

SeneGence®

Beauty
Book



SeneGence®

Was founded on the idea to offer superior products and an opportunity for women to be independent and successful in business, regardless of age, background, or education.

Joni Rogers-Kante had a vision of products that really work and a career that really works. Once she discovered a long-lasting liquid lip color unlike anything she had seen before, she 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 skin care products. SeneGence has now grown to support hundreds of thousands of successful careers and satisfy Customers globally in its commitment to use the most advanced ingredients to make skin more beautiful.

"I stand behind our products 100% and guarantee your skin will look more beautiful in 30 days when using our all-day anti-aging skin care and long-lasting color systems."



Joni Rogers-Kante
FOUNDER & CEO





Joni collecting samples
from Mount Yasur, Vanuatu

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

Today, SeneGence products can be found in numerous countries.

Joni ventures to international destinations regularly and enjoys sharing SeneGence with everyone she meets, while guiding them to be their most confident self.

The distinctive ingredients are incorporated into SeneGence SkinCare and Cosmetics, helping to result in dramatic improvements to the skin.



Made in the USA
with global materials



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



Formulated without
gluten ingredients



Made in CGMP
manufacturing facilities



Formulated without
drying waxes



Week 0



Week 2



Week 4



Week 8

The Science of SenePlex+[®]

All SeneGence SkinCare and Cosmetics contain SenePlex+, a kinetic enzyme that works to affect the way cells grow from the bottom layers of the skin to the top. SenePlex+ fights the signs of aging by supporting skin renewal.

Verified by an independent lab, clinical testing performed over an eight-week period on 20 female subjects 18-55 years of age confirmed Normal to Dry Evening Moisturizer with SenePlex+ is highly effective in increasing skin renewal.

Regular use results in remarkable improvements to skin, including skin smoothness increased by **45%**. Almost **33%** more individuals with sensitive skin were able to use SeneGence SkinCare without irritation.

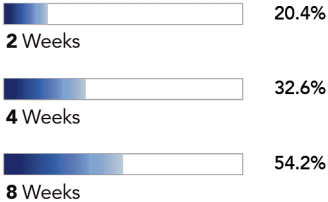
Four to Eight Weeks to Revolutionary Results

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

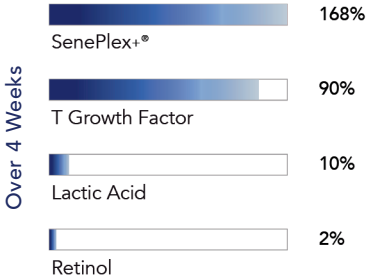
23.3% Increase
in Cellular Renewal

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

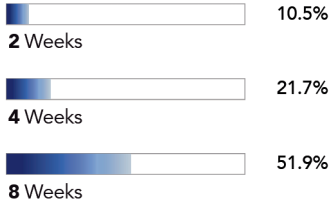
Increases Moisture + Hydration by: 54.2%



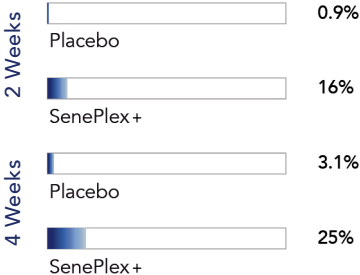
Increases Collagen Synthesis by: 168%



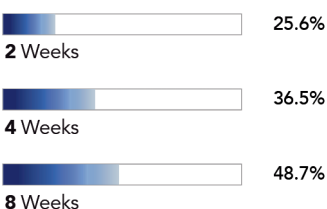
Increases Skin Firmness + Elasticity by: 51.9%



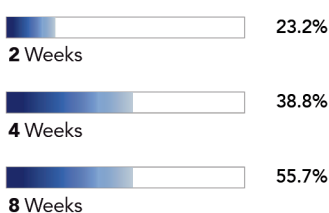
Decreases Skin Sagging by: 25%



Increases Skin Luminosity by: 48.7%



Reduces Fine Lines + Wrinkles by: 55.7%

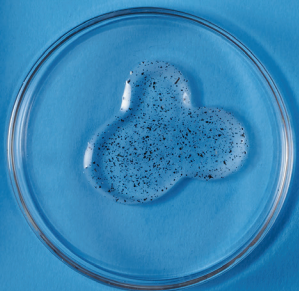




SkinCare

with SenePlex+®

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



Find Your Skin Type

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



SPONGE LIKE-PILLOWS

Exfoliate skin.

