

# BEAUTY BOOK



LipSense®  
by SeneGence®

Long Lasting Liquid Lip Color  
Natural Ingredients, Long-Lasting Performance



EyeSense  
by SeneGence

SeneGence®



GLOWIFY

LONG-LASTING EYESHADOW STICK  
SOMBRA DE OJOS DE LARGA DURACION EN BARRA  
OMBRE À PALPIÈRES LONGUE TENUE EN BATON

SenePlex®

Long-Lasting  
Natural  
Performance

# 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.

Meet Joni Rogers-Kante, the visionary trailblazer and force behind SeneGence. Her journey goes beyond founding a beauty company in 1999; it epitomizes 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-aging 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-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, 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 harmonizing 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+<sup>®</sup>

Senegen SkinCare and Cream Cosmetic products feature SenePlex+, a proprietary complex infused with Orchid Stem Cells. Clinically proven to combat signs of aging, 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 harmonizes 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

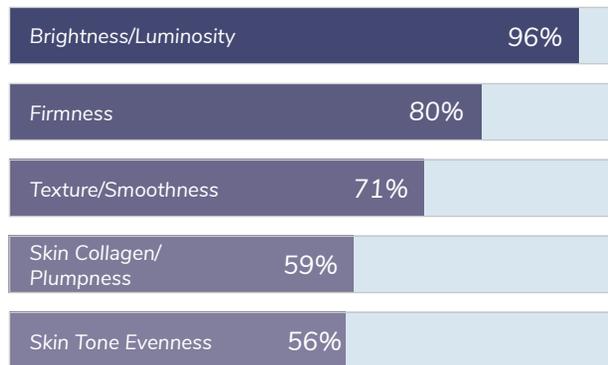
## PRODUCTS THAT **REALLY** WORK — SEE AND BELIEVE!

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

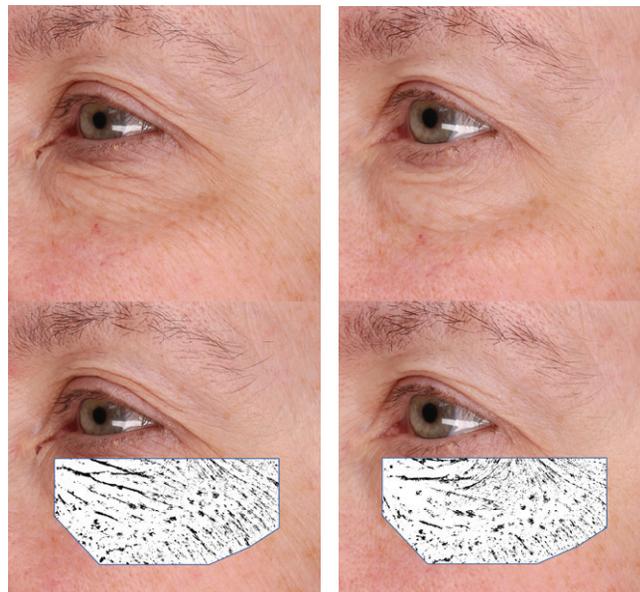
Percent of participants with improvements.\*



\*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 recognized, 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 minimize trace levels of ingredients. Our formulations largely adhere to our Clean Beauty Standard by SeneGence®.



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.

**\$45**

4 fl oz / 118 mL



## DEFENSE SUNSCREEN DAYTIME MOISTURIZER SPF 15

Our all-in-one solution boosts moisture, resilience, and radiance while shielding skin from oxidative stress, blue light, and UV rays, supporting microbial diversity.

**TCI Fruit and Vegetable Ferment: 15** antioxidant-rich mixed berries and veggies, packed with vitamins A, B, C, E, and K to help smooth fine lines and enhance skin radiance.

**Sargassum Glaucescens Extract:** Helps strengthen skin defenses and promote healthy cell activity.

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

**\$75**

1.7 fl oz / 50 mL



## RESTORATIVE EVENING MOISTURIZER

Revitalize your skin while you sleep with extended moisturization 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  $\alpha$ -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 revitalized.

**\$85**

1.7 fl oz / 50 mL

**\$75** REFILL

1.7 fl oz / 50 mL



## 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 Lentilifera 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.

**\$95**

1 fl oz / 30 mL

## 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.

## DRY



\$40

### PAPAIN ENZYME

Exfoliates and brightens skin.

### YARROW EXTRACT

Helps minimize appearance of pores.

### BLUE SEAWEED EXTRACT

Moisturizes and hydrates.



\$65

### MYROTHAMNUS EXTRACT

Hydrates and revitalizes stressed skin.

### COPPER TRIPEPTIDE-1

Peptide signals cells for copper production.

### GLYCOLIC & LACTIC ACID

Gently exfoliates for a bright complexion.

## NORMAL TO DRY



\$40

### 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.



\$65

### KNOTGRASS EXTRACT

Helps to reduce visible signs of photo-aging.

### SQUALANE

Derived from Olives, enhances elasticity and prevents moisture loss

### CAMELINA OIL

Improves the look of skin elasticity and suppleness.



