanser with a refreshing burst of watermelon scent made with SenePlex+® and moisturizing ingredients to help leave your hands feeling soft and smooth with every wash.

**Ceramides:** Help maintain skin's moisture balance.

**Shea Butter:** A plant lipid that helps prevent moisture loss.

**Vitamin E and Panthenol:** Hydrates and conditions skin.

\$20

8 fl oz / 237 mL



## SHEA BUTTER BODY CREAM

Pamper all over with emollient moisture. This rich cream soothes and hydrates for healthier-looking skin.

**Shea Butter:** Softens and protects skin.

**Sodium Hyaluronate:** Protects against moisture loss.

**Olive Fruit Oil:** Provides a superior moisturizing effect.

\$33

4 oz / 120 g



## DETOXIFYING & MOISTURIZING MASK

This creamy, non-drying, nature- and botanical-based mask gently removes impurities and dead skin to reveal smoother-looking skin. 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.

\$55

4 oz / 120 g



## RENEWING & BRIGHTENING HAND CREAM

A non-greasy formula to deeply moisturize skin and reduce aging signs. It boosts skin's radiance for smoother-looking hands.

**Wildplum Harvest:** Australian superfruits complex that hydrates and rejuvenates.

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

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

**\$35**

1.5 fl oz / 44 mL



## HEEL & ELBOW SOFTENING CREAM

Tackle the roughest body skin areas with this rich, hydrating cream.

**9% Glycolic Acid:** This alpha hydroxy acid unveils brighter, softer skin by helping to exfoliate.

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

**Apple Fruit Extract:** Helps moisturize for a smooth feel.

**\$45**

1.94 oz / 55 g



## GOLDEN RADIANCE PEEL-OFF MASK

Soften, moisturize, and reveal a more radiant, younger-looking complexion with improved clarity and texture.

**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.

**\$55** INDIVIDUAL

2 fl oz / 59 mL

**\$60** COLLECTION (with applicator and headband)



## SELF-TANNING BRONZING COCONUT MILK

Get a gorgeous, natural-looking, golden glow without the harsh effects of the sun. This unique self-tanner is long-lasting, water-resistant, and provides an even, streak-free application.

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

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

**Erythrulose:** Provides a natural-looking sunless tan.

**\$52**

4 fl oz / 120 mL



## HYDRATING FACIAL SUNSCREEN SPF 20

A hydrating facial sunscreen that helps to provide protection from UVA/UVB rays. This mattifying formula provides hydration, while protecting your skin from the elements.

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

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

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

**\$50**

2.9 fl oz / 86 mL



## ACTIVE SUNSCREEN CLEAR SPRAY SPF 50

A quick-drying, non-greasy, broad-spectrum SPF formula that is water-resistant for up to 80 minutes. Suitable for all skin types, it sprays and stays on clear. Features a delicious coconut vanilla scent.

**Avobenzene, Octisalate, Octocrylene:** Chemical sunscreens that absorb the sun's damaging UV rays.

**Aloe Vera Leaf Juice:** Helps moisturize and soothe skin.

**Avocado Oil:** Helps skin appear smoother and softer.

**\$50**

5 oz / 142 g

These suggested sets are great for getting started with, or for purchasing products that work great when used together.



### SkinCare Collection (Dry, Normal to Dry, Normal to Oily)

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

**From \$195 - 235**



### BodyCare Collection

- Body Wash
- Body Scrub
- Body Lotion
- Hand Cream

**\$121**



### Advanced Anti-Aging Collection

- Climate Control
- SeneSerum-C
- Nangai Oil

**\$188**



### LipSense® Collection

- Choice of LipSense Color
- Glossy Gloss or Satin Matte Gloss
- Ooops!™ Remover

**\$61**



### Treatments Collection

- NeoTight® Revitalizing Eye Serum
- Rejuvenating Anti-Wrinkle Serum
- Facial Resurfacer

**\$215**



### 5 Minute Face Collection

- Choice of LashSense® Mascara
- Choice of Gloss Shade
- Choice of LipSense Shade
- Choice of Color Corrective Tinted Moisturizer Shade
- Choice of BlushSense Shade

**\$163**





## NEW DISTRIBUTOR KIT (NDK)

The ultimate start to help you navigate your new opportunity with ease! 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, Plum and Cocoa). It also includes a free a customizable e-commerce site and access to free business apps.

**\$65**



## GLAMOUR DEMO KIT (GDK)

This optional bonus kit is an incredible deal, packed with over \$1000 worth of LipSense® testers and SeneGence long-lasting color cosmetics, as well as samples of all-time favorite SkinCare and HairCare products. It's the perfect kit to start sharing products with potential Customers. Available exclusively to new Distributors.

**\$395**

# GET OFF TO A FAST START!

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.

**PLUS, you can qualify to earn up to \$1,400 in FREE products in your first 30, 60, and 90 days!**

## 30 Days



## 60 Days



## 90 Days





## 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.

### **With a yearly membership fee of ONLY \$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 and free samples

Kiss  
& Tell

# CUSTOMER OR DISTRIBUTOR



## Earn back in profits!

A portion of your total product order value, plus free products, can be earned back in profits! Ask your SeneGence Distributor about Partnering for Profits and sharing our products with others. You will find it easy to take orders from those who are WOWed by the results.

## 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 Demo retail sales and future new bookings.

Total Demo Sales:	Discount Off:
Hostess personal order	Hostess personal order
<b>\$1-300</b>	<b>10%</b>
<b>\$301-600</b>	<b>20%</b>
<b>\$601 +</b>	<b>30%</b>

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 opportunity with us, or we will refund your application fee.

Suggested Retail	Personal Discount off suggested retail	Potential Earnings dollars
<b>\$0-199</b>	<b>20%</b>	<b>\$0-40</b>
<b>\$200-599</b>	<b>30%</b>	<b>\$60-180</b>
<b>\$600-1499</b>	<b>40%</b>	<b>\$240-600</b>
<b>\$1500 +</b>	<b>50%</b>	<b>\$750 +</b>

*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.*



## 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.

## SENECAR

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



## 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.



## SENESTYLE®

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)

tear here



## KISS OFF CONTEST



Discover the clear difference of LipSense!

First, "Kiss Off" your old lip color! Second, apply Long-Lasting LipSense. Third, attempt to "Kiss Off" our smudge-proof, budge-proof lip color by SeneGence!

**Demo Date:** \_\_\_\_\_

**DISTRIBUTOR NAME:** \_\_\_\_\_

**DISTRIBUTOR ID#:** \_\_\_\_\_

**HOSTESS NAME:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State/Province:** \_\_\_\_\_

**Zip:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**GUEST NAME:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State/Province:** \_\_\_\_\_

**Zip:** \_\_\_\_\_

**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, Australia, Mexico, and New Zealand. 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 color, then attempt to "Kiss Off" SeneGence LipSense. Product Prizes will ship to winners' addresses provided; physical shipping address is required, PO Boxes will not be accepted. Send valid cards to SeneGence International, ATTN: Kiss Off Contest, 19651 Alter, Foothill Ranch, CA 92610. \*SeneGence Product Prize to be selected by SeneGence staff from available inventory.



# WHAT'S IN THE NAME SENE<sup>G</sup>ENCE<sup>®</sup>?

Senescence

Process of aging

+

Intelligence

Capacity to acquire  
and apply knowledge

=

SeneGence

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

To purchase products or become a Distributor, contact:



July 2022



19651 Alter | Foothill Ranch, CA 92610 | USA | (949) 860-1860 | [senegenec.com](https://www.senegenec.com)



Download the Wishlist