ALGAE EXTRACT

Hydrates and softens skin.

HUMECTANTS

Bind moisture to the skin.



MORINGA OIL

Smooths, de-puffs, and moisturizes.

ALMOND OIL

Leaves skin silky but non-greasy.

JOJOBA

Promotes soothing and calming.



AMINO ACIDS

Supports healthy-looking skin.

VITAMIN E

Essential antioxidant for maintaining healthy skin.

GINGER ROOT

Protects skin.

NORMAL TO DRY



ALOE LEAF JUICE

Calms and soothes skin.

AVOCADO OIL

Very rich moisturizer.

ALGAE EXTRACT

Hydrates and softens skin.



VITAMIN B

Hydrates and promotes healthy skin.

SODIUM HYALURONATE

Protects against moisture loss.

ALOE LEAF JUICE

Calms and soothes skin.



AVOCADO OIL

Very rich moisturizer.

VITAMIN E

Essential antioxidant for maintaining healthy skin.



Products

NORMAL TO OILY



VANUATU VOLCANIC ASH

Exfoliates dead skin cells.

ORCHID FLOWER EXTRACT

Antioxidant and moisturizer.



JOJOBA

Promotes soothing and calming.

SQUALENE

Natural moisturizer.

ALLANTOIN

Promotes healthy skin.



BORAGO SEED OIL

Helps even the appearance of skin tone.

VITAMIN E

Essential antioxidant for maintaining healthy skin.

OILY TO ACNE



1.7 fl oz / 50 mL

SALICYLIC ACID

Helps clear pores.

ARGININE

Antioxidant that helps protect skin.

SODIUM HYALURONATE

Protects against moisture loss.



0.9 fl oz / 27 mL

SALICYLIC ACID

Helps clear pores.

WILLOWHERB

Calms skin.

COFFEE SEED OIL

Supports firmer-looking appearance.



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.

3 IN 1 CLEANSER

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

\$30

4 fl oz / 118 mL

DAYTIME MOISTURIZER

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

\$50

1.66 fl oz / 49 mL

EVENING MOISTURIZER

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

\$60

1.66 fl oz / 49 mL

Advanced Anti-Aging

Keep your skin looking
young and healthy.





ADVANCED SENEPLEX+ 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®: Retinatural active from rambutan super fruit leaves that complements retinol's activity.

Meadowfoam Seed Oil, Aloe Vera & Hyaluronic Acid Complex: Provide hydrating and calming benefits to the skin.

SenePlex+ Retinol Serum Improved
Appearance of Fine Lines & Wrinkles by **23%**

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

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.

\$75

0.5 fl oz / 15 mL



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: Protects against moisture loss.

Glucosamine HCl: Helps deliver firmer-looking skin.

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

\$60

2.3 fl oz / 68 mL



SeneShield®:
Helps protect skin
from the environment

SENE SERUM-C

A hydrating formula for all skin types 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.

Tetrahexyldecyl Ascorbate (Vitamin C): An advanced form of stabilized vitamin C that helps to brighten, protect, and firm skin's appearance.

\$65

0.5 fl oz / 14 mL



EYECRÈME

Protects 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.

\$50

0.44 oz / 12 g



EYELUMINATOR

The perfect blend of EyeCrème and MakeSense® Foundation 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.

\$55

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 redness and soothe skin.

Nano Emulsion: Helps to calm the skin.

\$50

1 fl oz / 30 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.

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.

\$90

1.7 fl oz / 50 mL



COLLAGEN NIGHT PAK WITH BRUSH

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

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

Caffeine: Rejuvenates and revitalizes skin.

Copper & Zinc: For antioxidant protection.

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

\$85

1 fl oz / 30 mL



Solutions

with SenePlex+®

Proven solutions,
remarkable results.