\$65

### EYECRÈME

An all-in-one, clinically proven daily eye cream that targets fine lines, wrinkles and puffiness around the eyes, while improving radiance and luminosity. **To be used by all skin types day and night.**



\$75

### 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 minimize the appearance of pores.



\$75

### 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-aging.

### MANGOSTEEN EXTRACT

Antioxidant protection against skin-damaging free radicals.

## NORMAL TO OILY



\$40

### 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

Sulfate-free surfactant that gently cleanses.



\$65

### 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.



\$75

### 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.



## 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 moisturizers deliver anti-aging actives and botanicals that work to balance moisture and naturally hydrate skin. Works to help protect skin from environmental elements.

1.66 fl oz / 49 mL

### EVENING 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



SKINCARE  
with SenePlex+®



# TREATMENTS & SOLUTIONS

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



## 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.

**SenePlex+®:** A powerful proprietary complex that helps to reduce the signs of aging.

**Nano Retinol:** A microencapsulated delivery system that 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 & 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 moisturize the skin.

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

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 moisturizing, 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 improved and their face appeared more youthful.

**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.

+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.

**\$85**

0.5 fl oz / 15 mL



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



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

## CLIMATE CONTROL

A hydrating gel essence packed with peptides and hyaluronic acid to help even the driest skin regain its healthy glow and moisture. This formula supports the skin's natural microbiome with preactivated, clinically proven ingredients, redefining hydration in its purest form.

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

**Aquaxyl™:** Clinically proven to boost skin moisture levels and help fortify the skin's barrier.

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

\$75

2.85 fl oz / 84 mL

## 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, stabilized 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.

\$67

0.5 fl oz / 15 mL



## EYECRÈME

Target the key signs of aging 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 minimize blue and red discoloration.

**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 & prevents moisture loss.

**\$65**

0.44 oz / 12 g

### Clinical Results\*

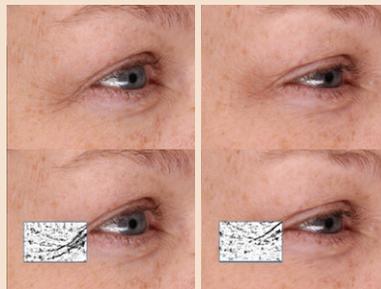
**87.10%** of participants showed measured improvement in skin radiance in eye area.

**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 aging 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.

**SymRelie® 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.

**\$55**

1 fl oz / 30 mL



## LIFTING & FIRMING NECK CREAM

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

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

**Actificol™:** 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, moisturizes, brightens, and improves skin texture.

**\$95**

1.7 fl oz / 50 mL

Essenskin™ helps re-densify skin by over 65% and makes skin more resistant by 21%.\*

\*Results based on a two-month clinical study of Essenskin on 29 women.



## COLLAGEN FIRMING NIGHT PAK

An anti-aging night treatment with encapsulated spheres packed with potent sea and plant-derived extracts, plus Nangai Oil. These tiny gems melt into skin, providing deep nourishment, boosting collagen, and restoring moisture for a firmer, smoother-looking complexion by morning.

**Janiastim:** Clinically proven collagen boosting seaweed extract to help reduce the appearance and volume of wrinkles.

**Actineyes:** Clinically active seawater with microalgae seals in moisture and helps strengthen the skin's collagen network.

**AcquaSeal® Algae 10:** Green algae-derived bioactive lipids and fatty acids to help skin stay more hydrated, supple, and resilient.

**\$95**

INDIVIDUAL

1.66 fl oz / 49 mL

**\$100**

WITH APPLICATOR BRUSH

Tip: Mix your Evening Moisturizer with the Collagen Firming Night Pak, then apply.



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

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

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

## LIP LINE CORRECTOR

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.

**\$55**

0.3 fl oz / 9 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.

## 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-aging effects

**SYN-STAR®:** An active anti-aging 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.

**\$95**

0.5 fl oz / 15 mL



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

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

## SPOT-ON

A targeted acne treatment with FDA-approved Benzoyl Peroxide clears blemishes, minimizes redness, and addresses signs of aging. It effectively targets acne-causing bacteria for clearer, healthier skin without stripping moisture.

**Allantoin:** Comfrey Plant derived that gently exfoliates dry skin, reduces redness, and imparts a smoothing, moisturizing effect.

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

**SymRelief100®:** Organic ginger and bisabolol blend that helps soothe skin and reduces redness.

**Curoxyl™ 42:** Patented Benzoyl Peroxide (BPO) Gel clinically proven to reduce acne and dark spots. Small particle size for better absorption.

**\$55**

0.5 fl oz / 15 mL



**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 discoloration, evens tone.

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

**Ferulic Acid + Vitamin E:** Advanced full-spectrum antioxidants effectively help skin to combat the effects of environmental oxidative stress by neutralizing 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\*\***

**\$80**

0.61 fl oz / 18 mL

Features a highly absorbable 15% stabilized 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.



### 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-aging 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 support 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.

**\$55**

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 mineral based polisher. A little goes a long way to reveal soft, revitalized 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.

