



Joni Rogers-Kante,
founder of SeneGence
International, with
her son Alan

MOTHER MAKEUP

KNOWN FOR LONG-LASTING MAKEUP, IRVINE-BASED SENEENCE INTERNATIONAL IS MOM-FRIENDLY.

at the same time," says Rogers-Kante. "Some of my most cherished moments were cradling him. As most children do, he reached up and touched my face as we nuzzled and played, which always meant I would have to reapply makeup before leaving the house, since those sweet little hands managed to remove or smudge most of it."

When she founded the company in April 1999, SeneGence had six long-lasting LipSense Liquid Lip Colors as the main product; today, SeneGence has a line in excess of 300 items including patented long-lasting color cosmetics, proprietary anti-aging skin care treatments, body care, nail care, and hair care as well as accessories and boutique items.

Rogers-Kante took some time from running her business and parenting to answer our questions about her company.

WHAT IS YOUR BEAUTY BACKGROUND?

My interest in a career in beauty began in the '80s. While still in school, I worked in the cosmetic department and moved up the management ranks at Sav-On Drugs. While in college I fell in love with the idea of running my own business so I joined a cosmetic, direct-selling company and worked my way up as a top independent contractor.

AND NOW YOU OWN A DIRECT-SALES COSMETICS COMPANY?

SeneGence offers people the opportunity to own their own business, part time or full time, earning fun money or six digit incomes regardless of their background or education. Currently, we have thousands of Independent SeneGence Distributors throughout the U.S., Australia, Canada, Italy, the United Kingdom, Indonesia, Switzerland, and soon Brazil, Venezuela and Argentina.

HOW DO YOUR PRODUCTS STAND OUT?

Our entire line of SeneDerm Anti-Aging SkinCare and SenseCosmetics features our exclusive and proprietary SenePlex Complex. SenePlex Complex is a kinetic enzyme that fights the signs of aging by renewing skin an average of 23.3% more rapidly for 100% of our consumers.

HOW ARE YOUR PRODUCTS MOM-FRIENDLY?

Today's moms are juggling multiple roles, which I'm very familiar with. Our patented and proprietary line of makeup, known as

SenseCosmetics, lasts for up to 18 hours and looks good and stays put through business meetings, parent-teacher conferences, carpool, soccer practice, Spinning and swim class, date night, and everything in between. They are also mom-friendly in another way; there's something to be proud of when you can recommend to your friends products that really work, make skin more beautiful and are economical all at the same time. Moms can roll a busy lifestyle into a business on-the-go with products that are in high demand, and many women are making very good incomes from both sales of products and commissions earned directly from the company.

IF YOU WERE STUCK ON A DESERT ISLAND, WHICH OF YOUR PRODUCTS WOULD BE ESSENTIAL?

Of course in my everyday life I use almost all of them, but on a desert island I would definitely take our Climate Control, which provides essential moisture and helps balance the climate around the skin. I would also take our DayTime and Evening Moisturizers, Shea Butter Body Cream, Hand Cream, and Unscented Body Lotion.

- JESSICA PERALTA

■ **FIND A DISTRIBUTOR** :: SeneGence distributors are trained in application and customization of the line. Through the Find Distributor link at the top of the company website, you can search for a nearby distributor to arrange product testing, customization and purchase.
:: seneence.com

SeneGence's
LipSense
line of liquid
lip colors



Most of us have had an "aha moment" when a brilliant idea pops directly into our brains, inspiring us to create, act and succeed. For many of us, the idea that is so clear in that one moment is also fleeting, and as we become distracted by a doorbell ringing, a hungry child, an urgent meeting, or a million other things, the moment is gone.

There are a rare tenacious few who hold onto that idea, turn it into a dream and then one day, it becomes real.

Such was the case with Joni Rogers-Kante, owner, founder and CEO of Irvine-based SeneGence International, whose inspiration for her skin care and cosmetics company was born of motherhood 24 years ago.

"When my first son, Alan, was born, it was his infant innocence that sparked my desire to create a line of cosmetics that would stay on and make skin more beautiful