REJUVENATING ANTI-WRINKLE SERUM

This high-performance serum dramatically reduces the appearance of fine lines and wrinkles for a youthful-looking complexion. Helps to fight stubborn signs of aging, especially around the eyes (crow's feet), mouth (nasolabial folds), and forehead (expression lines).

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 firm former helps to provide a tightening and lifting effect.

\$85

0.5 fl oz / 14 mL

Anti-Wrinkle Serum reduced the appearance of fine lines and wrinkles around the eyes by 48% and around the mouth by 64%**.

***Clinical results measured by VisioScan compared to baseline after six weeks of using Rejuvenating Anti-Wrinkle Serum in the a.m. and p.m.*

In an Independent Consumer Study, the majority of women noticed a firmer-looking and more lifted appearance after a single use.

Here's what else they said:

After one hour, improvement in the appearance of:

81% Smoothness of texture

76% Firmness

69% Lifted skin

After six weeks, reduction in the appearance of*:

84% Fine lines and wrinkles

78% Lines around the eye

62% Lines around the mouth

**Based on one-hour and six-week Independent Consumer Studies conducted on 33 women ages 30 to 70 and 32 women ages 30 to 70, respectively. The percentages reflect the number of women who agreed with the statements post a single application and after six weeks.*



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 skin.

Aloe Leaf Juice: Calms and soothes skin.

\$50

0.5 fl oz / 15 mL

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.

\$50

2 oz / 57 g

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 improve the skin's barrier.

Meadowfoam Seed Oil: Soothes skin and slows water loss.

\$50

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. The result is a refreshed, youthful eye area with diminished signs of aging and fatigue.

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.

\$60

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.*

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.

\$75

0.5 fl oz / 15 mL



ENHANCE SOLUTIONS

with SenePlex+®



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 non-drug lash lengthener.

SenePeptide™: Improves lash health.

Chamomile Extract: Calming and soothing properties.

White Tea Extract: Powerful antioxidant.

\$50

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.

\$50

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
- Climate Control
- SeneSerum-C

4. TARGETED TREATMENT



- Rejuvenating
Anti-Wrinkle Serum
- Spot-On
- NeoTight™
- Brightening
Multi-Vitamin
- Nangai Oil

SkinCare

EVENING REGIMEN PM

1. REMOVE



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

2. CLEANSE AND EXFOLIATE

(select yours)



- 3 in 1
Cleanser

3. ADVANCED EXFOLIATION



- Facial Resurfacer

4. TREAT WITH ADVANCED ANTI-AGING



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

5. DAYTIME MOISTURE

(select yours)



- DayTime Moisturizer
- Lifting & Firming Neck Cream
- EyeCrème

6. SPF PROTECTION



- Hydrating Facial Sunscreen SPF 20

7. PUMP UP THE VOLUME



- LashExtend
- LipVolumizer
- EyeLuminator

8. EXTRA MOISTURE AND PROTECTION



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

5. TARGETED TREATMENT

- Rejuvenating Anti-Wrinkle Serum
- Spot-On
- NeoTight™
- Brightening Multi-Vitamin
- Nangai Oil



6. EVENING MOISTURE

(select yours)



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

7. EYE PROTECTION AND MOISTURE



- EyeCrème

8. PUMP IT UP WHILE YOU SLEEP



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



Senegence® for Men

with SenePlex+®

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.



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.

\$36

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.

\$29

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 protect against moisture loss.

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

\$39

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.



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.

C

COOL

W

WARM

N

NEUTRAL





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.

\$60

0.5 fl oz / 14 mL



PEARLIZER



MakeSense
PEARLIZER

Mix with your favorite MakeSense Foundation shade or lightly layer with a brush after makeup application for a glowing finish, thanks to the addition of moisturizers, minerals, and vitamins.

\$50

1 fl oz / 30 mL



MakeSense
**COLOR CORRECTING
TINTED MOISTURIZER**

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

\$45

1 fl oz / 30 mL

LIGHT



Fair (N)



Light (N)

MEDIUM



Light-Medium (N)



Medium (N)

DEEP



Medium-Deep (N)



Deep (N)



MakeSense® ORIGINAL FOUNDATION

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

\$50

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 Make Sense Foundation®.



HYDRATING FACIAL SERUM MIST

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

Hydromanil Complex: Provides long-lasting hydration.