**\$55**

2 oz / 57 g



### ENHANCE SOLUTIONS with SenePlex+®

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

## LASH EXTEND

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.

**\$55**

0.125 fl oz / 3.7 mL



### ENHANCE SOLUTIONS with SenePlex+®

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

## LIP VOLUMIZER

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.

**\$55**

0.2 fl oz / 5.9 mL



**BRIGHTEN SOLUTIONS**  
with SenePlex+®

## NEOTIGHT® EYE SERUM

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

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

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

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

**\$65**

0.5 fl oz / 15 mL

### NeoTight 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 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+®

## DETOXIFYING OXYGEN FACIAL MASK

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

**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.*

**\$75**

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



- Spot-On
- C-Bright

### 4. TREAT WITH ADVANCED ANTI-AGING



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

### 5. TARGETED TREATMENT



- Microbiome Serum
- Lip Line Corrector
- NeoTight<sup>®</sup> Rejuvenating Anti-Wrinkle Serum
- NeoTight<sup>®</sup> Eye Serum
- Nangai Oil

# SkinCare

## EVENING REGIMEN PM

### 1. REMOVE



- Foopos!<sup>®</sup> Liquid or Wipes
- Ooops!<sup>™</sup> 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



- Spot-On
- C-Bright

### 6. TREAT WITH ADVANCED ANTI-AGING



- SenePlex+<sup>®</sup> Retinol Serum
- Digital Age Defense Serum
- Climate Control
- SeneSerum-C

## 6. DAYTIME MOISTURE

(select yours)



- Microbiome Daytime Moisturizer
- 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

## 7. TARGETED TREATMENT



- Microbiome Serum
- Lip LineCorrector
- NeoTight® Rejuvenating Anti-Wrinkle Serum
- NeoTight® Eye Serum
- Nangai Oil

## 8. EVENING MOISTURE

(select yours)



- Microbiome Nighttime Moisturizer
- Evening Moisturizer
- Lifting & Firming Neck Cream

## 9. EYE PROTECTION AND MOISTURE



- Collagen Firming Night Pak
- EyeCrème

## 10. PUMP IT UP WHILE YOU SLEEP



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

# SENEGENCE FOR MEN

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.



Hymagic-4D™: 4 types of Sodium Hyaluronate (HA) that each target various layers of skin to replenish water from outside and hold water from inside to help improve elasticity.

## CLEANSER

This daily-use, sulfate-free cleanser effectively removes dirt, sweat, environmental debris, and excess oil without stripping skin's moisture.

**Chamomile Oil:** Antioxidant that helps reduce irritation and contributes to evening out skin tone.

**Eucalyptus Leaf Oil:** Antioxidant that calms, soothes, and helps clarify skin.

**Apple Fruit Extract:** Natural Alpha Hydroxy Acid (AHA) gently exfoliates, aiding skin in absorbing moisture and serums.

**\$40** 5 fl oz / 148 mL

## SHAVE CREAM

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

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

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

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

**Witch Hazel:** Helps remove excess oil while toning and tightening pores.

**\$32** 5 fl oz / 148 mL

## FACIAL MOISTURIZER SPF 20

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

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

**Cucumber Extract:** Botanical that helps to soothe and hydrate.

**Vitamins A, B, and E:** Antioxidants that help hydrate, protect, and promote healthy-looking skin.

**\$42** 2.9 fl oz / 86 mL

# VITASense™ BEAUTY + COLLAGEN SUPPLEMENT

Rethink your beauty regimen with one drink! Unleash an inner glow from head to toe with this delicious, strawberry lemonade-flavored dietary supplement powder infused with collagen and rich in vitamins. Nurture your skin, hair, and nails with every keto-friendly sip.\*\*

**Hydrolyzed Marine Collagen Peptides:** Responsibly sourced Type I Collagen closely mirrors the body's natural collagen, ensuring optimal bioavailability.\*

**Hydrolyzed Keratin Peptides:** Structural proteins to support hair and nail health.\*

**Vitamin C (Ascorbic Acid):** Antioxidant-rich, helps enhance skin tone and hydration while aiding collagen synthesis.\*



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

\*\*Naturally sweetened with Monk Fruit and Stevia. Contains a trivial amount of natural sugar from melon fruit concentrate.

\$75

4.23 oz / 120 g

## BEFORE & AFTER



**37.96%**

Reduction in visible fine lines & wrinkles on the forehead.\*

BEFORE

12 WEEKS\*\*

\*A 12-week independent consumer study of 22 participants. Clinical results are measured by expert grading to evaluate fine lines/ wrinkles compared to baseline.

## CONSUMER RESULTS±

During a 12-week independent consumer study where participants drank 1 serving of Beauty + Collagen, a majority of participants agreed that their skin texture improved.

Here's what else they said:

- 86%** My skin's texture is improved
- 90%** My skin feels smoother
- 72%** My skin feels more firm/supple
- 81%** My skin is more hydrated

- 68%** The appearance of my fine lines and wrinkles are reduced
- 81%** My hair looks longer, thicker, fuller, or stronger
- 68%** My hair has less breakage or shedding
- 72%** My nails are stronger and less brittle

± A 12-week independent consumer study of 22 participants. The percentage reflects the number of participants who agree with the statement.

