

BEAUTY BOOK



A LEGACY
OF LONG-LASTING
COSMETICS

WINNING
LIPS & EYES

YOUR BEAUTY,
YOUR
BUSINESS

CLEAN
BEAUTY
PROMISE

BEAUTY THAT
REWARDS

THE SCIENCE OF
BALANCED
SKIN

 SeneGence® 25



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.

Meet Joni Rogers-Kante, the visionary trailblazer and force behind SeneGence. Her journey goes beyond founding a beauty company in 1999; it epitomises the fusion of determination and purpose. Imagine navigating the world as a single mother with a vision so compelling that it promises a brighter future not just for oneself but for women worldwide.

With SeneGence, Joni didn't just create a brand; she sparked a 'long-lasting' movement dedicated to empowering women through innovative beauty solutions, likely the concept of long-lasting and clean beauty with the start of LipSense, the creator of The Original Long-Lasting Lip Color® - the foundation of a full range of long-lasting cosmetics and revolutionary anti-ageing skincare products.

This journey from dream to global legacy invites you to believe in the power of vision coupled with action. Through the commitment to using advanced ingredients for enhancing skin beauty, Joni invites you to

"Choose to live life in love and abundance...then work for it."

"I stand behind our products 100% and guarantee more beautiful-looking skin when using our all-day, anti-ageing skin care and long-lasting colour systems."

 Joni Rogers-Kante
Founder & CEO



Joni collecting samples
from Mount Yasur, Vanuatu

In the Vanuatu string of islands in the South Pacific, marks a chapter where Joni's passion for natural wellness transformed into her product line. She worked with scientists and botanists to locate naturally occurring resources that have proven beneficial to the skin.

Her early discoveries on the islands led to a comprehensive round-the-clock skincare regimen and played a pivotal role in the development of every product from cosmetics to skincare.

Today, SeneGence products are formulated with proprietary complexes and formulas that help improve skin from head to toe dramatically, 24-hours a day. Joni's personal commitment to harmonising clean beauty with nature's goodness is visible in every formulation, and so is her belief that beauty radiates from within each of us, waiting to be nurtured.



Most Formulas 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+®

Senegence SkinCare and Cream Cosmetic products feature SenePlex+, a proprietary complex infused with Orchid Stem Cells. Clinically proven to combat signs of ageing, this unique formula works to visibly transform the complexion, promoting a luminous, hydrated, and smoother appearance for a radiant and healthy-looking skin complexion.

SenePlex+ accelerates skin's natural renewal process, delivering game-changing results. It harmonises with your skin's natural functions, enhancing the skin's microbiome, the outer protective layer that defends against daily pollutants and free radicals. This continuous protection ensures your skin remains safeguarded around the clock.

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% Cell Renewal Achieved in 18 days**

*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.

**On average, it takes 28 days for a skin cell to go through its full life cycle from formation to shedding.



Week 0



Week 2



Week 4

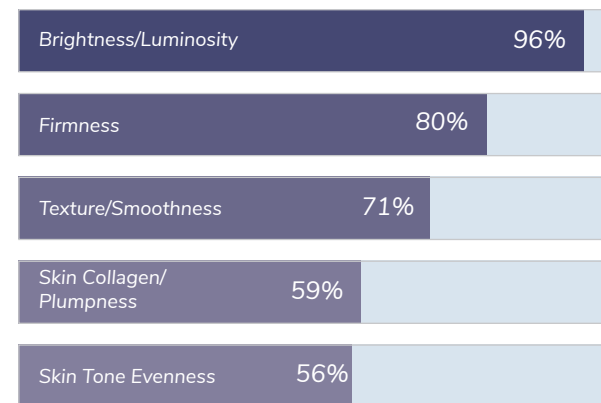
PRODUCTS THAT **REALLY** WORK — SEE AND BELIEVE!

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

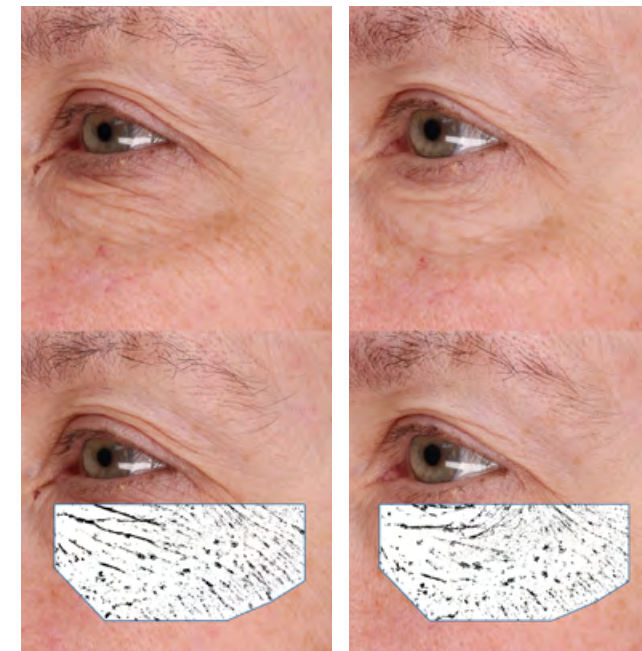
Percent of participants with improvements.*



*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.



CLEAN BEAUTY

by SeneGence®

Beauty at its best means ingredients you love minus the rest.
As beauty standards evolve, so do we!

We're committed to delivering high-quality, safe products through cleaner formulas. Our "NO List" of banned ingredients continues to grow as research evolves. While not yet EU recognised, we aim to meet their stringent standards that ban and restrict over 1,459 chemicals in personal care products.

We screen for harmful chemicals and carefully select ingredients for safety. Despite supply chain complexities, we strive to minimise trace levels of ingredients. Our formulations largely adhere to our Clean Beauty Standard by SeneGence®.

NEW!

Discover the secret world of your skin's microbiome with our new prebiotic and probiotic-enriched skincare line, tailored for sensitive to oily, and troubled skin. Naturally balances and enhances your skin's glow.

By supporting microbial balance, our products create a favorable environment where good bacteria can thrive while controlling potentially harmful bacteria.



CORRECTING CLEANSER

Wash away impurities for resiliently radiant skin. Our gentle yet effective microbiome-supporting cleanser helps preserve your skin barrier's integrity and natural balance.

Streptococcus Thermophilus TCI633 Ferment: A probiotic to help support skin balance and strengthen its barrier by encouraging a natural Hyaluronic Acid production.

Niacinamide PC: Upgraded Vitamin B3 helps regulate sebum and oil production for balanced, younger-looking skin.

Lactobacillus / Punica Granatum Fruit Ferment Extract: Probiotic from fermented pomegranate, rich in vitamins and antioxidants, helps reduce appearance of wrinkles, improve elasticity, brightens, soothe, and boosts collagen.



RESTORATIVE EVENING MOISTURIZER

Revitalise your skin while you sleep with extended moisturisation for a rejuvenated look. Promotes balanced hydration and a resilient microbiome while strengthening the skin barrier.

Lactobacillus / Punica Granatum Fruit Ferment Extract: Probiotic from fermented pomegranate, rich in vitamins and antioxidants, helps reduce appearance wrinkles, improve elasticity, brightens, soothe, and boosts collagen.

Ligilactobacillus Salivarius TCI153: Probiotic fermented with α-hydroxy acid and amino acid peptides to help support skin elasticity, boosts collagen, and enhance radiance and firmness.

DS-CERIX5: Skin barrier-strengthening blend of natural lipids and oils to help keep skin hydrated and revitalised.



BOOSTING SERUM

Hydrate, balance, and radiate with this restorative serum that leaves skin plump and youthful while supporting a healthier microbiome and fortifying the skin barrier.

Caulerpa Lentillifera Extract: Rare antioxidant-rich prebiotic, known as green caviar, helps boost Hyaluronic Acid, fight oxidative stress, and helps reduce excess oil.

Hyalo-Oligo®: Small Hyaluronic Acid molecules penetrate deeply into skin, enhancing moisture retention, combating dehydration-induced fine lines and wrinkles for improved elasticity.

Super PGA HO-5GH: Prebiotic derived from fermented soybeans and Bacillus natto, helps support beneficial skin bacteria, enhances moisture retention, and helps improves skin texture and elasticity.

Serum suitable for all skin types.

\$59

4 fl oz / 118 mL

\$112

1.7 fl oz / 50 mL

\$125

1 fl oz / 30 mL

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



\$53

PAPAIN ENZYME
Exfoliates and brightens skin.
YARROW EXTRACT
Helps minimise appearance of pores.
BLUE SEAWEED EXTRACT
Moisturises and hydrates.



\$86

MYROTHAMNUS EXTRACT
Hydrates and revitalises stressed skin.
COPPER TRIPEPTIDE-1
Peptide signals cells for copper production.
GLYCOLIC & LACTIC ACID
Gently exfoliates for a bright complexion.



\$99

ORCHID STEM CELLS
Helps improve the appearance of sagging.
N. BENTHAMIANA
Helps stimulate collagen, boosts firmness and elasticity.
NIACINAMIDE
A type of Vitamin B3, helps minimise the appearance of pores.