Apple Fruit Extract: Moisturizes for a glowing effect.

Kale Extract: Rich in vitamins A, C, and E to help tighten the appearance of pores and protect from the elements.

\$40

2.9 fl oz / 86 mL



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.

\$50

0.29 oz / 8.1 g

MATTE



Translucent



Light



Medium

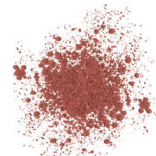


Deep

SHIMMER



Bronze Dust



Silver Rose



White



Green



Light



Medium



Deep

CORRECTIVE COLOR CONCEALER | BLENDER

Color correction and advanced skin care combine into this effective concealer that evens the appearance of skin tone, blurs imperfections, and highlights. Your skin will immediately appear radiant and hydrated.

\$25

0.2 fl oz / 5.6 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.

\$30

0.2 fl oz / 5.6 g

YELLOW-BASED



Bronze



Chocolate
Cherry



Terra Cotta

BLUE-BASED



Cherry



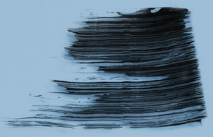
Pink Berry



Toasted
Rose



Pouty
Pink





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.

\$22

0.2 fl oz / 5.9 mL

PINK/PEACH



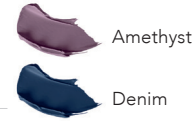
CHAMPAGNE/COPPER



MAUVE



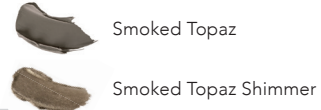
PURPLE/BLUE



GRAY



GREEN/OLIVE



BROWN





EyeSense[®]
LONG-LASTING LIQUID
EYE LINER

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

\$25

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.

\$25

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.

\$20

0.125 fl oz / 3.69 mL



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

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

Capixyl: Helps provide fuller, healthier-looking lashes.

Jojoba Ester: Conditioning agent that nourishes lashes.

\$24

0.25 fl oz / 7.5 mL



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.

Capixyl: Helps provide fuller, healthier-looking lashes.

Carnauba Wax: Helps keep lashes flexible.

\$28

0.24 fl oz / 7 mL



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.

Capixyl: Helps provide fuller, healthier-looking lashes.

Vitamin E: Helps to condition and moisturize lashes.

\$28

0.26 fl oz / 7.8 mL

LipSense®

LipSense is the premier product of SeneGence® and is unlike any conventional lipstick, stain, or color.



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





Long-lasting lip color
stays on for up to 18 hours



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.

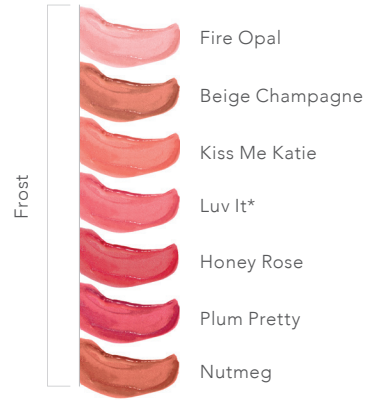
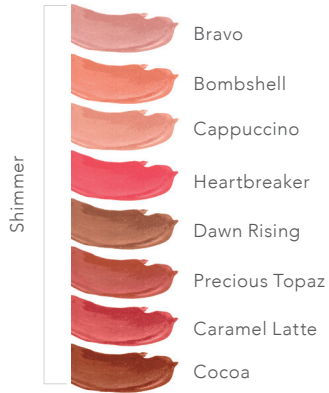
St. John's Wort Extract: Natural herb with skin-protecting properties.

Linden Flower Extract: Powerful antioxidant.