## VITA SENSE™ SLEEP DIETARY SUPPLEMENT

Sleep like a beauty and wake up refreshed! Our Sleep Supplement contains a dreamy proprietary blend that helps improve relaxation and sleep quality.\*

**Organic KSM-66® Ashwagandha:** Has stress-reducing properties that might contribute to improved sleep quality.\*

**Melatonin:** Immediate and extended-release helps to regulate natural sleep-wake cycle.\*

**Magnesium Glycinate:** Promotes a state of relaxation that may help promote better sleep.\*



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.  
All Trademarks are property of their respective owners.

\$40

60 Capsules



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.

**\$18**

Essential Oil Stick: 0.75 oz / 21 g

**\$30**

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.

**\$18**

Essential Oil Stick: 0.75 oz / 21 g

**\$30**

Essential Oil Spray: 4 fl oz / 118 mL

Powered by:  
**JORDAN**  
ESSENTIALS

# SENEGENCE® COSMETICS

SeneGence® long-lasting cream cosmetics seamlessly blend our vibrant color technology with our exclusive SenePlex+®, delivering not only aesthetics but also clinically tested anti-aging 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-aging benefits for firmer, smoother skin.

**Miniporyl™:** A highly advanced Red Clover Flower Extract pore-minimizing 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.

**\$65**

0.5 fl oz / 15 mL

# Finding Your Undertone

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

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

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

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

Can't tell? Then you are neutral.



COOL



WARM



NEUTRAL



## MakeSense® PEARLIZER

Get a radiant glow with this versatile, oil-free, water-resistant liquid highlighter. Infused with anti-aging 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 aging by hydrating and toning the skin.

**\$52**

1 fl oz / 30 mL



## MakeSense® COLOR CORRECTING TINTED MOISTURIZER

Get an even skin tone with this nourishing, anti-aging sheer-to-medium coverage, moisturizes 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 neutralize free radicals from environmental stressors.

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

**\$48**

1 fl oz / 30 mL

**LIGHT**



Fair (N)



Light (N)

**MEDIUM**



Light-Medium (N)



Medium (N)

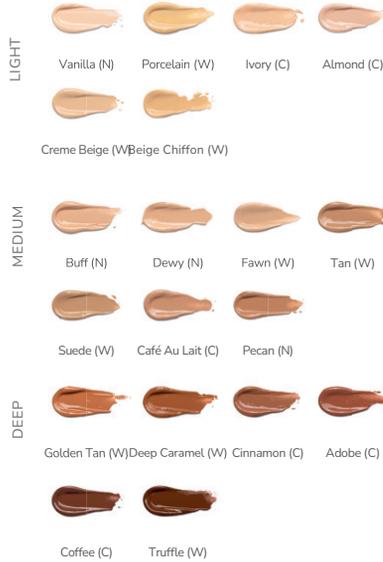
**DEEP**



Medium-Deep (N)



Deep (N)



MakeSense®  
ORIGINAL  
FOUNDATION

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

**SenePlex+®:** Helps reduce aging 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.

\$52

1 fl oz / 30 mL



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

2021  
WINNER  
SHAPE  
BEAUTY  
AWARD



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-aging benefits to the skin.

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

**Allantoin:** Provides a smooth and moisturizing effect while offering anti-aging benefits. Soothing for sensitive skin.

\$55

0.29 oz / 8.1 g



White



Green



Fair



Light



Light-Medium



Medium



Medium-Deep



Deep

## CORRECTIVE COLOR CONCEALER/BLENDER

This nourishing color correction blend offers versatile options with advanced anti-aging skincare benefits. It evens skin tone, neutralizes discoloration, blurs fine lines, disguises broken capillaries, minimizes 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 moisturized.

**Iron Oxides:** Mineral-based pigments that help match different skin tones, neutralize discoloration, and provide coverage for imperfections.

\$33

0.25 oz / 7 g



## YELLOW-BASED



Bronze



Chocolate Cherry



Terra Cotta

## BLUE-BASED



Cherry



Pink Berry



Toasted Rose



Pouty Pink



Belladonna

## BlushSense® CREAM BLUSH

Enhance hydration and add a beautiful touch of color 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.

\$35

0.25 oz / 7 g



Light:  
Buttery, soft  
vanilla apricot-  
champagne.

## EYELUMINATOR™ UNDER EYE BRIGHTENING CREAM

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

**LOOK Oleoactif<sup>®</sup>:** Rich in polyphenols and lipids, it supports skin density, smooths wrinkles, and reduces under-eye puffiness while minimizing discoloration.

**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.

\$60

0.44 oz / 12 g

30 | senegence.com



## BrouSense<sup>®</sup> 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 moisturize brows.

**Panthenol (Vitamin B5):** Helps to condition brows.

\$50

0.2 oz / 5.7 g



Blonde Taupe

Soft Brown

Auburn

Medium Brown

Granite

Deep Brown

Black Brown

## BrouSense<sup>®</sup> 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 miniaturization to minimize hair loss while promoting denser, fuller, thicker, and healthier hair.