NORMAL TO DRY



\$53

PRICKLY PEAR FLOWER
Natural extract that hydrates and conditions skin.
APPLE FRUIT EXTRACT
Natural Alpha Hydroxy (AHA) that helps exfoliate for better moisture absorption.
GOJI BERRY EXTRACT
Superfruit antioxidant that protects against skin-damaging free radicals.



\$86

KNOTGRASS EXTRACT
Helps to reduce visible signs of photo-ageing.
SQUALANE
Derived from Olives, enhances elasticity and prevents moisture loss
CAMELINA OIL
Improves the look of skin elasticity and suppleness.



\$99

MUSHROOM STEM EXTRACT
Promotes a youthful and lifted skin appearance.
ROSE HIP SEED OIL
Rich in essential fatty acids and vitamins, it helps boost collagen production and combat photo-ageing.
MANGOSTEEN EXTRACT
Antioxidant protection against skin-damaging free radicals.

NORMAL TO OILY



\$53

ORANGE EXFOLIATOR
Orange peel extract gently unclogs pores for fresh, radiant, nourished skin.
MIRACNE
Targets acne bacteria, to help reduce the appearance of blemishes
SARCOSINATE
Sulphate-free surfactant that gently cleanses.



\$86

MARSturizer™
Helps strengthen and reinforce skin's natural barrier, locking in moisture
GRANSIL EP-9
Helps absorb sebum and oil while providing a mattifying effect.
WILLOWHERB
Plant extract to help soothe and calm irritated skin.



\$99

SODIUM HYALURONATE
attracts and retains moisture in skin, helping to plump and reduce lines.
RENESEED™
Peptide that helps stimulate collagen, firms, and smooths fine lines.
ORCHID STEM CELLS
Helps improve the appearance of sagging.

OILY TO ACNE



\$44

SALICYLIC ACID
Helps clear pores.
ARGININE
Helps to protect skin from free radicals.
SODIUM HYALURONATE
Helps to retain moisture.

1.7 fl oz / 50 mL



\$73

SALICYLIC ACID
Helps clear pores.
WILLOWHERB
Calms skin.
COFFEE SEED OIL
Supports firmer-looking appearance.

0.9 fl oz / 27 mL



\$87

SALICYLIC ACID
Helps clear pores.
WILLOW BARK
Helps control oil and sebum.
HYDROMANIL COMPLEX
Hydrating blend from the seed of the tara tree.

0.9 fl oz / 27 mL



SkinCare Regimen

3 IN 1 CLEANSERS

Triple-action cleansers work to cleanse, tone, and exfoliate while helping to maintain skin's moisture. Effectively Removes dirt and oil.

4 fl oz / 118 mL

DAYTIME MOISTURIZERS

Lightweight, daily moisturisers deliver anti-ageing 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 MOISTURIZERS

Contains additional SenePlex+ for extra rejuvenation during sleep. These rich, luxurious creams combine 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+[®] RENEWAL SERUM WITH RETINOL

This potent skin renewal serum minimises 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.

SenePlex+[®]: A powerful proprietary complex that helps to reduce the signs of ageing.

Nano Retinol: Micro encapsulated delivery system offers sustained release throughout the night during the skin's renewal cycle. Visibly improves the appearance of fine lines, wrinkles, uneven skin tone, texture, and radiance.

Nephoria[®]: A reti-natural active from the leaves of Rambutan Super Fruit, complements retinol's activity.

Matrixyl[®] 3000 OS: A complex of Palmitoyl Tripeptide-1 and Palmitoyl Tripeptide-7, helps to support the skin's elasticity and texture for a supple and firm appearance.

BIO-Placenta: A synthetic blend with five major growth factors and peptides that work to target the appearance of wrinkles, fine lines, and sagging skin.

Hymagic-4D[™]: A Sodium Hyaluronate complex with four different types of Hyaluronic Acid's to intensely moisturise the skin.

Meadowfoam Seed Oil: An emollient plant oil from the seeds of the White Flowering Plant that helps to moisturise, soothe, and support the skin's ability to maintain a healthy-looking glow.

\$109

0.5 fl oz / 15 mL

Hymagic-4D[™] which is a complex of four different types of Hyaluronic Acid helps to hydrate the skin.

Additional synergistic ingredients, such as Meadowfoam Seed Oil, Aloe Vera, and Rosemary provide moisturising, calming, and soothing benefits to the skin.

Women Love Advanced SenePlex+ Renewal Serum With Retinol! †

During a six-week independent consumer study, a majority of women agreed that their skin's overall appearance was improved, and their face appeared more youthful. Here's what else they said:

82%	Improves skin clarity, leaving a healthy, even tone.	76%	Reduces the appearance of crow's feet around the eyes.
85%	Improves skin's overall appearance.	73%	Minimises the appearance of fine lines and wrinkles.
88%	Face appears more youthful.	85%	Helps skin feel firmer.

[†]Results based on a six-week independent consumer study. The percentages reflect the number of women who agreed with the statement.

⁺Results are measured by expert clinical graded observation and analysis compared to baseline based on a 6-week, independent clinical study of 30 participants, women ages 30 to 70.



Dehydration stands as a primary cause of ageing across all skin types!

CLIMATE CONTROL

Provides a unique hydration experience, delivering pure moisture directly to your skin. Enhanced with SenePlex+® and advanced moisturising ingredients, it assists all skin types in achieving optimal moisture balance day and night.

SelPlex Complex: Proprietary blend of herb oil extracts and vitamins, including tocopherol Vitamin E, that helps enhance skin moisture.

Sodium Hyaluronate: Attracts and retains moisture in skin, helping to plump and reduce lines.

Glucosamine HCl: Helps strengthen skin barrier and provides anti-ageing benefits by hydrating, clarifying skin, and help reduce appearance of sagging.

\$87

2.3 fl oz / 68 mL



Features C-Pearls®, a proprietary vitamin C encapsulation and delivery system.

SENE SERUM-C

Experience daily defense with a lightweight, antioxidant-rich serum, formulated to help brighten, nourish, and hydrate for a radiant appearance. Encapsulated C-Pearls® deliver potent, stabilised Vitamin C, Vitamin A, and Vitamin E for a sensory and visual experience.

SeneShield®: A proprietary complex of nature-based extracts, including antioxidants, fatty acids, seaweed, minerals, and superfruits like Blueberries, Wolfberries, and Cranberries, helps protect skin against free radicals, oxidative stress, and environmental pollution.

Sodium Hyaluronate: Attracts and retains moisture in skin, helping to plump and reduce lines.

Grape Juice Extract: Rich in rare polyphenols, it helps protect skin, restore moisture, brighten, and improve texture.

\$89

0.5 fl oz / 15 mL



EYECRÈME

Target the key signs of ageing around the eyes with this clinically proven, ophthalmologist tested EyeCrème that helps reduce the appearance of fine lines and wrinkles while improving radiance and luminosity.

LOOK Oleoactif®: Polyphenols and lipids reduce puffiness, lines, wrinkles, and minimise blue and red discolouration.

BLUSH Oleoactif®: Natural liposoluble active inspired by the ancestral use of an indigo-plant, Persicaria tinctoria. Helps reduce the look of redness, supports skin barrier function, and promotes brighter, radiant skin.

Squalane: Derived from olives, enhances elasticity and prevents moisture loss.

\$86

0.44 oz / 12 g

Clinical Results*

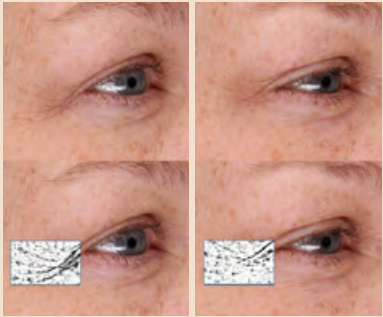
87.10% of participants showed measured improvement in skin radiance in eye area.

64.52% of participants showed measured decrease in the appearance of wrinkles in eye area.

* An 8-week independent clinical study of 31 participants. Clinical Results are measured by expert grading and Visioscan analysis compared to baseline.

Real Results

23% Reduction in visible fine lines & wrinkles (crow's feet) in 8 weeks.



BEFORE AFTER 8 WEEKS**

**Unretouched photos. Individual results will vary.

During an eight-week independent consumer study, a majority of participants agreed that the skin around their eyes immediately felt hydrated and the appearance of crow's feet look reduced. ±

Here's what else they said:

83% My lines and wrinkles appear diminished

80% My eye area looks more rested

77% My eye area looks smoother and more awake

± An 8-week independent consumer study of 31 participants. The percentage reflects the number of participants who agree with the statement.



DIGITAL AGE DEFENSE SERUM

This cutting-edge serum, driven by today's technological advancements, is made for all skin types to help prevent visible signs of ageing related to light-induced stress, such as HEV (blue light) exposure from digital devices.

Celligent®: Infused with Rosemary extract and rice-derived ethyl ferulate, it provides potent antioxidant properties to help protect skin from light-induced stress, including blue light exposure (HEV light), free radicals, and UV damage.

SymRelief® 100: Blend of Bisabolol and Ginger Extract reduces appearance of skin redness and soothes skin.