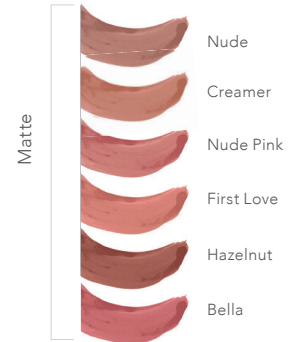
\$25

0.25 fl oz / 7.39 mL

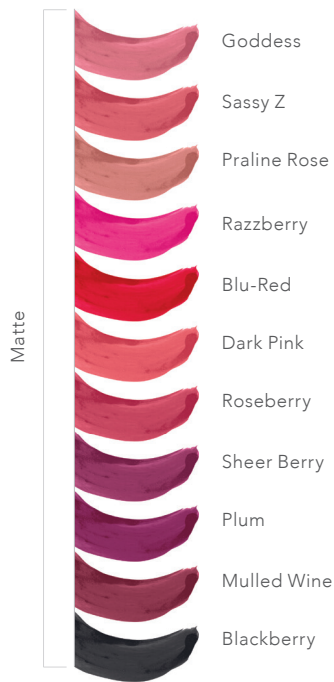
YELLOW-BASED/WARM



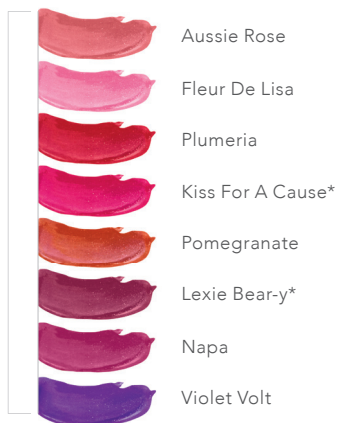
NEUTRAL



BLUE-BASED/COOL



Shimmer



Frost



How to Apply

Apply to clean, dry lips. For a defined look, line with LinerSense® first. With lips parted, apply LipSense® in one direction, beginning with outside corner of the mouth. Spread color in a fluid, sweeping motion across lips to opposite corner (do not move applicator back and forth).

Apply three layers for long-lasting results, letting color dry in between each layer. Finish with LipSense Gloss to maintain lasting color and moist lips.

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



Lip Liner



Lip Color - Layer 1



Lip Color - Layer 2



Lip Color - Layer 3



Moisturizing Gloss



Long-Lasting Look



YELLOW-BASED



Persimmon



Terra Cotta



Cocoa

BLUE-BASED



Neutral



Berry



Blu-Red



YELLOW-BASED



Gold Glitter



Sand

BLUE-BASED



Bougainvillea



Opal



Rose



Pink Sand



Orchid



Pink Glitter



Silver Glitter



Madeleine

NEUTRAL



Glossy



Matte



Pearl

DIAMOND



Diamond Kiss



LipSense® LIP LINER

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

\$22

0.125 fl oz / 3.69 mL

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 protecting naked lips.

Shea Butter: Softens and protects skin.

Vitamin E: Helps to hydrate dry lips.

\$20 MOISTURIZING GLOSS

0.25 fl oz / 7.39 mL

\$22 DIAMOND GLOSS

0.25 fl oz / 7.39 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: Condition, moisturize, and protect lips.

\$10

0.25 fl oz / 7.39 mL



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 protects skin.

\$25

0.5 fl oz / 15 mL



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.

\$20 CLEAR | **\$22** 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 to protect against moisture loss.

Shea Butter: Softens and protects the skin.

Ask your Distributor about the Ultimate Lip Care Collection.

\$28

0.39 oz / 11 g

Removers

Take off the day while refreshing your skin.





Foapops![®]

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: Promotes a clear complexion.

\$20

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.

\$20

5.7 fl oz / 170 mL



Foapops!

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.

\$20

Pack of 30 wipes



HairCare

with SenePlex+®

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

HairCovetry

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

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

HairCovary

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.



STRENGTHENING & THICKENING HAIR SERUM

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

Willowherb Extract: Protects against free radicals.

\$60 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

\$30 FULL SIZE 6 fl oz / 177 mL



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.

\$35

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.

\$35

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.

\$55

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.

\$35

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.

\$35

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

\$55

2.9 fl oz / 86 mL

BodyCare + Spa

Anti-aging protection is just as important for the skin on your body! Daily stresses, such as sun exposure and pollution, can cause premature signs of aging on hands, legs, and arms.

Formulated with emollients and exfoliants, SeneGence BodyCare + Spa pampers and protects for smooth, radiant skin from head to toe!





SMOOTHING BODY SCRUB

Exfoliate dry skin with this gentle yet effective all-over body scrub. Buffing your skin leads to a healthy-looking glow and better moisture absorption.