**SenePlex+<sup>®</sup>:** Powerful proprietary complex that helps reduce signs of aging while moisturizing.

\$31

WITH APPLICATOR BRUSH

0.2 fl oz / 5.9 mL

All registered marks are the property of their respective owners.

# LashSense® Lashes

by SeneGence®



## LASHSENSE® LASHES

### Lash Florettes

3 lengths of 100% premium Korean PBT Silk lash florettes (short, medium, long) in our natural, wispy "Plumeria" style applied in sections to the underside of your upper lash.

### Blooming Bond in Black

Formulated to hold your LashSense Lashes in place for a damage-free experience.

### Applicator & Fusing Tool

Specially designed tool to precisely attach LashSense Lashes to the Blooming Bond and fuse lash florettes to your natural lashes.

**\$95**

LASHSENSE® LASHES BLOOM BOX INCLUDES: BLOOMING BOND (BLACK), PLUMERIA LASH FLORETTES (SHORT, MEDIUM AND LONG) AND APPLICATOR.

**\$23**

(1 PACK) **\$80** (4 PACK)

LASHSENSE PLUMERIA LASH REFILL (AVAILABLE LENGTHS: SHORT, MEDIUM AND LONG)

**\$25**

BLOOMING BOND

0.15 oz / 4.5 g



Black

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.

**\$29**

0.017 fl oz / 0.5 mL



Black

Brown

Black Brown

Navy

White

Bright-Eyed

Golden Shimmer

Rose Gold Shimmer

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.

**\$28**

0.012 oz / 0.35 g



ShadowSense®  
EYESHADOW

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

**SensePlex+®:** Powerful proprietary complex that helps reduce the signs of aging.

**Tocopheryl:** Vitamin E is a dynamic antioxidant that helps against premature aging and combating wrinkles by neutralizing 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.

MATTE FINISH:



\$25

0.14 fl oz / 4.14 mL

SHIMMER/METALLIC FINISH:



Pink Opal Shimmer



Sandstone Pearl Shimmer



Champagne Shimmer



Rose Gold Glitter



Dusk Shimmer



Moca Java Shimmer



Cinnamon Shimmer



Candied Cocoa Shimmer

TRENDING SHADES:



Peaches



Phoenix Shimmer



Mermaid Shimmer



Heatwave Glitter



Tumbled Jade



Sapphire Shimmer



Lapis Glitter



Fireside Fig



Pink Ruby Shimmer



Purple Sapphire Shimmer



Bandana Shimmer



Goldstone Shimmer



French Toast



Hot Chocolate



Marshmallow Shimmer





*EyeSense®*  
**SHIMMER LONG-LASTING  
LIQUID EYE LINER**

Transform your eye makeup look by effortlessly creating shimmering, flawless eye liner shapes that last all day. Revolutionary liquid formula is waterproof, smear-proof and budge proof.

**\$25**

0.125 fl oz / 3.5 mL



*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.

**\$22**

0.125 fl oz / 3.69 mL



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

Maximize 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.

**\$25**

0.25 fl oz / 7.5 mL

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 miniaturization to minimize hair loss, promoting denser, fuller, thicker, and healthier hair.



Black

Black Brown



Black

Black Brown

Bold Hues:



Jewel Jade



Regal Plum



Deep Cobalt



One Coat: Fully extends your lashes.

Second Coat: Adds dramatic false lash effect.

## LashSense® VOLUMEINTENSE® WATERPROOF MASCARA

Lengthen, volumize, 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.

\$30

0.24 fl oz / 7 mL

## LashSense® VOLUMEINTENSE® MASCARA

Separate, lift, and curl! This humidity-resistant formula helps to moisturize 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.

\$30 BLACK & BLACK BROWN 0.26 fl oz / 7.8 mL

\$28 BOLD HUES 0.2 fl oz / 5.9 mL

## 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 customizable 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.

\$33

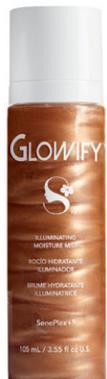
0.42 fl oz / 12.5 mL

\*This works to increase new lash growth by over 46%.

\*Results obtained in an eight-week clinical study of Capixyl on 17 women.



Champagne Glow



Bronze Glow

## GLOWIFY®

### ILLUMINATING MOISTURE MIST

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

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

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

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

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

\$42

3.55 fl oz / 105 mL



Champagne



Rose Gold



Bronzed Taupe



Cocoa

## 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 color. Sets to a pearlescent powdery finish.

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

**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.

\$29

0.04 oz / 1.2 g

NEW!



Juicy Pink



Caramel Kiss



Mauve Magic

## GLOWIFY®

### JUICY PLUMPING LIP GLOSS

Visibly plump your pout in this lip drenching sheer tinted lip gloss. Super hydrating, non-sticky, and oh-so-shiny, it features a refreshing cooling sensation and watermelon-mint flavor. Wear alone or layer over your fave lip color.