Nano Emulsion: Botanical Oil blend of nano-encapsulated Patchouli, Calendula, Chamomile, and Jasmine that help to soothe and calm the skin.

Marimoist: Red Seaweed Extract & Hyaluronic Acid hydrates, softens, and cools skin.

\$73

1 fl oz / 30 mL



LIFTING & FIRMING NECK CREAM

This rich cream formula is specifically formulated for the neck and décolletage and advanced anti-ageing technologies that help improve firmness.

Essenskin: Complex of essential amino acids that helps improve the appearance of thin, fragile skin by supporting elasticity.

Actifcol™: A shiitake mushroom blend that aids in the appearance of firmness by reducing deterioration of collagen.

Grape Juice Extract: An antioxidant which contains AHA acids, protects from free radicals, moisturises, brightens, and improves skin texture.

\$126

1.7 fl oz / 50 mL



COLLAGEN NIGHT PAK

An innovative anti-ageing night treatment that uses natural ingredients to lock in moisture and enhance serum benefits. It helps prevent "pillow wrinkles" by creating a protective barrier to safeguard the skin from folding and potential of wrinkle development while sleeping.

Plant-based Collagen: Seaweed and Micro Algae moisturising blend that helps protect against free radicals, while helping to restore the appearance of firmer skin.

Caffeine: An antioxidant to help defend the skin against damaging free radicals. Helps to rejuvenate and revitalise skin.

Copper & Zinc: Essential minerals needed to help provide antioxidant protection against damaging free radicals.

Bamboo Leaf/Stem Extract: Antioxidant compound that helps soothe skin, helps minimise the appearance of fine lines and wrinkles, and keeps skin hydrated.

\$119 INDIVIDUAL

1 fl oz / 30 mL

\$124 WITH APPLICATOR BRUSH

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.

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



LIP LINE CORRECTOR

This hydrating serum has been clinically proven to diminish fine lines and wrinkles around the lip contour area, while also boosting elasticity and firmness, resulting in a refreshed and more youthful look.

X50® Hyalufiller: Encapsulated Peptides help to improve the appearance of skin elasticity and firmness to help reduce the appearance of vertical lip lines.

SWT-7™: Blend of active ingredients, including fatty acids and ayurvedic herbs, promotes skin's self-repair, smoothing fine lines and wrinkles.

Wildberry Harvest: Bioactive antioxidant complex featuring 3 potent Super-Berries (Pepperberry, Riberry, and Muntries) that help protect, nourish, and hydrate.

\$73

0.3 fl oz / 9 mL

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.



NEOTIGHT® REJUVENATING ANTI-WRINKLE SERUM

This high-performance serum made with Peptides dramatically reduces the appearance of fine lines and stubborn wrinkles for a smoother looking complexion.

Neodermyl®: Contains MG6P, Proline, Lysine, and Copper, providing bio-renewable energy for skin cells. Reactivates aged fibroblasts, boosting collagen and elastin production for a fuller appearance and enhanced anti-ageing effects

SYN-STAR®: An active anti-ageing synthetic tripeptide visibly helps reduce the appearance of fine lines and wrinkles, shine, and improves skin smoothness, enhancing overall skin appearance.

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

\$126

0.5 fl oz / 15 mL

PREVENT/CORRECT SOLUTIONS
with SenePlex+®

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.

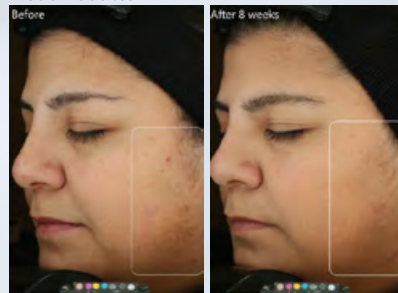
**BRIGHTEN SOLUTIONS**
with SenePlex+®**C-BRIGHT
DARK SPOT CORRECTOR**

A feather-light serum with a powerful blend of peptides and vitamin C, designed to visibly enhance skin brightness and firmness. It effectively fades stubborn discolouration, evens tone.

3-O-Ethyl Ascorbic Acid: Helps improve stubborn discolouration and dark spots.

Ferulic Acid + Vitamin E: Advanced full-spectrum antioxidants effectively help skin to combat the effects of environmental oxidative stress by neutralising free radicals.

V-4s™: Acetyl Tripeptide-2 and Ferulic Acid protect the skin with anti-radical efficacy and strong antioxidant activity against four main free radicals.

Real Results**BEFORE****AFTER 8 WEEKS******\$106**

0.61 fl oz / 18 mL

Features a highly absorbable 15% stabilised vitamin C derivative and dual-action antioxidant combination.

Clinical Grading Results**

- 76%** of participants showed measured improvement in the appearance of hyperpigmentation.
- 77%** of participants showed measured improvement in the appearance of dark acne scars.
- 88%** of participants showed measured improvement in skin brightness.
- 85%** of participants showed measured improvement in skin tone.

Consumer Results*

- 88%** Reported an improvement in the appearance of skin firmness.
- 88%** Reported an improvement in skin clarity and tone.
- 91%** Reported the product improves skin texture to look more luminous and radiant.
- 91%** Reported the product reduces the appearance of dark spots and hyperpigmentation.
- 88%** Reported the product improves the appearance of dark spots and acne scarring.

**An eight-week clinical study of 34 female participants. Clinical Grading Results are measured by expert observation / image analysis compared to baseline.

*A two-week independent consumer study of 34 female participants. The percentage reflects the number of participants who agree with the statement.

All registered marks are the property of their respective owners.

**HYDRATE
SOLUTIONS**
with SenePlex+®

Nangai Oil contains 94-97% natural triglycerides.

NANGAI OIL

Derived from the Nangai Tree and infused with exotic botanical oils, antioxidants, and potent lipid complexes to complement the anti-ageing benefits of SenePlex+®. Nangai Oil enhances skin vibrancy and radiance, rich in essential triglycerides to calm and intensely hydrate the skin.

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

L22®: Botanically sourced lipid complex from Macadamia, Jojoba, and Olive Oils that helps support the skin's barrier to help maintain long-term skin hydration.

Meadowfoam Seed Oil: Enriched with monounsaturated fatty acids and Vitamin E, combats moisture loss while enhancing long-lasting hydration. Offers high stability against oxidation and heat.

\$73

0.5 fl oz / 15 mL

All registered marks are the property of their respective owners.

**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 sulphate-free mineral based polisher. A little goes a long way to reveal soft, revitalised skin.

Vanuatu Volcanic Ash: Finely textured and mineral-rich, it exfoliates dead skin cells and polishes the skin.

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

Seaweed Extract: Antioxidants and amino acids that help to hydrate and balance moisture while toning skin.

\$73

2 oz / 57 g

**ENHANCE
SOLUTIONS**
with SenePlex+®

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

LASHEXTEND

Naturally and safely enhance your gorgeous gaze with this Peptide lash lengthener. This solution can be applied to the base of lashes before eye makeup and bedtime.

SenePeptide™: Peptides that stimulate keratin production to improve hair strength.

Chamomile Extract: Calming and soothing, helps encourage hair follicles to receive nutrients to help with hair growth.

White Tea Extract: Powerful antioxidant that helps promote hair growth and helps prevent hair loss.

\$73

0.125 fl oz / 3.7 mL

**ENHANCE
SOLUTIONS**
with SenePlex+®

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

LIPVOLUMIZER

Get lasting results of full, pouty lips without the use of irritants. This clear proprietary formula is based on the most advanced natural Peptide technology, plumping lips from the inside out. Lips will appear noticeably smoother and fuller with continuous use.

Volumizing Complex: Proprietary blend of peptides and botanicals that help support a healthy boost of collagen and elastin.

Kiss Me Quick Plant: Derived from the Portulaca Pilosa succulent, helps boost, hold, and retain moisture and the appearance of firmness.

Shea Butter: An emollient rich plant lipid providing deep moisture to soothe dry skin.

\$73

0.2 fl oz / 5.9 mL

**BRIGHTEN SOLUTIONS**
with SenePlex+®**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 energised and rested.

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

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

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 minimised 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 energised.

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.

\$86

0.5 fl oz / 15 mL

All registered marks are the property of their respective owners.

**BRIGHTEN SOLUTIONS**
with SenePlex+®**DETOXIFYING OXYGEN FACIAL MASK**

Oxygen is critical to our skin! This unique gel-to-foam oxygenating mask deeply exfoliates, purifies, brightens, and instantly revitalises.

Kaolin White Clay: Finely textured clay particles that help draw out impurities and dirt, absorb excess oil, and remove dead skin cells.

Rhodiola Extract: Botanical that boosts skin's natural defenses against harsh elements and helps even complexion for enhanced radiance.

DL Fruit Acids: Naturally derived alpha hydroxyl acids from bilberry, sugarcane, orange, lemon, and sugar maple extract, which effectively remove dead skin cells, allowing for better absorption of serums into the skin.

Dragon Fruit: Rich antioxidants and Vitamin C to help improve moisture content.

Consumers Results*

Instantly

97% Reported that skin looks rested and fresh.