Vanuatu Volcanic Ash: Exfoliates dead skin.

Aloe Leaf Juice: Soothes skin.

\$20

4 fl oz / 118 mL



MOISTURIZING BODY WASH

A rich, foaming gel that gently cleanses without stripping skin. It can also be used as a shave cream or bubble bath.

Aloe Leaf Juice: Soothes skin.

Orchid Flower Extract: Antioxidant and moisturizer.

\$20

8 fl oz / 236 mL



ADVANCED HYDRATION BODY LOTION

Pamper your skin with luxurious moisture and anti-aging protection. This rich cream intensely quenches skin and increases its ability to retain water.

Sodium Hyaluronate: Protects against moisture loss.

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

\$45

6 fl oz / 180 mL



HAND CREAM WITH SHEA BUTTER

Extra care for hands to balance, maintain, and seal in moisture without greasiness. Reactivates with water and rubbing throughout the day.

Shea Butter: Rich moisturizer.

Cucumber Extract: Soothes and hydrates.

\$20

2.66 fl oz / 80 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.

\$30

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.

\$50

4 oz / 113 g



RENEWING & BRIGHTENING HAND CREAM

A non-greasy formula to deeply moisturize skin and reduce aging signs. It boosts skin's radiance over time 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 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.

\$40

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.

\$50 INDIVIDUAL

2 fl oz / 59 mL

\$55 COLLECTION (with applicator and headband)

SeneSun[®] Suncare

Prolonged sun exposure increases the risk of burns, premature aging, and photodamage, and can also lead to serious skin health issues. Protect your skin from the sun while getting a natural-looking glow and anti-aging benefits.





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. The formula itself is fragrance-free, oil-free, and wears beautifully under makeup.

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.

\$45

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.

\$45

5 oz / 142 g



SELF-TANNING BRONZING COCONUT MILK

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

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

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

Erythrulose: Provides a natural-looking sunless tan.

\$50

4 fl oz / 120 mL



Preferred Customer Program

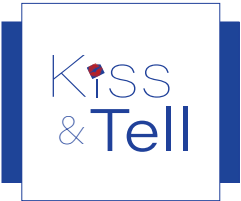
Some people say it's not polite to Kiss & Tell, but at SeneGence, that's just not the case! This program rewards Preferred Customers for shopping anytime, anywhere and spreading the word.

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

The logo for Kiss & Tell is centered within a white square with a blue border. The word "Kiss" is in a blue, sans-serif font, with a small red heart above the letter "i". Below "Kiss" is the word "& Tell" in a larger, blue, sans-serif font. The square is flanked by two vertical blue bars on either side.

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: Hostess personal order	Discount Off: Hostess personal order
\$1-300	10%
\$301-600	20%
\$601 +	30%

Hostesses earn an additional 5% off their personal order for each new booking! Also, every Hostess can qualify to receive a "Thank You" gift for hosting a Glamour Demo of \$300 or more. Ask your Distributor for details and gift choices.

Become a Distributor

Have a career that really pays on your terms! Purchase products at wholesale and resell for profits. We guarantee your satisfaction when you begin a new career with us, or we will refund your application fee.

Suggested Retail off total amount	Personal Discount off suggested retail	Potential Earnings percentage	Potential Earnings dollars
\$0-199	20%	25%	\$0-40
\$200-599	30%	43%	\$60-180
\$600-1499	40%	67%	\$240-600
\$1500 +	50%	100%	\$750 +

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



New Distributor Kit

The New Distributor Kit is full of must-haves that help you navigate your new opportunity with ease and start off strong. It's full of business-building essentials, including a Checklist for Getting Started, Beauty Books, and testers of LipSense® shades in your choice of Deep Neutrals (Sheer Berry, Caramel Apple, and Bella), Soft Neutrals (Luv It, Bombshell, and Dawn Rising), or Rich Bolds (Fly Girl, Cocoa, and Plum). Plus, it includes **FREE** SeneSite and business apps!

\$65



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



Turks & Caicos



Bora Bora, Tahiti

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 and luxury 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.



What's in the name SeneGence®?

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:



April 2021



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