**Instaplump™ LQ:** A lip volume-boosting blend of Cayenne Fruit Extract and Ginger Root Oil.

**Pomegranate Flower Extract & Jojoba Oil:** Helps repair and plump lips for a naturally fuller appearance.

**Triglyceride Polymer:** Lightweight blend of coconut oil and glycerin provides smooth, long-lasting moisture.

\$30

0.14 oz / 4.2mL

NEW!



Flamingo Pink



Sunny Honey

## GLOWIFY®

### COLORSENSE MULTI-USE CREAM PIGMENT

A multipurpose, long-lasting, and water-resistant cream pigment for face, lips, or both, delivering a gorgeous wash of color with opaque matte finish.

**SenePlex+®:** 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.

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

\$25

0.14 oz / 4.14 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.

### YELLOW-BASED/WARM

Matte



Apple Cider



Nude Honey



Summer Sunset



Fly Girl



Persimmon



Espresso

Shimmer



Bombshell



Cappuccino



Heartbreaker



Dawn Rising



Precious Topaz



Caramel Latte



Cocoa

Frost



Beige Champagne



Kiss Me Katie



Honey Rose



Nutmeg

### NEUTRAL

Matte



Creamer



Nude Pink



First Love



Hazelnut



Blush



Bella



Velvet

\$28

0.25 fl oz / 7.39 mL



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

## BLUE-BASED/COOL



## TRENDING SHADES:



## How to Apply

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

**STEP 2: PREP PRODUCT** - Shake LipSense vigorously.

**STEP 3: APPLY COLOR** - For vibrant, long-lasting color 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 color with LipSense Moisturizing Gloss for a hydrating finish.



1. Lip Liner



2. Lip Color - Layer 1



3. Lip Color - Layer 2



4. Lip Color - Layer 3



5. Moisturizing Gloss



6. Long-Lasting Look



YELLOW BASED / WARM



NEUTRAL



BLUE BASED / COOL



ONE STEP APPLICATION

LipSense®

HYDRAMATTE LONG-LASTING MATTE LIP COLOR CREAM

This bold, long-lasting liquid-cream-pigmented lip color 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 moisturization.

**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.

\$32

0.25 fl oz / 7.39 mL



LipSense®  
MOISTURIZING GLOSS

Revitalize lips with vibrant color 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.

\$22

0.25 fl oz / 7.39 mL

ORIGINAL SHEER



Glossy (N) Satin Matte (N) Pearl (N) Diamond Kiss (N)



Pink Glitter (C) Silver Glitter (C) Gold Glitter (W)

LIGHTLY TINTED



Sand (W) Rose (C) Orchid (C) Bougainvillea (C)

RICHLY TINTED



Madeleine (C)

TRENDING  
MOISTURIZING  
GLOSSSES:



Solar Flare (W)



Glow (W)



Mimosa (W)



LipSense®  
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:** 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.

\$22 CLEAR | \$25 TINTED

0.25 fl oz / 7.3 mL

CLEAR:



TINTED:



Barely Berry



Blush Pink



Honey Coral



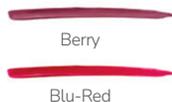
Fuscia Plum



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®.

\$25

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, moisturized 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.

\$25

0.5 fl oz / 15 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.

\$33 INDIVIDUAL

0.39 oz / 11 g

\$35 LIP MASK WITH APPLICATOR



LipSense®

## OOOPS!™ REMOVER

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

**Vitamins A, B, C and E:** Condition and moisturize.

**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.

**\$11**

0.25 fl oz / 7.39 mL



## 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-aging.

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

**\$55**

2.6 oz / 75 g



## NAIL POLISH

A naturally glam non-toxic 17-Free\* nail polish in rich high-shine colors 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 Tosalamide, Formaldehyde, Formaldehyde Resin, Gluten, Glycol Ether of Series E (Glycol ethers derived from ethylene oxide), Nonylphenol Ethoxylate, Parabens, Phthalates (including DBP), Styrene, Sulfate, Toluene, Triphenyl Phosphate (TPHP/TPP), or Xylene.

**\$18** INDIVIDUAL

0.34 fl oz / 10 mL

**\$36** DUO NAIL POLISH COLOR + TOP/BASE COAT



Faoops!®

## 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.

**\$22**

1.7 fl oz / 50 mL



Faoops!®

## 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 skin, lashes, and brows.

**\$25**

Pack of 35 wipes



## 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.

**\$22**

6 fl oz / 177.5 mL

# BODYCARE & PERSONAL CARE

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



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 the skin.

**\$25**

4 fl oz / 118 mL



## MOISTURIZING BODY WASH

This sulfate-free lathering gel helps to gently cleanse without stripping skin of moisture, leaving skin feeling fresh 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.

**\$25**

8 fl oz / 237 mL



## ADVANCED HYDRATION BODY LOTION

Pamper your skin with this rich, luxurious but light weight body moisturizer that delivers advanced hydration and anti-aging 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 moisturize skin with a light, quick-absorbing formula.