91% Reported that skin immediately looks brighter.

2 Weeks

94% Reported that the product purified their complexion, restored luminosity, and gave skin a healthy-looking glow.

91% Reported that the product gently polishes away dry, flaky skin.

*A 4-week independent consumer study of 33 female participants. The percentage reflects the number of participants who agree with the statement.

Clinical Results**

Improved skin hydration by an average of **35%** after 72-Hours.

Improved exfoliation to remove dead skin cells by an average of **38%** after 4 weeks.

**Clinical grading results are measured by expert observation and analysis via Corneometer® and D-Squame® instruments compared to baseline. A 4-week clinical study of 33 female participants.

\$99

1.66 fl oz / 49 mL

All registered marks are the property of their respective owners.

SkinCare

MORNING REGIMEN AM

1. CLEANSE
& EXFOLIATE

(select yours)



- Microbiome Cleanser
- 3 in 1 Cleanser

2. ADVANCED
EXFOLIATION

- Facial Resurfacer
- Detoxifying Oxygen Facial Mask

3. TARGETED
TREATMENT

- C-Bright

4. TREAT WITH
ADVANCED
ANTI-AGEING

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

5. TARGETED
TREATMENT

- Microbiome Serum
- Lip Line Corrector
- NeoTight® Rejuvenating Anti-Wrinkle Serum
- NeoTight® Revitalizing Eye Serum
- Nangai Oil

6. DAYTIME MOISTURE

(select yours)



- DayTime Moisturizer
- Lifting & Firming Neck Cream
- EyeCrème

7. PUMP UP
THE VOLUME

- Volumizing Brow Gel
- LashExtend
- LipVolumizer
- EyeLuminator

8. EXTRA MOISTURE
PROTECTION

- Lip Balm or Tinted Lip Balm

SkinCare

EVENING REGIMEN PM

1. REMOVE



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

2. DEEP
CLEANSE

- Melt-Away Deep Cleansing Balm

3. CLEANSE
AND EXFOLIATE

(select yours)



- Microbiome Cleanser
- 3 in 1 Cleanser

4. ADVANCED
EXFOLIATION

- Facial Resurfacer
- Detoxifying Oxygen Facial Mask

5. TARGETED
TREATMENT

- C-Bright

6. TREAT WITH
ADVANCED
ANTI-AGEING

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

7. TARGETED
TREATMENT

- Microbiome Serum
- Lip Line Corrector
- NeoTight® Rejuvenating Anti-Wrinkle Serum
- NeoTight® Revitalizing Eye Serum
- Nangai Oil

8. EVENING MOISTURE

(select yours)



- Microbiome Nighttime Moisturizer
- Evening Moisturizer
- Collagen Night Pak
- Lifting & Firming Neck Cream
- EyeCrème

9. EYE PROTECTION
AND MOISTURE

- EyeCrème

10. PUMP IT UP
WHILE YOU
SLEEP

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



GROOMING HAIR BALM

A multi-use styling balm infused with moisturising 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.

\$37

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.

\$52

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.

\$42

5 fl oz / 148 mL

Experience holistic self-care with our aromatherapy duos, combining magnesium and essential oils infused with SenePlex+® for beauty and wellness synergy.

Magnesium: One of the most abundant minerals in the human body and an important nutrient that plays a crucial role in overall health and well-being.

Magnesium Chloride: When used with essential oils, promotes a sense of relief, aids absorption, promotes relaxation, and skin benefits.



SWEET RELIEF DUO

Relax and find calm in your daily routine using our Sweet Relief Stick on skin for focused comfort and enjoy a soothing aromatic experience with our Sweet Relief Spray on your skin, linens, or in the air. Wherever your day leads, find tranquility and natural relief on-the-go.

Copaiba: An aromatherapy oil promoting comfort and calmness.

Lavender: An antioxidant, essential oil that helps promote a sense of relaxation.

Sweet Basil: A soothing essential oil with a scent that helps promote a sense of calm and relief.

\$64

Essential Oil Stick: 0.75 oz / 21 g
Essential Oil Spray: 4 fl oz / 118 mL



BEAUTY SLEEP DUO

Unwind and relax with this serenity-promoting blend of aromas. Hit all the right spots for a soothing experience with our Beauty Sleep Stick. Embrace healthy sleep practices with a dreamy mist of our Beauty Sleep Spray on your skin, linens, or in the air .

Ylang Ylang: An aromatherapy oil that helps promote relaxation with a calming, balanced aroma that may help the mind and body transition into rest mode.

Sweet Orange: An antioxidant, essential oil that helps promote a sense of relaxation.

Chamomile: Helps the body relax to promote more restful sleep.

\$64

Essential Oil Stick: 0.75 oz / 21 g
Essential Oil Spray: 4 fl oz / 118 mL





SENEGENCE® COSMETICS

SeneGence® long-lasting cosmetics seamlessly blends our vibrant colour technology with our exclusive SenePlex+®, delivering not only aesthetics but also clinically tested anti-ageing benefits. Your skin is nourished and rejuvenated throughout the day and into the evening, ensuring lasting beauty and vitality.



MakeSense®

SILK PRIMER & PORE MINIMIZER

Preps and primes your skin like a canvas, instantly blurring imperfections for a flawless finish. Mattifies and hydrates, reducing the look of enlarged pores, absorbing excess oil, and blurring fine lines. Offers anti-ageing benefits for firmer, smoother skin.

Miniporyl™: A highly advanced Red Clover Flower Extract pore-minimising complex. Helps smooth the pores for a filtered canvas. Also, acts as an astringent that helps reduce the appearance of oil and shine, mattifying the complexion.

ChroNOLine™: Contains Caprooyl Tetrapeptide-3, a signal peptide which helps to reduce the appearance of fine lines and wrinkles, resulting in firmer looking and smoother skin.

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

\$86

0.5 fl oz / 15 mL

All registered marks are the property of their respective owners.

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-coloured shirt (such as gray), and a warm-coloured shirt (such as yellow). Whichever you feel you look the best in is likely your undertone.

Can't tell? Then you are neutral.

C

COOL

W

WARM

N

NEUTRAL



MakeSense®

PEARLIZER

Get a radiant glow with this versatile, oil-free, water-resistant liquid highlighter. Infused with anti-ageing SenePlex+® and light-reflecting pigments, it enhances your features with luminosity and radiance.

Sodium Hyaluronate: Attracts and retains moisture in skin, helping to plump and reduce lines.

Mica: A responsibly sourced mineral that naturally reflects light, adding sheer radiance and glow to the skin.

Seaweed Extract: Contains essential minerals and vitamins. It helps to prevent and decrease signs of ageing by hydrating and toning the skin.

\$73

1 fl oz / 30 mL

All registered marks are the property of their respective owners.



LIGHT

Fair (N)

Light (N)

MEDIUM

Light-Medium (N)

Medium (N)

DEEP

Medium-Deep (N)

Deep (N)

MakeSense®

COLOR CORRECTING TINTED MOISTURIZER

Get an even skin tone with this nourishing, anti-ageing sheer-to-medium coverage. Moisturises for a natural finish, targeting discoloration, imperfections, and redness. Wear alone or under foundation for extra coverage.

Bamboo, Jojoba and Pea Extracts: Has been known to support collagen, elastin, and hyaluronic acid production.

Green Tea Leaf Extract: Antioxidant-rich and helps to neutralise free radicals from environmental stressors.

Arnica Flower Extract: Gentle on the skin yet effective antioxidant that helps calm and soothe sensitive skin while minimising redness.

\$66

1 fl oz / 30 mL

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MakeSense®

ORIGINAL FOUNDATION

This oil-free, water-resistant foundation offers anti-ageing benefits. It provides semi-matte, medium to full coverage with pigments that adapt to your skin for a natural finish.

SenePlex+®: Helps reduce ageing signs by accelerating cell renewal, improving skin hydration, and enhancing skin texture for a brighter, more luminous complexion.

Sodium Hyaluronate: Attracts and retains moisture in skin, helping to plump and reduce lines.

Aloe Vera Leaf Juice: Natural plant extract that helps soothe and hydrate the skin.

LIGHT



Vanilla (N)



Porcelain (W)



Ivory (C)



Almond (C)



Creme Beige (W)



Beige Chiffon (W)

MEDIUM



Buff (N)



Dewy (N)



Fawn (W)



Tan (W)



Suede (W)



Café Au Lait (C)



Pecan (N)

DEEP



Golden Tan (W)



Deep Caramel (W)



Cinnamon (C)



Adobe (C)



Coffee (C)



Truffle (W)

\$73

1 fl oz / 30 mL



White



Green



Fair



Light



Light-Medium



Medium



Medium-Deep



Deep

CORRECTIVE COLOR CONCEALER/BLENDER

This nourishing colour correction blend offers versatile options with advanced anti-ageing skincare benefits. It evens skin tone, neutralises discolouration, blurs fine lines, disguises broken capillaries, minimises shadowing or bruising, and highlights the under-eye area for a lifted appearance.

Vitamins B and E: Antioxidants that contribute to softening the appearance of fine lines and wrinkles while helping to protect skin from environmental stressors such as pollution and free radicals.

Aloe Vera Juice: Natural plant extract to help soothe, calm, and hydrate to keep the skin moisturised.

Iron Oxides: Mineral based pigments that help match different skin tones, neutralise discolouration, and provide coverage for imperfections.

\$44

0.25 oz / 7 g



YELLOW-BASED



Bronze



Chocolate Cherry



Terra Cotta

BLUE-BASED



Cherry



Pink Berry



Toasted Rose



Pouty Pink

BlushSense®

CREAM BLUSH

Enhance hydration and add a beautiful touch of colour to your skin with this oil-free, highly pigmented formula. It smoothly blends onto the skin, providing a flawless, velvety finish that lasts.

Sodium Hyaluronate: Attracts and retains moisture in skin, helping to plump and reduce lines.

Algae Seaweed Extract: Rich in nutrients and offers excellent hydrating benefits.

Vitamins B and E: Antioxidants that contribute to softening the appearance of fine lines and wrinkles while helping to protect skin from environmental stressors such as pollution and free radicals.

\$46

0.25 oz / 7 g



Light:
Buttery, soft
vanilla apricot-
champagne.

Medium:
Sheer, caramel
papaya.

Deep:
Velvety, cocoa
golden bronze.

EYELUMINATOR™ UNDER EYE BRIGHTENING CREAM

Brighten and highlight with this anti-ageing, rich moisturising luminescent balm. It adds an instant soft radiant effect to disguise under-eye dullness, discolouration, and dark circles. Wear it alone or layer it before or after makeup for enhanced brightness and highlighting.

LOOK Oleoactif®: Rich in polyphenols and lipids, it supports skin density, smooths wrinkles, and reduces under-eye puffiness while minimising discolouration.

Squalane: Derived from olives, leaves the skin feeling smooth and silky, softens the skin, improves elasticity, and protects against moisture loss.

BLUSH Oleoactif: Derived from the indigo plant, helps support the skin barrier function while helping reduce the look of redness and makes skin less tired-looking, luminous and radiant.

\$80

0.44 oz / 12 g

All registered marks are the property of their respective owners.



BrowSense® VOLUMIZING BROW GEL

This long-wearing, non-flaking, clear gel helps you achieve the look of full, luscious brows as you define and set them.

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

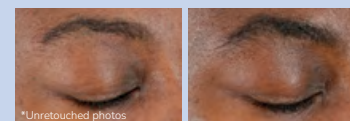
Glycerin: Works to moisturise brows.

Panthenol (Vitamin B5): Helps to condition brows.

\$66

0.2 oz / 5.7 g

All registered marks are the property of their respective owners.



Baseline

6 Weeks*

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



BrowSense® LONG-LASTING BROW BUILDING CREAM

Easily sculpt natural or full brows with this long-lasting, smudge-proof, and waterproof formula that stays fade-proof for 16 hours. Ideal for thin, sparse, or undefined brows, it fills, defines, and shapes in one step. Perfect for men too, for defining beards and mustaches.

Capixyl™: Peptides with Red Clover Flower Extract rich in Biochanin A helps stimulate hair follicle regeneration for growth activation. Helps reduce hair follicle miniaturisation to minimise hair loss while promoting denser, fuller, thicker, and healthier hair.

SenePlex+®: Powerful proprietary complex that helps reduce signs of ageing while moisturising.

\$41 WITH APPLICATOR BRUSH

0.2 fl oz / 5.9 mL

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ShadowSense®

EYESHADOW

Enjoy long-lasting wear with this velvety crème-to-powder finish, offering anti-ageing benefits. Available in matte or shimmery shades to suit any skin tone. Ideal for accentuating and defining the eyes, with endless options for customisation.

SenePlex+®: Powerful proprietary complex that helps reduce the signs of ageing.

Tocopheryl: Vitamin E is a dynamic antioxidant that helps against premature ageing and combating wrinkles by neutralising free radicals from the environment.

Isododecane: An excellent emollient with a weightless feel on skin that enhances spread ability of ShadowSense®. Helps prevent evaporation of water from the skin.

\$32

0.14 fl oz / 4.14 mL



MATTE FINISH:



SHIMMER/METALLIC FINISH:



TRENDING SHADES:



EyeSense®

LONG-LASTING LIQUID EYE LINER PEN

Achieve precision and long-lasting results with our waterproof liquid liner. Whether you opt for a subtle line or a bold cat eye, this felt-tipped liner allows for effortless application in one smooth stroke.

\$38

0.017 fl oz / 0.5 mL



Black

EyeSense®

LONG-LASTING EYE LINER PENCIL

This highly pigmented, waterproof pencil offers all-day wear with its smooth glide and quick-setting formula. Its retractable tip ensures precise application without smudging or feathering, giving you confidence throughout the day.

\$37

0.012 oz / 0.35 g



Black



Brown



Black Brown



Navy



Golden Shimmer



BrowSense®
LIQUID BROW COLOR

Define your day by shaping your brows with this waterproof, smudge-proof, and smear-proof formula. The dual-sided ends include a fine tip precise applicator wand to help you easily create natural strokes of hair while the spoolie end helps you blend and soften the look.

\$29 0.125 fl oz / 3.69 mL



UnderSense®
3-IN-1 MAXIMIZING LASH PRIMER

Maximise the potential of finding all your lashes with this Lash Primer that helps coat & nourish each eyelash. This will help improve the look & feel of your lashes immediately. Apply before mascara application.

Mung Bean Seed Extract: Mung Bean is enriched with vitamins, minerals, and proteins, which help in preventing fragility of hair/lash.

Biotinoyl Tripeptide-1: peptide derived from biotin (vitamin B7) to help stimulate hair follicles to strengthen strands reducing lash fallout.

Jojoba Ester: Conditioning agent that nourishes the eyelashes.

\$33 0.25 fl oz / 7.5 mL

All registered marks are the property of their respective owners.

UnderSense® Lash Primer and both VolumeIntense® Mascara's are infused with stimulating peptides, known as Capixyl™. Capixyl™ contains peptides, including Red Clover Flower Extract rich in Biochanin A, which help stimulate the hair follicle regeneration process for growth activation. It also aids in reducing hair follicle miniaturisation to minimise hair loss, promoting denser, fuller, thicker, and healthier hair.



LashSense®
VOLUMEINTENSE®
WATERPROOF MASCARA

Lengthen, volumise, curl, and define lashes without running or flaking. Formula is ophthalmologist tested and safe for contact lens wearers.

Carnauba Wax: From the leaves of the palm of a plant native to Brazil. Emollient properties help to keep lashes flexible.

Disteardimonium Hectorite: Derived from a natural mineral clay. It helps contribute to the smooth texture and glide of the mascara, allowing for easy application with no crumbling, smearing, or clumping throughout the day.

One coat: Defines and extends

Second Coat: Creates fullness and length for waterproof wear.

\$40 0.24 fl oz / 7 mL

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



LashSense®
VOLUMEINTENSE® MASCARA

Separate, lift, and curl! This humidity-resistant formula helps to moisturise dry, brittle lashes

Vitamin E: Fat soluble powerful antioxidant that helps soften, nourish, and hydrate lashes. Helps prevent the lashes from becoming brittle and prone to breakage.

Synthetic Beeswax: A synthetic wax that encourages lash flexibility.

One Coat: Fully extends your lashes

Second Coat: Adds 3D intensity and dramatic volume. Formula is ophthalmologist tested and safe for contact lens wearers.

\$40 0.26 fl oz / 7.8 mL

All registered marks are the property of their respective owners.



NEW!

LashSense®
FIBEREXTEND MASCARA

Amplify your lashes with ultra-pigmented rayon fibers for instant length and volume, minus clumps in just 1-2 coats. Our lash-lifting formula delivers a dramatic yet natural look for all-day wear, with humidity, water, and smudge resistance.

Rayon: Boosts lash length and volume with lightweight, flexible fibers from natural plant sources. Creates natural-looking lashes, easily customisable from subtle to dramatic.

Oryza Sativa Bran Wax: Derived from rice bran oil and dewaxing, it conditions lashes while lengthening, separating, and lifting for a long-lasting defined look with no smudging or flaking.

\$44 0.42 fl oz / 12.5 mL



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 moisturise 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 responsibly sourced mineral that naturally reflects light, adding sheer radiance and glow to the skin.

\$56

3.55 fl oz / 105 mL



GLOWIFY® LONG-LASTING EYESHADOW STICK

A versatile, retractable long-lasting pop of radiance with effortless glide for a smooth & velvety soft-focus highlight that adds a gorgeous wash of colour. Sets to a pearlescent powdery finish.

SenePlex+®: Powerful proprietary complex that helps reduce the signs of ageing.

Panthenol (Vitamin B): Helps condition, hydrate and give the skin a smoother appearance.

Aloe Vera Leaf Juice, Tocopherol (Vitamin E) and Kelp Extract: Antioxidants that help protect, soothe, and hydrate.