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

**\$46**

6 fl oz / 178 mL



## 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 help support skin moisture retention and elasticity.

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

\$25

2.7 fl oz / 80 mL



## 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.

\$36

3.9 oz / 111 g



## MOISTURIZING HAND SOAP

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

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

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

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

\$20

8 fl oz / 237 mL



## HEEL & ELBOW SOFTENING CREAM

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

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

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

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

**\$45**

1.94 oz / 55 g



## GOLDEN RADIANCE PEEL-OFF MASK

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

**Colloidal Gold:** A peptide delivery system that helps improve the appearance of firmness.

**Caffeine:** An antioxidant that helps to energize the skin.

**Bioyouth Brice™:** Blend of brown rice and fermented ingredients that help balance microbiome to encourage production of amino acids, peptides, and antioxidants.

**\$55** INDIVIDUAL

2 fl oz / 59 mL

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



## FRESH ROLL-ON DEODORANT

Free of pore-clogging aluminum salts, this refreshing, lavender and vanilla scented roll-on deodorant provides skin-soothing, sweat-absorbing protection for a transparent and residue-free application.

**Saccharomyces Ferment Filtrate:** A probiotic made from the fermentation of a type of yeast. Soothes underarm, while moisturizing the skin.

**Witch Hazel:** Loaded with active compounds that have astringent and antioxidant properties.

**Sage Oil:** An essential oil that has natural odor-fighting properties.

**\$20**

3 fl oz / 90 mL



## 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.

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

**\$52**

4 fl oz / 120 mL

NEW!

## SMILESENSE™ WITH BRITEPOP™ TECHNOLOGY

Say hello to a tiny party in your mouth with two oral care innovations infused with **99.9% organic coconut oil** to help brighten and soothe gums!

## HYDROXYAPATITE TOOTHPASTE

Brighten your oral care routine with a naturally occurring form of calcium phosphate for a holistic cavity fighting formula to remineralize and fortify teeth with every brush.

## FLOURIDE TOOTHPASTE

Upgrade your oral care with advanced stannous fluoride for superior protection against cavities, plaque, and gingivitis, while also helping to seal the gum line and reduce inflammation.



Fun Brushing Experience

Britepop™ Technology adds a tactile sensation with sugar-free granules that crackle and pop when wet for nearly two minutes—a dentist recommended duration.



Triple Whitening System

Helps naturally brighten teeth using baking soda, micro and macro silica to gently remove surface stains while maintaining enamel strength.



Triple Mint Freshness

Provides long-lasting freshness and a sweet cooling effect with a natural blend of sugar-free sweeteners, xylitol, and mint extracts like spearmint, peppermint, and menthol.



Microbiome

Helps maintain a healthy, balanced oral microbiome with antimicrobial, antibacterial, and antifungal properties.



Oral Health Support

Combats dry mouth with organic coconut oil and helps reduce sensitivity and tartar with tripotassium citrate—all while balancing pH to minimize acid-related damage.



Anti-Cavity Support

Helps prevent cavities and tooth decay.

\$25 EACH (HYDROXYAPATITE OR FLUORIDE)

3.8 oz / 108 g

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

Using a sulfate-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 color-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 color for a longer period.



\$40

7 fl oz / 207 mL

## MOISTURIZING & SHINE ENHANCING CONDITIONER

WITH UV COLOR PROTECTION

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

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

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



\$40

7 fl oz / 207 mL

## STRENGTHENING & THICKENING HAIR SERUM

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

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

**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.



\$65

2.9 fl oz / 86 mL

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

# 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

Using a sulfate-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.



**\$40**

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 moisturizers 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.



**\$40**

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 revitalize hair at its most luminous and vibrant condition.

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

**Botanimoist AMS™ Complex:** Naturally moisturizing 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.



**\$65**

2.9 fl oz / 86 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.

**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.

**\$40** 7 fl oz / 207 mL

## CONDITIONER FOR NORMAL TO OILY HAIR



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

**Floramac® 10**: 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 miniaturization to help minimize hair loss.

**\$40** 7 fl oz / 207 mL

## SCALP & HAIR SERUM FOR NORMAL TO OILY HAIR



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

**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 moisturizing and revitalizing 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 moisturizing the hair with a refreshing sensation.

**\$65** 2.9 fl oz / 86 mL



## DEEP CLEANSING SCALP SCRUB

Exfoliate, cleanse, and detoxify with this sulfate-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.

**\$42** INDIVIDUAL 5 fl oz / 148 mL

**\$48** SCALP SCRUB WITH SCALP SCRUBBER TOOL 5 fl oz / 148 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.

**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.

**\$35** 6 fl oz / 177 mL



## 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 revitalize the hair's appearance and extend the time between washes.

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

**\$35** 3 oz / 85 g

NEW!



## CONDITIONING HAIR DETANGLER & PRIMER

Comb through your day with ease with our lightweight, do-it-all detangler and primer that provides frizz-free, healthy hair and helps protect against UV rays and heat damage. Perfect for even the thirstiest hair types, it ensures a smooth, polished finish and lasting shine from root to tip.

**Aloe Vera Leaf Juice:** Rich succulent plant packed with fatty acids, nutrients, minerals, amino acids and vitamins to help preserve and promote shiny, healthier looking hair.

**Baobab Tein NPNF®:** Baobab tree extract, rich in essential fatty acids, vitamins, and hydrolyzed proteins that help repair damaged strands, enhance strength, and provide robust UV and heat protection.

**Chromaveit™:** An ultraviolet absorber that shields hair from UV damage and prevents color fade, keeping your locks vibrant and shiny.

\$35

6 fl oz / 177 mL

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HAIRCARE  
with SenePlex®

senegence.com | 55



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

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

**\$245**



### Microbiome Skincare Collection

- Correcting Cleanser
- Defense Sunscreen
- Daytime Moisturizer
- Restorative Evening Moisturizer

**\$205**



### Advanced Anti-Aging Collection

- Climate Control
- SeneSerum-C
- Nangai Oil

**\$197**



### Treatments Collection

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

**\$215**



### BodyCare Collection

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

**\$121**



### LipSense® Collection

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

**\$61**



### 5 Minute Face Collection

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

**\$163**



Download the Wishlist



## 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.

### Make a choice:

#### BECOME A CUSTOMER OR A HOSTESS AND EXPERIENCE OUR FABULOUS PRODUCTS!

For hosting a Glamour Demo, Hostesses will receive a discount on their personal product order based on Demo retail sales and future new bookings.

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

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

### Become a Distributor

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

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

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

# 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 \$149 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.

**\$65**



## BEAUTY PORTFOLIO KIT

This beauty boss starter kit is packed with EVERYTHING that's in the Digital and Lips Kits, PLUS over \$800 worth of products and business building essentials. Experience the complete package with LipSense® testers, SeneGence long-lasting color cosmetics, as well as samples of all-time favorite SkinCare and HairCare products.

**\$125**

# 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 (\$600 Retail) or more



## GO FAST

QUALIFY TO EARN UP TO \$1,400 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.



Bora Bora



## 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!



Morgan Zambrano, Independent Distributor and MSF Donor sharing the cause color.



LipSense®  
SELECT LIPSENSE SHADES  
(see page 41)

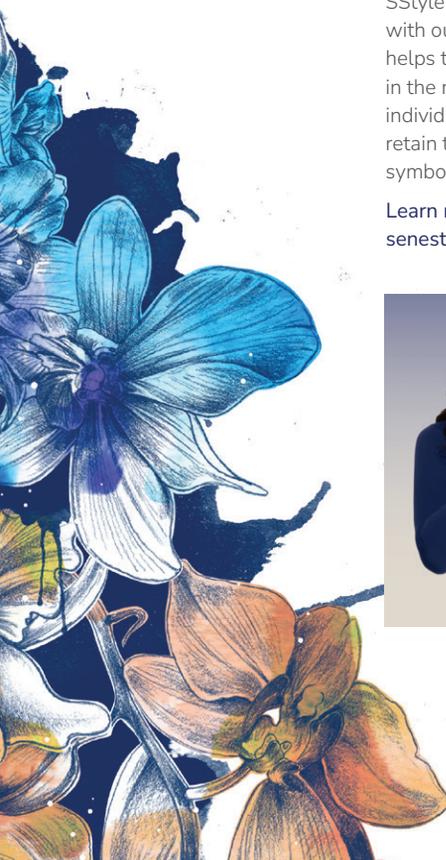
MakeSense®  
ORIGINAL FOUNDATION

## 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 the MSF as well as nominate their local charities to be considered to receive financial support.

A portion of the proceeds from the sale of select LipSense colors, including Kiss for a Cause, Lexie Bear-Y, and Luv It as well as the MakeSense foundation line of make up products are given back to the MSF to support its initiatives. These are purchases that help you feel and look good!





## SSTYLE

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

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



## KISS FF CONTEST



## Discover the Clear Difference of LipSense!

Ready to have fun while showing off LipSense? Host a demo with three or more friends each month and enter the contest – linked below – for a chance to win big!

Here's how it works:

1. Have your guest 'kiss off' their old lip color and apply a fresh LipSense shade.
2. Submit the contest form to [recognition@senegence.com](mailto:recognition@senegence.com)

Each month, two lucky winners will be drawn from every country! If you're selected, you'll win 100 SeneBucks, and your demo hostess and guest will each receive a fabulous product prize.

Scan the QR code for the contest form:



## GLOSSARY OF TERMS:

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

**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 aging 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 aging.

**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, minimizes loss, for denser, fuller hair.

**SenePlex+®:** Proprietary complex that helps reduce signs of aging while moisturizing.

**AquaxylTM\*\*:** Natural sugar complex fortifies skin barrier, balances microbiome, and optimizes 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 SENE<sup>G</sup>ENCE® ?

Senescence  
Process of aging

+

Intelligence  
Capacity to acquire  
and apply knowledge

=

SeneGence  
Intelligent anti-aging  
products that really work!



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301 South Main Street | Sapulpa, OK 74066 | (918) 248-1278 | [senegenec.com](https://www.senegenec.com)



Download the WishList