\$38

0.04 oz / 1.2 g



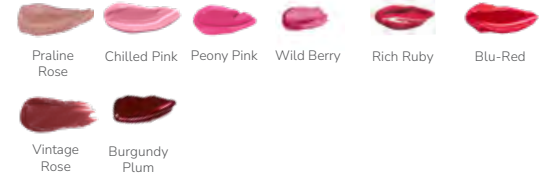
YELLOW BASED / WARM



NEUTRAL



BLUE BASED / COOL



LipSense®

HYDRAMATTE LONG-LASTING MATTE LIP COLOR

This bold, long-lasting liquid-cream-pigmented lip colour with a matte finish provides a one-step, gentle application with a hydrating, water-based formula.

Aquaxyl™: A complex of nature-based sugars that assist in supporting and maintaining collagen and elastin in the skin. Provides an immediate and long-term effect of moisturisation.

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.

Sodium Hyaluronate: Attracts and retains moisture in skin, helping to plump and reduce lines.

\$42

0.25 fl oz / 7.39 mL



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: A natural antioxidant derived from flower herb that has calming properties.

St. John's Wort Extract: A natural herb which helps to soothe and comfort skin.

Linden Flower Extract: A natural flower extract rich with antioxidant properties that can lock in moisture.

\$37

0.25 fl oz / 7.39 mL

YELLOW-BASED/WARM

Matte



Bravo



Apple Cider



Nude Honey



Summer Sunset



Fly Girl



Espresso

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

BLUE-BASED/COOL

Matte



Milk Rose



Goddess



Sassy Z



Praline Rose



Kiss My Sass



Blu-Red



Roseberry



Sheer Berry

Shimmer



Plum



Mulled Wine

Frost



Aussie Rose



Kiss For A Cause*



Pomegranate



Amber Spice



Napa

Frost



Pink Champagne



Mauve Ice



Caramel Apple



Fire 'n Ice



Strawberry Shortcake

TRENDING SHADES:



Cold Brew



Marmalade



Super Nova



Fire

Kiss here to see
the clear difference
of LipSense!

How to Apply

STEP 1: PREP LIPS - Start with clean, dry lips.

STEP 2: PREP PRODUCT- Shake LipSense vigorously.

STEP 3: APPLY COLOUR - For vibrant, long-lasting colour apply LipSense in three thin layers.

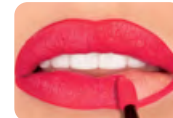
Start with lips apart. Layer One: Using the longest portion of the applicator apply from one corner to the other in one direction, maintaining separation, and no swiping back-and-forth.

Let each layer set for 3 seconds before the next. Avoid touching or rubbing lips together.

STEP 4: GLOSS & GO - Once layer three sets, seal colour with LipSense Moisturizing Gloss for a hydrating finish.



1. Lip Liner



2. Lip Colour - Layer 1



3. Lip Colour - Layer 2



4. Lip Colour - Layer 3



5. Moisturizing Gloss



6. Long-Lasting Look



LipSense®

MOISTURIZING GLOSS

Revitalise lips with vibrant colour and moisture. This gloss combines Shea Butter and Vitamin E for superior hydration. Wear alone or over LipSense® Long-Lasting Liquid Lip Color for extended wear.

Shea Butter: A plant lipid that is emollient rich providing deep hydration.

Vitamin E: Fat soluble powerful antioxidant that helps soften, nourish, and hydrate skin. It helps prevent the lips from becoming dry and chapped.

\$29

0.25 fl oz / 7.39 mL

ORIGINAL SHEER



LIGHTLY TINTED



RICHLY TINTED



TRENDING MOISTURIZING GLOSSES:



YELLOW-BASED



BLUE-BASED



LipSense®

LIP LINER

Defined lips give a polished finish appearance that adds to that sophisticated level of artistry.

Create that precise, defined lip with the same long-lasting formula of LipSense®.

\$33

0.125 fl oz / 3.69 mL



LipSmooth®

CONDITIONING POLISH

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

Bamboo & Ivory Seed Powder: Gentle, effective exfoliators.

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

Shea Butter: A plant lipid that is emollient rich providing deep hydration.

\$35

0.5 fl oz / 15 mL



CLEAR:



TINTED:



LipSense®

MOISTURIZING LIP BALM

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

Coconut Oil: Rich in fatty acids and triglycerides to help hydrate, lock in moisture, and soothe skin. It helps improve dry, cracked skin.

Cocoa & Shea Butters: A plant lipid that is emollient rich providing deep hydration.

\$29

CLEAR | \$33 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: A plant lipid that is emollient rich providing deep hydration.

\$44 INDIVIDUAL

0.39 oz / 11 g

\$46 LIP MASK WITH APPLICATOR



TRANSLUCENT LOOSE POWDER

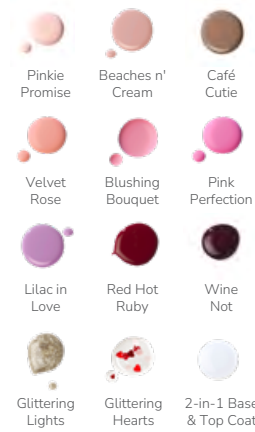
Get a photo-ready look with this velvety, airy facial powder that absorbs excess oil and shine. Talc-free for a soft-focus finish, it can be worn on bare skin or used to highlight, contour, and set makeup.

SenePlex+[®] and **SenePeptide™**: Provide nourishing, hydrating, and anti-ageing benefits to the skin.

Kaolin: A finely ground clay that absorbs oil and perspiration.

Allantoin: Provides a smooth and moisturising effect while offering anti-ageing benefits. Soothing for sensitive skin.

\$73	0.29 oz / 8.1 g
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NAIL POLISH

A naturally glam non-toxic 17-Free* nail polish in rich high-shine colours and a 2-in-1 Base & Top Coat for mani-pedi perfection - leaving nails looking party-ready.

- **Non-Toxic 17-Free Formula**
- **Long-Lasting Results**
- **Easy, smooth application**
- **High-shine, glossy finish**

*SeneGence Nail Polish is made without: Acetone, Animal-Derived Ingredients, Bisphenol-A, Camphor, Ethyl Tosylamide, Formaldehyde, Formaldehyde Resin, Gluten, Glycol Ether of Series E (Glycol ethers derived from ethylene oxide), Nonylphenol Ethoxylate, Parabens, Phthalates (including DBP), Styrene, Sulphate, Toluene, Triphenyl Phosphate (TPHP/TPP), or Xylene.

\$24	INDIVIDUAL	0.34 fl oz / 10 mL
\$48	DUO NAIL POLISH COLOUR + TOP/BASE COAT	

All registered marks are the property of their respective owners.



LipSense[®] OOPS!™ REMOVER

Effortlessly remove LipSense[®] mistakes in just a few gentle swipes with this non-drying, oil-based remover. It quickly lifts long-lasting lip colour, making it easy to change shades or remove LipSense at the end of the day.

Vitamins A, B, C and E: Condition and moisturise.

Isohexadecane: Acts as a solvent with excellent spreading properties, effectively dissolving and removing makeup from the skin.

Coco-Caprylate: Derived from coconut oil, it's an emollient that softens and smooths skin without leaving a greasy residue. It dissolves makeup while keeping the skin hydrated, ensuring it doesn't feel dry after removal.

\$15	0.25 fl oz / 7.39 mL
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All registered marks are the property of their respective owners.



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: Moisturises and helps soothe skin.

Vitamin B: Helps condition skin, lashes, and brows.

\$33	Pack of 35 wipes
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MELT-AWAY DEEP CLEANSING BALM

Effortlessly dissolve long-lasting and waterproof makeup from SeneGence cosmetics. Rinse away daily grime with this silky, non-greasy formula that won't strip your skin.

Oleic Safflower Oil: Antioxidant and skin conditioner that breaks down makeup and impurities.

Rose Hip Seed Oil: Antioxidant Vitamin C and essential fatty acids support collagen production, soothes and hydrates skin, and protects against photo-ageing.

Marula Oil: Helps improve hydration and smoothness.

\$73

2.6 oz / 75 g


Forpops!®

DUAL PHASE COLOR REMOVER

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

Green Tea Extract: Helps protect, calm, and nourish skin with antioxidant properties

Arnica Flower: Antioxidant that helps calm and soothe sensitive skin while reducing redness.

Spirulina: A type of blue-green algae is a potent source of antioxidants, vitamins, minerals, and amino acids. Nourishes and hydrates the delicate eye area, leaving it soft and supple.

\$32

1.7 fl oz / 50 mL



BRUSH CLEANER

Preserve your artistry tools pristine for flawless application! Weekly brush cleaning helps protect your skin and maintain their performance. Safe to use on synthetic or natural hair bristle brushes.

Sodium Lauroyl Methyl Isethionate: Derived from coconut fatty acids, it's a mild surfactant that creates a rich lather to cleanse brush bristles, removing dirt, oil, impurities, and makeup residue.

\$29

6 fl oz / 177.5 mL

All registered marks are the property of their respective owners.



BODYCARE, PERSONAL CARE & SUNCARE

Give your bodycare routine spa-level indulgences and advanced anti-ageing defense with luxe formulas that pamper, protect, and leave skin glowing from head-to-toe.



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.

\$69

4 fl oz / 120 mL

The BodyCare line harnesses the potency of SenePlex+® and luxurious botanicals - Ceramides, Shea Butter, Nangai Oil, and Sodium Hyaluronate for unmatched moisture infusion and skin barrier defense.



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.



MOISTURIZING BODY WASH

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

Prickly Pear Flower Extract: Rich in Nopal oligosaccharides, helps boost skin enzyme activity and gently exfoliates dead cells for a fresher, radiant appearance and smoother texture.

Aloe Vera Leaf Juice: Hydrating and rich in nutrients, it helps nourish, calm, and soothe the skin while helping strengthen its natural barrier function.



ADVANCED HYDRATION BODY LOTION

Pamper your skin with this rich, luxurious but light weight body moisturiser that delivers advanced hydration and anti-ageing benefits for firmer-looking, radiant skin without leaving a sticky residue.

French Plum Oil: Derived from fruit, this botanical oil is rich in tocopherols, triglycerides, and fatty acids. It helps nourish and moisturise skin with a light, quick-absorbing formula.

Joboba Oil: Botanical oil rich in fatty acids, triglycerides, and polyphenols, it helps nourish and condition the skin with antioxidant properties.



HAND CREAM

A light silky, hydrating cream that gives extra care for hands to balance, maintain, and seal in moisture without greasiness.

Shea Butter: An emollient rich plant lipid providing deep moisture to soothe dry skin.

Triglycerides: Essential fatty acids that helps support skin moisture retention and elasticity.

Orchid Flower Extract: An antioxidant that helps protect against free radicals and enhance moisturisation.



BODY BUTTER

Melts into skin to deliver rich moisture, leaving it feeling deeply restored and conditioned, especially for extra dry areas in need of intense hydration.

Ceramide NP: Helps maintain skin's moisture balance.

Shea Butter: An emollient rich plant lipid providing deep moisture to soothe dry skin.

Nangai Oil: Deeply hydrates and soothes skin.



MOISTURIZING HAND SOAP

A conditioning and hydrating hand cleanser with a refreshing burst of watermelon scent made with SenePlex+® and moisturising 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.

\$33 4 fl oz / 118 mL

\$33 8 fl oz / 237 mL

\$60 6 fl oz / 178 mL

\$33 2.7 fl oz / 80 mL

\$48 3.9 oz / 111 g

\$26 8 fl oz / 237 mL



RENEWING & BRIGHTENING HAND CREAM

A non-greasy formula to deeply moisturise skin and reduce ageing 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

\$51

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 moisturise for a smooth feel.

\$58

1.94 oz / 55 g



GOLDEN RADIANCE PEEL-OFF MASK

Soften, moisturise, 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 energise the skin.

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

\$73 INDIVIDUAL

2 fl oz / 59 mL

\$79 COLLECTION (with applicator and headband)

All registered marks are the property of their respective owners.

NEW!

SMILESENSE™ HYDROXYAPATITE TOOTHPASTE WITH BRITEPOP™ TECHNOLOGY

Brighten your oral care routine with this minty fresh, non-fluoride toothpaste featuring a triple whitening system infused with baking soda, micro and macro silica that helps combat stains, plaque, and dry mouth while enjoying a unique, advanced brushing sensation.

Hydroxyapatite: A naturally occurring form of Calcium Phosphate that helps strengthen and repair weak spots in the enamel.

Organic Fractionated Coconut Oil: Medium-chain Triglycerides (MCT Oil) naturally has antibacterial properties that may help reduce bacteria in the mouth.

Zinc Citrate Dihydrate: Contains antimicrobial to help inhibit the growth and formation of plaque, bacteria and dental tartar in the mouth.



2+ TIMER



TRIPLE
WHITENING



MINTY
BLEND



MICROBIOME+



LASTING
FRESHNESS
& PROTECTION

\$33

3.8 oz / 108 g

All registered marks are the property of their respective owners.

Sugar-free
Pop Crystals
make brushing
fun, bursting and
fizzing for thorough
cleaning of entire
mouth surface in
two minutes!



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.

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

Using a sulphate-free formula, this rich lathering shampoo not only cleanses hair gently but also nourishes it, leaving hair looking healthy, soft, and smooth. By preserving the natural moisture of the hair, it ensures that the hair maintains its vitality and suppleness.

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 colour-treated hair.

Hydrolyzed Rice Protein: Derived from rice grains and rich in amino acids, helps fortify hair to prevent damage and improve hair volume.

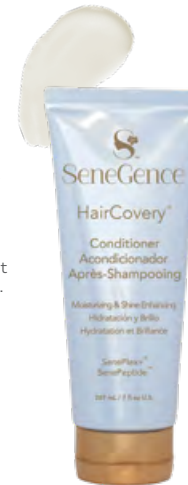
Panthenol: Vitamin B complex, promotes healthier-looking hair by adding moisture, improving hydration, and enhancing shine and silkiness.

Joboba Esters: this lightweight emollient is rich in antioxidants and enhances moisture control, increases hair volume, and helps hair dye to maintain its colour for a longer period.

\$53

7 fl oz / 207 mL

MOISTURIZING & SHINE ENHANCING CONDITIONER WITH UV COLOR PROTECTION



Helps to restore hair's texture and radiance with moisturising botanicals and vitamins. Dry, brittle hair is transformed into luxuriously soft, shiny, and healthy-looking locks. Formula is also beneficial for colour-treated hair.

Aloe Vera: Moisturises, soothes, and protects hair.

ChromAveil™: Ultraviolet absorber that helps protect tryptophan within the hair to prevent degradation and help prevent visible colour fade in processed hair.

\$53

7 fl oz / 207 mL

STRENGTHENING & THICKENING HAIR SERUM



Formulated with nourishing botanical extracts and powerful peptides that help to moisturise 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.

Defenscalp™: A highly bioactive polyphenol herb that is antioxidant-rich and derived from the Rosebay Plant. It helps rebalance the scalp microbiome to decrease sebum production and reduce the appearance of dandruff flakes. It protects against free radicals, soothes, and calms the scalp.

Lecigel™: Phospholipid lipids that form a thin film copolymer gel on the hair that helps improve hydration with long-lasting effect.

\$86

2.9 fl oz / 86 mL

HairPlenish®

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

SHAMPOO FOR NORMAL TO DRY HAIR

Using a sulphate-free formula, this rich lathering shampoo not only cleanses hair gently but also nourishes it, leaving hair looking healthy, soft, and smooth. By preserving the natural moisture of the hair, it helps ensure that the hair maintains its vitality and suppleness.

Wavemax™ Complex: Vegetable active extracted from Flaxseed and Chia, rich in polysaccharides, helps improve hair's smoothness and manageability.

Arnimo(PD)™ Complex: Derived from Arnica Montana Flower Extract, helps encourage the shedding activity of dead skin cells on the scalp helping to prevent buildup.

Tocopheryl Acetate: Vitamin E that is a lipid antioxidant to help retain and nourish the hair with moisture.



\$53

7 fl oz / 207 mL

CONDITIONER FOR NORMAL TO DRY HAIR

A velvety conditioner that reduces tangles and frizz by promoting hydration and suppleness, resulting in hair that is effortlessly manageable and luxuriously soft.

Hydrovition Plus™ Complex: complex made of natural sugars and film-forming biomimetic moisturisers and humectants to help balance the microbiome of the scalp to prevent dryness, keeping hair soft, hydrated, and manageable.

Nangai Oil: Smooths and deeply hydrates hair with moisture-enhancing triglycerides.

Panthenol: Vitamin B complex, promotes healthier-looking hair by adding moisture, improving hydration, and enhancing shine and silkiness.



\$53

7 fl oz / 207 mL

SCALP & HAIR SERUM FOR NORMAL TO DRY HAIR

A potent leave-in serum with intense moisture for scalp and hair nourishment to help revitalise hair at its most luminous and vibrant condition.

Aquaxyl™: Complex of natural sugars that help boost hyaluronic acid levels to help optimise the scalp's water reserves, providing immediate and long-term moisturisation.

Botanimoist AMST™ Complex: Naturally moisturising saccharide complex of Apple Fruit Extract and Glycerin to help condition dry/damaged hair.

Hydromanil Complex: Derived from seeds of the Tara Tree with the unique ability to retain long-term moisture.



\$86

2.9 fl oz / 86 mL

All registered marks are the property of their respective owners.

HairBalance®

Specifically formulated for normal to oily hair types, these products protect hair colour while deeply cleansing, clarifying, and balancing for revitalised hair and scalp. Formulated without sulphates, 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.

Panthenol: Vitamin B complex, promotes healthier-looking hair by adding moisture, improving hydration, and enhancing shine and silkiness.

Tocopheryl Acetate: Vitamin E that is a lipid antioxidant to help retain and nourish the hair with moisture.



\$53

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: Derived from Macadamia Nut Oil that provides hair conditioning, increased hair shine, provides heat protection from styling tools, and has a silky finish feel.

Wavemax™: Vegetable active extracted from Flaxseed and Chia, rich in polysaccharides, helps improve hair's smoothness and manageability.

Capixyl™: A Peptide which includes Red Clover Flower Extract rich in Biochanin A, stimulate the hair follicle regeneration process for growth and reduce hair follicle miniaturisation to help minimise hair loss.



\$53

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 energise the roots for optimal scalp health.

Activated Charcoal: Vegetable derived and 100% naturally steamed, helps to absorb impurities, excess oil, and defend against free radicals from pollution.

Rambutan Seed Extract: A superfruit with potent antioxidant properties to protect hair from the impact of pollution on hair and scalp while moisturising and revitalising the hair from root to tip.

Water Mint: A plant of wetlands and cool places with active molecules consisting of tannins, flavonoids, and saccharides that offers astringent and antioxidant properties while moisturising the hair with a refreshing sensation.



\$86

2.9 fl oz / 86 mL

All registered marks are the property of their respective owners.



DEEP CLEANSING SCALP SCRUB

Exfoliate, cleanse, and detoxify with this sulphate-free, sugar-based scalp scrub treatment featuring a fresh tea tree and mint scent.

Sucrose (Sugar): Helps provide gentle exfoliation to remove dead skin cells, dirt, oil, and product buildup from scalp.

Ginger Root Extract: An antioxidant with various bioactive compounds that can help protect skin from oxidative stress, help remove buildup of product and excess oil while soothing and calming the scalp.

Sarcosine : An amino acid that helps reduce oil and supports a healthy scalp microbiome.



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, volumised look.

Niacinamide PC: Antioxidant Vitamin B3 helps improve the health of hair by holding onto moisture to improve its overall texture.

Panthenol: Vitamin B complex, promotes healthier-looking hair by adding moisture, improving hydration, and enhancing shine and silkiness.

Capixyl™: Peptide that stimulates keratin production to improve hair strength.



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.

Denatured Alcohol: Cosmetic grade alcohol, quick drying delivery and evaporates quickly upon application, leaving the hair feeling refreshed without leaving behind a heavy or greasy residue.

Aluminum Starch
Octenylsuccinate: Gentle and effective oil and sebum absorbing agent that helps revitalise the hair's appearance and extend the time between washes.

Isopropyl Myristate: Serves as an emollient to help moisturise hair and scalp. It helps leave the hair feeling softer and more manageable.

\$55 INDIVIDUAL 5 fl oz / 148 mL

\$63 SCALP SCRUB WITH SCALP SCRUBBER TOOL 5 fl oz / 148 mL

\$46 6 fl oz / 177 mL

\$46 3 oz / 85 g



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

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

\$324



BodyCare Collection

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

\$159



Microbiome Anti-Ageing Collection

- Correcting Cleanser
- Restorative Evening Moisturizer
- Boosting Serum

\$296



LipSense® Collection

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

\$81



Advanced Anti-Ageing Collection

- Climate Control
- SeneSerum-C
- Nangai Oil

\$249



Treatments Collection

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

\$285



5 Minute Face Collection

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

\$218



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
\$1-500	10%
\$501-750	20%
\$751+	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 \$500 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.

PV (Point Value, can be found on the Distributor order page)	Distributor Discount (% off suggested retail value)	Potential Earnings (% of Distributor cost of goods)
1-99.99	20%	25%
100-299.99	30%	43%
300-749.99	40%	67%
750 +	50%	100%

The chart above is an example only, not a guarantee or representation that you will experience these exact earnings, or any earnings. Rather, it is intended as a guidance tool to show you how a Distributor's potential profit margin increases as their discount level increases. Discounts are available on re-sale, commissioned products only.

Kiss & Tell Customer Rewards Program

As a Kiss & Tell customer rewards member with SeneGence, customers can earn exclusive offers for referring friends, leaving product reviews, shopping, and so much more.

OH, THE PERKS

- FREE to start
- Earn 1 Point for every \$1 spent
- Earn 10 - 100 EXTRA points for your loyalty and interacting with us
- Redeem points for dollars or makeup
- Exclusive offers, early access, and free samples
- Refer a friend: GIVE 15% off GET \$10 when your friend spends \$100

HOW IT WORKS:



SIGN UP:
Customers create an account after checkout.



SHOP:
Customers earn points every time they shop.



GET REWARDED:
Customers redeem points for exclusive offers.

HOW TO EARN POINTS:



SHOP
\$1 spent = 1 point



CELEBRATE
Anniversary & Birthday = 100 points



POST REVIEWS
Written, Photo & Video = 25 points



FOLLOW US
Facebook, Instagram & TikTok = 10 points

HOW TO REDEEM POINTS:

Apply at checkout and ring up the savings!

\$10 OFF
100 Points

\$15 OFF
150 Points

\$20 OFF
200 Points

\$25 OFF
250 Points

\$30 OFF
300 Points

\$35 OFF
350 Points

\$40 OFF
400 Points

\$45 OFF
450 Points

YOUR JOURNEY, YOUR CHOICE: 3 WAYS TO START



DIGITAL KIT

Spread the word to your friends with a welcome code and Customer website portal. Plus, explore top tips with your own Back Office and emails — all yours for an incredible price!

\$25



LIPS KIT

Our most popular startup option to help you navigate your new adventure! Includes everything in the Digital Kit, PLUS over \$197 worth of business-building essentials. A printed copy of our newest Beauty Book, testers of our Original Long-Lasting LipSense®, and lots of lip and SkinCare samples and applicators for sharing.

\$85



BEAUTY PORTFOLIO KIT

This beauty boss starter kit is packed with EVERYTHING that's in the Digital and Lips Kits, PLUS over \$1,100 worth of products and business building essentials. Experience the complete package with LipSense® testers, SeneGence long-lasting colour cosmetics, as well as samples of all-time favourite SkinCare and HairCare products.

\$165

BEGIN YOUR JOURNEY WITH FAST START

Your first 90 days are crucial to the speed and success of your new SeneGence business. With our Jump Start and Fast Start Programs, you get exclusive 90-day access to unbelievable perks and rewards starting day one.

JUMP IN

50% DISCOUNT on personal product orders of 300 PV (\$891 Retail) or more



GO FAST

QUALIFY TO EARN UP TO \$1,800 of FREE Products in your first 30, 60 and 90 days!



30 Days



60 Days



90 Days

DARE TO ACHIEVE, EARN TO SUCCEED



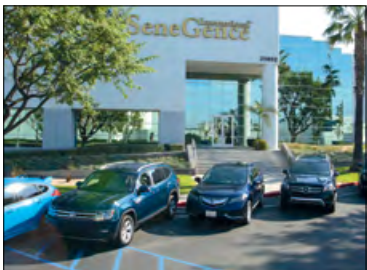
SIGNIFICANT SENESELLER PROGRAM

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 sales and sponsoring.



SENECAR®

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

SSTYLE

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

Learn more or purchase at senestylebysenegence.com



KISS OFF CONTEST



Discover the clear difference of LipSense!
First, "Kiss Off" your old lip colour! Second, apply Long-Lasting LipSense. Third, attempt to "Kiss Off" our smudge-proof, budge-proof lip colour 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 colour, 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, ATTN: Kiss Off Contest, 70a Tradecoast Drive, Eagle Farm, 4009 QLD. *SeneGence Product Prize to be selected by SeneGence staff from available inventory.

GLOSSARY OF TERMS:

Peptides:** Essential for skin health, aiding in collagen production and fighting ageing.

SelPlex Complex:** Helps enhance skin moisture.

Orchid Stem Cells*: Helps improve the appearance of sagging skin.

Sodium Hyaluronate:** Attracts and retains moisture, helping to plump and reduce ageing signs.

Microbiome: Skin's diverse microorganisms help regulate skin's pH and boost immune defense for a balanced barrier function.

Probiotics in Skincare:** Helps balance skin's microbiome, reduces harmful bacteria, maintains hydration.

Prebiotics in Skincare:** Feeds good bacteria, helps balance skin's microbiome and pH, improves hydration and texture.

Collagen: Essential protein for skin elasticity and structure, aiding against ageing.

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

Magnesium: Vital mineral for overall health and well-being, abundant in the human body.

Shea Butter: Plant lipid that is emollient rich providing deep hydration.

SenePeptide:** Peptides that help boost keratin for stronger, fuller lashes and hair.

CapixylTM:** Helps stimulate hair growth, minimises loss, for denser, fuller hair.

SenePlex+:** Proprietary complex that helps reduce signs of ageing while moisturising.

AquaxylTM:** Natural sugar complex fortifies skin barrier, balances microbiome, and optimises moisture.

Triglycerides: Essential fatty acids that help retain moisture and support skin elasticity.

SeneCeuticals:** SeneGence® products blend cosmetics with active ingredients to target skin concerns, enhancing aesthetics while nourishing skin.

Clinical Trials: Human studies assessing cosmetics and skincare, validating claims, ensuring safety, and improving formulations.

*Claim based on study conducted for SenePlex+®

**Claim based on "When used at active level"

WHAT'S IN THE NAME SENEENCE® ?

Senescence

Process of ageing



Intelligence

Capacity to acquire and apply knowledge



SeneGence

Intelligent anti-ageing products that really work!



April 2024



70A Tradecoast Drive | Eagle Farm, QLD 4009 | AU | 1800LipSense | senegence.com.au



Download the Wishlist